

The **Billboard**

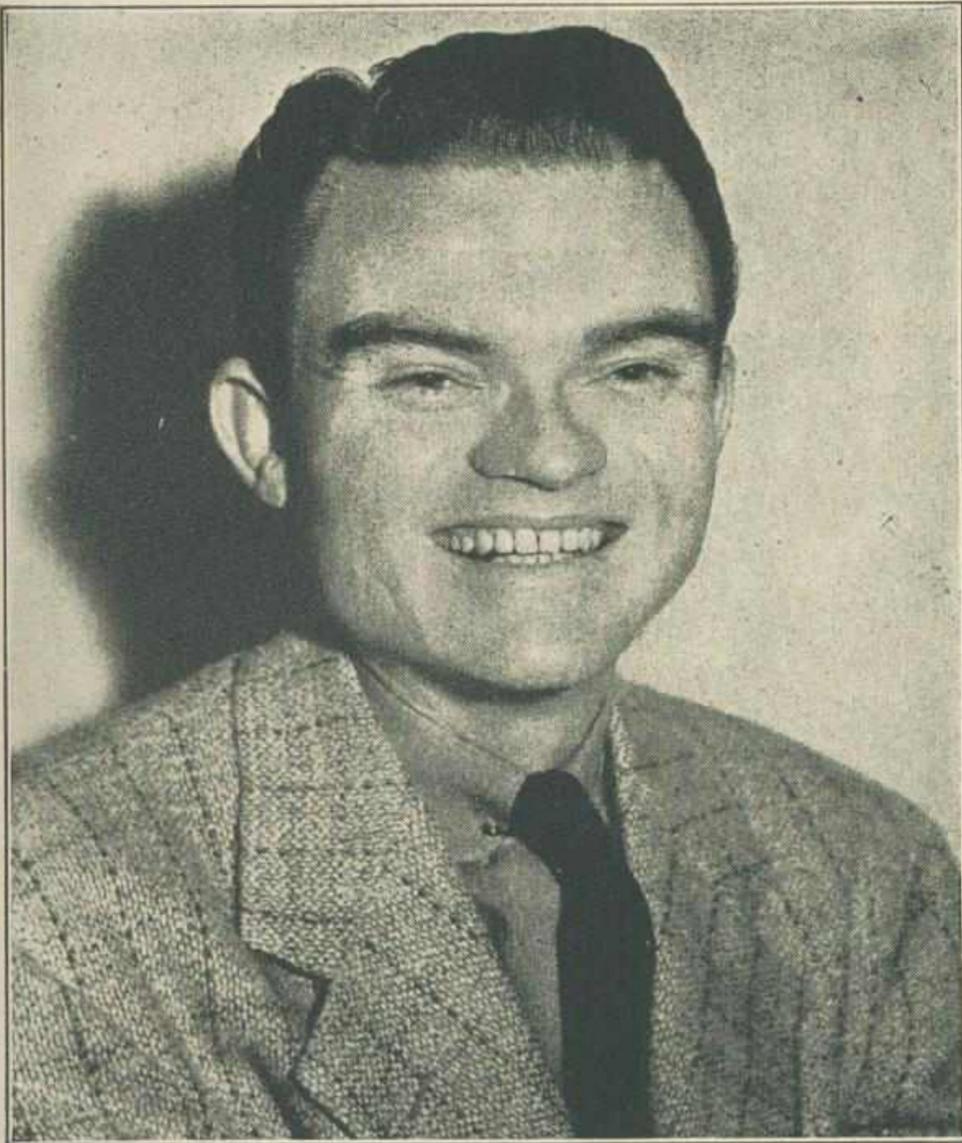
AUGUST 5, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

RADIO

NETWORK AD-HONEYMOON ENDS



SPIKE JONES
His Slickers Are Overseas
(See page 4)

LEGIT

**Experimental Theater &
The Theatrical Unions**

MUSIC

**Song Pluggers Playing Coy;
Pubs Paying Plenty \$\$\$**

COCKTAIL COMBOS

LOUNGES SURVIVE TAX ACHES

BUY BONDS

Treats All!

DUKE ELLINGTON

The G. F. Shifts and Reasoning

The Show Wasn't

BAINBRIDGE, Md., July 29.—Power of entertainment backed by power of the press accounted for a big turnout at the 10,000-seat amphitheater of the U. S. Naval Training center here the other day. They came to witness an all-center which didn't come off and wasn't supposed to.

The *Mainsheet*, camp news paper, erroneously announced the extravaganza, circus-styled, for last week instead of this. So a large complement of goodly Bainbridge burghers marched into their pews in their freshly starched whites, eager and expectant for the doings in the open-air coliseum, in which space is usually at a premium despite its size.

Altho no official show was provided, the customers were not wholly disappointed. They watched with great interest a big crew of carpenters, painters and electricians working on scenery for the special July production, staged by the entertainment wing of Welfare and Recreation.

Mexico Wants US Vaude Acts

New houses and rising pay attract acts not lured by war jobs or USO

MEXICO CITY, July 29.—Mexican vaude and night club bookers are crying for American acts.

At least a dozen night clubs are booking from three to six acts nightly. Follies and Lirico, vaude revue houses, using 10 to 15 acts. Colonial, former movie house, went for vaudeville, starting this week, using a dozen acts in revue style.

American acts in Mexico have reached a new low despite higher salaries and better job security. Bookers say American acts which make the grade can do from three to six months in Mexico.

Americans now in Mexico include Jacqueline Joyce, in her 30th week at the Follies; Dale Hall, who has been here

Gov't Biz?

MEXICO CITY, July 29.—With the town jammed full with tourists and refugees, government is completing the big Alameda Hotel in center of town, which it hopes to lease or sell upon completion. The hotel is nine stories high and contains garage, 600 rooms, cabaret, saloon, theater, beauty and barbershops, stores, etc. Theater will seat 780 persons. Both theater and cabaret will be on first floor.

a year doing night clubs and vaude; the Hi-Hatters, American dancers; Don Alexander, radio singer, and Nelson Sisters, aerialists formerly with Ringling and last with George White.

Lack of American acts is blamed by bookers here to good biz in the U. S. plus the army circuits and many actors going in for high wages in war work.

Floorshows in Mexican spots include everything from ultra-smart ballroom couples to typical Mexican dancers, ranchero singers, jugglers and contortionists. Best liked of American acts are acros, jugglers, roller skaters and dancers.

Air Migration Saves Real \$\$\$

Sunday night battle means sponsor will control choice block of time

By Marty Schrader

NEW YORK, July 29.—Unprecedented network and time shifts by General Foods that will pit Kate Smith against Jack Benny, Fannie Brice against The Great Gildersleeve and Blondie against Edgar Bergen, as well pull shows like *Duffy's Tavern* off the Blue and the *Aldrich Family* off NBC, are all part of a concerted plan to tilt ratings of top programs, reach new audiences, build not-so-successful shows into successes and save dough.

The first major conflict to get the trade's attention is the battle that pits Jack Benny (NBC, 7-7:30), and the *Fitch Bandwagon* against Kate Smith. She returns to the CBS air September 17 (7-8 Sundays). Many have said that the Benny competition will be too much for Kate, but not in the Young & Rubicam, the G. F. Agency, reasoning. They figure it this way:

The CBS line-up from 6:30-8 the past winter had Wrigley's *America in the Air*, Anchor-Hocking Glass's *Corliss Archer*, Gulf's *We, the People*, and Goodyear's *The Star and the Story* against NBC's *Gildersleeve*, Benny, *Fitch* and Bergen. That was hardly competition. Come fall, the line-up will be: Fanny Brice (September 17), Kate Smith (September 17 and *Blondie* (September 10), on CBS. That gives General Foods a straight two-hour stein and gives it a chance to build a continuous listening audience which will stick to the top shows it is offering. G. F. feels that if (See G. F. SHIFTS on page 30)

Aussies Want Yank Shows; Don't Get 'Em

Battlefront Airings Move

NEW YORK, July 29.—Australian radio listeners, as reported by *The Billboard* several months ago, are nuts about Yank-style shows but, according to Cleve Roberts, Blue correspondent just back from the Southwest Pacific, they are no longer able to get them. Roberts explained that with the tide of war moving northward, beaming of *Mail Call*, *Command Performance* and other U. S. shows to combat troops has eliminated virtually all of the Down-Under continent from the signal area.

Only the comparatively small cities of Brisbane and Darwin, both on the North Coast, are now covered by the American programs. Altho the commercial Australian net has tried to attain a Yank flavoring, its success has been only so-so. "As far as the government non-commercial net in Australia is concerned," he said, "I am convinced that the only people who listen to it are its directors." The average Aussie wants Yank shows on the air and is saying so.

Roberts also revealed that the government radio Down Under is so lousy with money that it can't find places to spend it. On one occasion they cut some c. t.'s for him and, when he asked that the Blue be billed, they told him to forget it. "Glad to be able to spend the money," said one Aussie radio big shot.

Nutmeg State Theaters Get Fire Dept. Check-Ups

NEW YORK, July 29.—As a result of the Ringling circus fire, theaters and auditoriums in Connecticut are being checked for violations of safety regulations.

During past week licenses were withdrawn from pic theaters, the Strand, Norwich, and the Strand, Mystic, as the buildings were declared unsafe.

All other theaters in Norwich, Mystic, New London and Pawtucket were okayed. Check-up is continuing.

"Mama" and Bach Cantata Add To 30G for Hub Pops' 59th Season

BOSTON, July 29.—Nowhere in the country is there a musical enterprise which operates from year-to-year with the public good will and the commercial sock of the Boston Symphony ork's pops concerts. Many factors combine to make this success. Among them are a middle-brow musical policy which presents the most widely acceptable of both classical and commercial popular music; the informal atmosphere of Symphony Hall, where you can sit at tables, smoke, drink and hear music ideally fiddled.

Popular bands have intense followings for a comparatively few years. Symphony orks have a small, devoted public over long periods, but the pops have a large and steady following for 59 years. Last fortnight these concerts completed the most successful of their seasons.

Without lowering performance standards, these concerts operate on a fool-proof formula: that of complete dedication to the musical tastes and interests of the largest segment of the public. Thus, this season, *Pistol Packin' Mama* (re-arranged and called *The Death of Pistol Packin' Mama* for pops) and *Wache Auf* (*Sleepers Awake*), from the Cantata No. 140 of Bach, vied for honors as the season's most popular numbers from the bottom (pop novelty) and the top (classical) of the repertory.

Artistically Sound Biz

This represents less a compromise of artistic standards than it does an ex-

ercise of sound business sense and an informed intelligent view of what the public wants when it relaxes collectively. Somewhere in the middle of public tastes come Dave Rose's *Holiday for Strings*, played at least once at every concert, and Prokofieff's *Classical Symphony*. The first is from the book of commercial pops, while the second, a modern work which outraged the conservatives 30 years ago, comes from the standard symphonic repertory.

All four frequently appeared on the same program, which might also have included Elgar's *Pomp and Circumstance*, a *Carmen* fantasy, selections from *Oklahoma*, the national anthem, *Salute To Our Fighting Forces*, made up of the best-known American military marches and songs, a Strauss waltz, a few odds and ends, plus four or five encores ranging from *Holiday for Strings* to *Flight of the Bumble-Bee*.

Pops begin each spring, about May 1, a few days after the end of the Boston Symphony's regular season. They continue until the opening of the Esplanade Concerts, outdoors on the Charles River embankment, the middle of July. Until early June there are seven concerts a week; thereafter, six. This year, the Saturday night concerts were broadcast over the Blue Network, sponsored by Allis-Chalmers, the Boston Symphony's regular sponsors.

As soon as Symphony Hall is cleared of the winter longhairs, painters and decorators clean and refurbish the hall, (See "MAMA," BACH on page 23)

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

Network Ad-Honeymoon Ending

Webs Start on Tightening Up

Post-war fights for biz both by sponsors and chains make rules a must

NEW YORK, July 29.—All major webs, except CBS, are readying substantial revisions of their commercial continuity acceptance codes. They're anticipating the day when product advertising will replace good will, when sponsors will scramble for biz, and the sales department boys will be ready to peddle blue-sky in order to snag an account. The CBS policy remains unchanged, net still going along on the foundation laid down by Prexy Bill Paley in 1935—alho even here it's admitted that the policy will be "interpreted."

Two weeks ago the continuity heads of NBC-West Coast, Chicago and New York met here in what the NBC press department called "a purely social meeting." After fanning the breeze they carried their social activities into Nils Trammell's office. Web press office explained the get-together on the basis that Wendell Williams, West Coast continuity man, happened to be near New York on his vacation. He dropped into Radio City for a visit, and the boys were so glad to see him that Joe Mason, NBC continuity acceptance head in the East, called the Chicago man and asked him to have a drink with them, too.

However, the trade says that NBC, which has always been most exacting in its unpublished standards as far as propriety and border-line accounts are concerned, is set for a further tightening of its code. Middle commercials, agency men say, will continue to be okayed but, as usual, it is the individual case that will determine its acceptability. Particularly stringent will be the rules covering middle commercials on news shows, except during marginal time. Reduced to the bare minimum, they are expected to become nothing more than sponsor identification, with selling verboten. After 11 p.m. and before 8 a.m., when the listener expects longer and more frequent commercials, greater leeway will be allowed.

NBC Good Taste

NBC's few propriety accounts can expect, in the opinion of the ad trade, a set of standards even more stringent than (See Webs Start on page 9)

SPIKE JONES

His Slickers Are Overseas

IT IS quite appropriate that the band which rode into the top brackets on the strength of its Victor waxing of "Der Fuehrer's Face" should be the first name ork to go overseas to entertain the fighting men of the Allied Nations. And that's just what Spike Jones and His City Slickers did. Could be, if the war in Europe continues the way it has been going, that before too long Spike and the Slickers may be playing the number on "Unter Den Linden" in Berlin.

Spike was really rolling when he put in his bid with the Hollywood Victory Committee and USO-Camp Shows, Inc., for the overseas stint. He had been featured in a number of top Hollywood productions, had just taken a vacation from the Bob Burns show, had his own radio program lined up and Victor was issuing new Jones waxings, cut, of course, before the Petrillo ban. There's little doubt that when the zany maestro and his musickers return they'll pick up from where they left off.

Cheap But Hard To Find

CHICAGO, July 29.—The W. E. Long Advertising Agency this week sent to all stations in the country a piece of promotion with a message the radio trade can find instructive. On the back of a pic of its assistant radio director, Robert Struble, standing at the reception desk of WBBM, CBS affiliate, they had a letter which read in part:

"The receptionist, switchboard operators, page girls, stenographers, in fact all of the routine employees of WBBM seem to have entered into an understanding that 'courtesy is cheap.' The result, they make you forget the trials and tribulations of this war and its many handicaps.

"In a tiny effort to impress other radio stations with the importance of the logic that 'courtesy is cheap,' we had this photograph taken and we are sending it to every radio station in the United States.

"Sure you're selling plenty of time; you're doing plenty of business. You don't need customers, but, brother, some of these days the drums of war will cease pounding and the memory of man will run to the contrary. So, why wouldn't it be a good investment now to instill in your staff the fact that 'courtesy is cheap?'"

WBBM Trying a Class Approach to Daytime Strips

CHICAGO, July 29.—An attempt to give the fem listeners of this area a dramatic show having the interest-holding attributes of a soap opera but still something new in the way of daytime programing, is being made by Walter Preston, WBBM-CBS director of program operations, who will schedule, starting August 7, a dramatized series of great literature of the past on WBBM. Show, to be titled the *World's Great Love Stories*, will be heard Monday thru Friday from 4:30 to 4:45 p.m. (CWT) and will dramatize such works as *The Tale of Two Cities*, *Count of Monte Cristo*, *Moby Dick* and *Call of the Wild*.

In planning the *Love* series, said Preston, he took into consideration the hold daytime dramatics have on the fem audiences, but used the theory that some listeners are not entirely satisfied with present cliff hangers. This series, he believes, will have higher literary content and will appeal to the serial fans as well as to those looking for something better.

Preston also said that this series, even tho it will use five violinists and an or-

ganist, will cost about 50 per cent less than the average soap. This cheaper cost will be possible because Preston's show will use a narrator and about three actors each day, a smaller acting cast than on most daytime tear jerkers.

Preston said he was also keeping in mind the CBS theory of "block" programing when he planned this new drama series. This theory, as all the trade knows, is based on the belief that shows of the same general program style are able to hold an audience for about an hour, after which another cycle of a different type should be started.

With this series Preston believes he has a good change of pace which can be presented between two daytime serials if the show should go network. As it is now, the program will follow a local commentator, Paul Gibson, who is a hit with the holders of the purse strings, and is followed by CBS's *Wilderness Road*, a typical serial. Preston further claims that as far as he knows this is the first time such a programing idea has been tried out in the daytime, at least in this area.

AP Nixed by 2d Detroit Station Due To 'Free Press' Restrictions

DETROIT, July 29. — Cancellation of Press Association (AP Radio News Service) service by WJR because of the refusal of *The Detroit Free Press* to allow news originating with it to be serviced to local radio stations, was speedily followed by similar cancellation, effective September 3, end of present contract, by WJBK.

At WJLB, Manager Hugh M. Gray reported the station news coverage affected only slightly, and that most Detroit stories that their newscasters used appeared to originate with *The Detroit News*, which continues to service PA for local radio redistribution. Gray said, however, that his news staff had been instructed to "be conscious of the situation" in handling news because of a possible gap in coverage.

The fact that *The Free Press* is a morning paper appears to give station a break on the service still coming thru, and that a substantial portion of stories originate with *The News*, an afternoon paper, at such a time as to allow for prompt use in the best news broadcast hours.

Competition Not Idle

The local press-radio furor was followed speedily by a flurry of activity by all the press associations, indicating that the radio business was a prize worth going after on its part. Both United Press (UP) and International News Serv-

ice (INS) quickly approached the stations losing the local coverage, and announced plans to put on additional men or shifts to handle the increased local coverage that would be expected from them. WJR, for instance, is relying on these two services at present for local coverage.

At the same time, Press Association, told the local stations that they were arranging to offer a better local service than in the past. This appeared to be along the line of opening a separate local office, instead of using space in the two newspaper offices as at present, together with expansion of the local staff to give more complete news coverage. Fitzpatrick indicated that if the new service being developed proved satisfactory, WJR would resume PA service.

News Property Rights

A by-product of the controversy locally was the reaction of local radio men against the apparent inconsistency of (See AP NIXED on page 9)

Midwest Oks Station Use Of BBC Segs

All Type Stations Serviced

CHICAGO, July 29.—Increasing use of BBC programs by independents and net affiliates in the Midwest has the trade here talking and sputtering. Some say excellent job done by BBC servicing United States' stations with D-Day news accounts for it. Others say it is a gradual increase based upon the realization at last by the stations that BBC can be depended upon to do just about any kind of job asked for in presenting overseas programs of interest to the U. S. listener. Some of the radio execs here are a bit worried about BBC's increased popularity and by looking under the bed, see it as a threat to the American networks. Others, and they are in the majority, say that once the war is over the need for the specialized type of thing BBC does to bring the war close to Americans will no longer be there and BBC will have very little to offer this country.

More BBC Than Net

But there is little doubt that since D-Day an increase has been seen in the use of BBC programs. Good example can be seen at WLS, Blue affiliate here. From June 6 to 17 this station used 65 battle-line pick-ups from BBC and only 40 from Blue. Its news editor, Julien Bentley, said, "The BBC has given us some very good stuff. We have been highly pleased. You can quote me on that."

In addition to battle-line reports, or actualities, as the BBC calls them, WLS has been broadcasting once a week, a show especially prepared for them by BBC. This show, featuring an English housewife, named Dora Bateman, gives what would be the average woman's reactions to the war. WLS also has exclusive right in this area to the broadcast of BBC's popular program, *London Column*.

(See Midwest Oks on page 10)

TALK ABOUT KUDOS

All the kudos dealt out during the last few years to musical personalities and orgs by The Billboard and others will be listed in full in the 6th Annual Edition of The Billboard Music Year Book (to be published as a separate volume for the first time in 1944). And those who got the kudos as well as those who gave them will all be talking about the '44 MYB.

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SLICKS ROLL OUT THE CARPET

Trade-Opinion Men Report Promotion Media and Ideas In Station Promotion Survey

More Follow-Thru and Less Idea Stuff in '43-'44

NEW YORK, July 29.—With agencies throughout the United States and Canada preparing their bids for radio-program promotional honors, advertising survey authorities have been at work studying the material in the 111 station promotional entries which were evaluated in the recently completed Seventh Annual Radio Station Promotion Survey by Carlos Franco (Young & Rubicam), Linnes Nelson (J. Walter Thompson) and Frank Silvernail (B., B., D. & O.).

The trade-opinion men were interested in discovering the type of promotion done by percolators that the stations themselves thought important enough to submit for an award, feeling that the 111 stations represented a cross section of the 900 broadcasters operating this wartime year.

Publicity Common Denominator

Newspaper publicity was the one common denominator of all entries. Out of the 111 not one station neglected to include evidences of a successful publicity campaign in its presentation. Out of the 111, 83 presented campaigns based upon local shows, the remainder, 28, featured campaigns based upon net shows carried locally. Twenty-one of this 28 offered publicity campaigns which were original with the station and did not depend upon the net flackeries for inspiration. That went just as well for Station WHIS, down in Bluefield, W. Va., as it did for Station KPO, the NBC 50-k.w. outlet in San Francisco.

Even the seven stations that used net-inspired campaigns were trail blazers insofar as they sold the web stuff better than the home offices were able to sell it. There was no question, according to the advertising survey authorities, but

Radio Maturity Reached D-Day, Says NAB Ryan

NEW YORK, July 29.—J. Harold Ryan, proxy of the NAB, told the State conference on the use of radio in farm and home safety in New York Thursday (27), that the industry reached its maturity on D-Day, 1944, when listeners, for the first time, realized that the industry was a full-fledged part of our national communications picture. Ryan, whose topic was *Radio's Public Service in Time of War*, told his audience that "To a great many people, radio was born on the sixth day of June, 1944."

He continued: "They (the public) had used it, enjoyed it, grown accustomed to it, turned to it instinctively on D-Day—but never really knew what it was until its microphones went into action alongside fighting sons, husbands and brothers." The NAB proxy then went on to say that to the industry, too, D-Day represented its point of full maturity. He said that a major crisis is needed to achieve that maturity. Radio, he said, came thru that crisis with colors flying.

Ryan also said that the know-how and the equipment that put over the invasion job was all a product of the experimentation and the daring of the men of the radio industry. Those factors, he said, are many times more important than merely holding a license.

Several other radio men addressed the conference and told of industry's contributions not only to the war, but to the safety of farms and homes.

that, despite all newspaper resistance to handouts, the press is still first in the hearts of station program promotion bosses.

Of special interest in the broadsides of the newspaper-owned outlets was the manner in which the newspaper tie-ups were made effective. One station had its affiliated newspaper run an editorial every day after the broadcast of the Town Hall forums. Another station had its flack write a radio column for its parent newspaper and include many items not associated with the station which it was pushing. Still a third newspaper-owned station ran daily news stories inspired by the radio commentators who broadcast the night before. In fact, only in the case of press-owned percolators (outside of New York and Chicago) were regular radio digests used by

(See *TRADE-OPINION MEN* on page 11)

CBS Plans Daytime Video Seg Tests

NEW YORK, July 29.—CBS video is set to put several regular radio segs, among them *Sing Along*, *Arthur Godfrey*, *Reveille Sweetheart*, and WABC's *the Missus Goes A-Shopping* on tele in an effort to determine how well video is adapted to the radio daytime pattern.

Tryouts will begin shortly during WCBW-CBS's regular Thursday and Friday nite televising time. Actually, according to the trade, CBS jumped the gun on its own announcement when it scanned *A Letter to Margaret Arlen* July 20 (reviewed in *The Billboard* issue of July 29).

It is also said that this move is part of the web's continuing search for daytime video formulas that require a minimum of visual concentration.

WEEI 'Food Fair' Mag Paying Its Own Way As It Sells Station

BOSTON, July 29.—Racking up a record of 5,000 paid subscriptions, WEEI's *Food Fair Magazine*, monthly promotional piece published in conjunction with the station's Monday-through-Saturday morning women's stanza, may key future program promotional policies. The success of the magazine in its two years proves definitely that the printed word is a substantial supplement to the spoken word, with dividends accruing to both station and sponsors.

Idea behind the magazine was to provide a listener service in connection with the *Food Fair* program aired from 9:45 to 10 a.m. daily. Listener reaction was so favorable that the service was expanded pronto and stronger promotional bite given to the format.

Food Fair is a 32-page offset magazine, priced at 10 cents an issue, 25 cents for six. Cover is run in color, and a New England scene used to localize the appeal. The only advertising carried within are gratis plugs for participating sponsors' products. Writing and layout are way above average, having class and general appeal. Regularly featured are new recipes, information on meat, vegetables, and food in general. Each issue rates a guest article by some name personality, together with varied information on handicrafts and household finds. A relatively new section de-

Shore for G. I.'s

NEW YORK, July 29.—Before returning to the air (this time to NBC) October 15, Dinah Shore is taking a trip overseas to entertain servicemen in combat areas. This is one of the first times that a fem star of Miss Shore's caliber has ever gone over—minus extensive tub thumping. Singer has mixed publicity on the trip. Destination is a military secret.

Congress Asked For Rules On Station Sales

WASHINGTON, July 29.—Unauthorized to prohibit station sales where the amount of money involved is far in excess of what it considers the actual value of the physical properties, going-concern and good-will, the FCC is appealing directly to Congress for a statement of policy to guide its actions where it feels that frequencies are being considered in the sale prices. In letters to Senate Interstate Commerce Committee Chairman Burton K. Wheeler and to Rep. Clarence Lea, chairman of the House Interstate and Foreign Commerce Committee, FCC boss James L. Fly asked that some congressional policies be laid down to direct the commission's actions in such cases.

Calling attention to "tremendously high prices" which radio stations command in the present market, Fly said that it is evident that the sellers may be profiting from their licenses, rather than from the actual value of the station. He added further that the ownership of these licenses for frequencies, under the Communications Act of 1934, is reserved for the public and added that "It is the commission's policy to disapprove of transfers which obviously represent the activities of a promoter or broker who is simply acquiring licenses and trafficking in them."

Fly went on to say: "Under the present (See *CONGRESS MUST RULE* on page 9)

Mags Invite Flack Stuff

Newspapers may say No! No! But the doors at the class-mass pubs wide open

NEW YORK, July 29.—Ripe plums for radio publicity are hanging from the slick mag tree, just waiting for the picking. So far, web flacks seem to be the only ones of their tribe taking advantage of the current trend which indicates that the sheets are panting for radio copy. Nets are trying to supply as much of the demand as they can, but the agencies, with few exceptions, have not taken advantage of the wide-open field.

One mag contact man for a major net told *The Billboard* that in the past year, radio space in the slicks had gone up and up and up. He wasn't able to give specific figures, but did say that the national weeklies, where formerly he counted himself lucky if he hit one in three months, he can now be certain that at least one of the mags will carry a radio piece, from his net, each week. "Estimating just how much space I get is an impossibility," he admitted, "But I do know that scarcely a week goes by that I don't get a feature article in *Colliers*, *Saturday Evening Post*, *Liberty*, or one of the others."

Digests Open Market

At another web, the mag man said that he thinks that the slicks are on the make for good radio copy that conforms to the type of article they run, and adds that the digests, too, are looking for material. Fillers, feature stories and excerpts from scripts are all being used. The pic sheets are in the market for big spreads; the fashion mags will take a pretty gal as a model and give net credit,

(See *SLICKS INVITE* on page 30)

Spielers at Two Repped by ACA

PHILADELPHIA, July 29.—Expansion of the broadcast department of the American Communications Association, CIO union of air announcers and engineers, has been announced by R. E. Shipp, secretary of the union here. In addition to a wage hike for the engineers at WCAU here, Shipp revealed that the union has stepped into WLIB, Brooklyn, and at WWPG, Palm Beach, Fla.

At the Brooklyn station the radio announcers voted to designate the ACA as their bargaining agency. Radio technicians at WLIB are currently working under an ACA contract. Negotiations for contract for the announcers will begin shortly under the direction of Michael Mignon, ACA international representative, and William Bender, chairman of the New York City branch of the broadcast department.

At Palm Beach the entire staff has designated the ACA as its bargaining agency. The National Labor Relations Board has been petitioned for certification.

The National War Labor Board granted a wage and "rate range" hike for the radio technicians at WCAU. Mignon and Charles Smith, of the WCAU staff, handled the negotiations for the WCAU engineers. The "rate range" increases the minimum wage from \$48.50 to \$50 weekly. The maximum wage has been upped from \$72.50 to \$82. Periodic wage increases were raised from \$1.50 per week for each six months of service to \$2 per week. Actual wage increases amount to approximately 10 cents an hour on the technical pay roll.

The NWLB grant, signed last week, is retroactive to December 16, 1943.

voted to recipes listeners send in has drawn a big response from subscribers.

Mother Parker Edits

Food Fair is edited by Heloise Parker Broeg, the Mother Parker of the air stanza. The staff members of the morning program also contribute special departments each month under their own by-lines. Promotion of station personalities and programs is adroitly done, with plenty of interest packed into the word-age.

The rapid growth of the magazine has been achieved without heavy plugging. Mentions on the air, prominent location in the 25-foot traveling window displays, and a regular spot in the permanent stall at Boston historic Faneuil Hall Market are the only media by which the magazine has been called to public attention.

The fact that offset is one of the least costly ways of putting out a magazine points up the claim that *Food Fair* is nearly self-sustaining. Certainly a sizable chunk of the expenses is reduced by the 5,000 paid-subscription list.

An obvious conclusion is that a well-written, eye-appealing magazine can do an important job of promoting programs, personalities and sponsors. In *Food Fair* the spoken word gets a strong seconding via the printed word.

Prof. Attacks on Radio And Its Sponsors Getting Plenty Answers From Nets

Execs Laugh at "Commercial Domination" Charge

CHICAGO, July 29. — Fred Eastman, professor of biography and drama at the University of Chicago, aroused the ire of radio row here this week when he let fly a few hard left jabs at radio industry in a speech he delivered at the 13th annual Pastor's Institute and Educational Conference on the midway. Eastman said things that were not at all complimentary to the trade, and its leaders came back with rebuttals that had him hanging on the ropes. "During the past two years," Eastman said, "radio has been increasingly dominated by commercial advertisers. The sustaining educational and religious programs have become fewer. Many have disappeared from the air; still others have been pushed around to undesirable hours because advertisers want more time. Many of the advertisers have had nothing to sell. They wanted to buy the time only to cut down their excess profits tax."

To refute the statement that sustaining and religious programs have been pushed around E. K. Hartnebower, Blue's Central Division sales manager, brought out some typical programming examples in his own net. He pointed out that the Blue carries *National Vespers* on Sundays from 2:30 to 3 p.m. (CWT), a choice time that could be sold commercially with great ease. He also cited the programming of *Message of Israel* and *Hour of Faith*, which this week were given special awards by the National Federation of Press Women. He said that radio operates in the public interest, as witness the many commercial programs canceled during the coverage of D-Day and the national presidential conventions.

At one part of his speech, Eastman said that freedom of radio means more than freedom from political censorship and means freedom from advertising control of the content of program and then went on to say that "He who controls the pocketbook controls the man." It was this portion of the address that aroused the wrath of Walter Preston, CBS's program director here.

"If Eastman would look into the mat-

ter more closely," Preston said, "he would find out in a hurry that we operate in the public interest, convenience and necessity. Sponsors don't and can't control our policies. If Eastman came to us with a million dollars he couldn't affect that policy one bit. What he says is positively funny." As specific cases of public service airing just to mention a few, Preston cited WBBM's *Victory Matinee*, *Church of the Air* and *Young People's Platform*. He said he saw no reason to go on and on mentioning WBBM-CBS educational programs. The list, he said, is too long.

At Eastman's theory that "Many advertisers buy time only to cut down excess profits tax," Preston also scoffed. He said that even if an advertiser had no products to sell he was still selling his name and future trade standing when he used radio.

The Mutual Answer

Ade Hult, manager of the Mutual office here also laughed at Eastman's charges. He said that any implication that sponsors "censored" radio programs on Mutual was absolutely ludicrous. He said that commercial sponsors today lean backward in their attempts to be free of any charges of commercial censorship. And he said the public welfare job done by radio was made evident by the large audience depending upon it today for news and by the fact that the government has used it for so many successful campaigns to speed the end of the war.

At NBC, high ranking officials have opinions similar to those voiced by the Blue, Mutual and CBS execs. All seemed to agree that Eastman was saying things for which he had no proof. All wondered how come the University of Chicago, with its high-standing reputation at stake, could condone such a speech. In fact, one NBC exec pointed out that the university uses radio for its *Chicago Round Table* and for its Mutual Network *Human Adventure* series, both of which are strictly public service.

Chi School Meet Hopes To Correct All Ohio State Aches

CHICAGO, July 29.—Everything that the spring of 1944 Institute for Education by Radio in Columbus, O., wasn't, the eighth annual meeting of the School Broadcast Conference here, October 23-24, will be. Where the institute was the subject of much condemnation by radio execs and educators, already George Jennings, radio director of Chicago's Board of Education, who will be director of the conference, has received letters of praise from radio and educational leaders who have applauded his plans for the October conference.

One of the chief complaints about the education institute was voiced by those who said it had nothing instructive to offer to either educators or the radio industry. They said it was primarily a rehash of old stuff, with bigwigs holding the floor giving long speeches and leaving no time for discussion from the audience. These same people said that since there was no meeting of the minds (such as a discussion from the floor would bring about), neither the educators nor the radio chiefs in Ohio benefited. Jennings, who was at the Ohio institute and heard all the complaints, has profited by what he learned there and has planned his October conference in Chicago's Morrison Hotel to be just what the Columbus clambake was not.

Experts' Wind

The Institute For Education by Radio had speech after speech by so-called experts who talked on and on until the wooden chairs in the session rooms felt as if they had seats studded with spikes. At the School Broadcast Conference there will be no long-winded speeches, Jen-

nings says he wants to make this a participation conference, with the word participation underlined. Therefore each session would be under the chairmanship of one man.

Lyman Bryson will act as moderator. He'll propose a given problem, and at the end of each session sum up points covered. As soon as Bryson has presented the topic of discussion it will be thrown open to the floor. Questions will be posed by the chair, and experts qualified to answer will do just that. Then anyone can have the floor, the only stipulation being that he or she must not take too much time and thereby monopolize the proceedings. Jennings believes that with this plan, a teacher from Podunk will have a chance to pop a few questions and go back home with the answers, knowing something about the use of radio in education.

600 Expected

About 600 education and radio bigwigs are expected at the conference. With a cross section of a good representation from each field, it is felt here that both sides, using the floor discussion procedure, will have a chance to air their views.

A glance at some of the subjects to be presented at the conference indicates what radio and education should gain from the conference. First session will discuss, under the board heading of "The Philosophy of Radio Education and Classroom Radio," such points as: "What Are the Objectives of Radio's Use By Educators?"

"What Is the Place of Radio in the Classroom?" Can local stations and nets assist the teacher? Second session will

RADIO REVIEWS

Furlough Fun

Reviewed Friday, 9-9:30 p.m. (PWT). Style—Variety. Sponsor—Gilmore Oil. Agency—Ruthrauff & Ryan. Station—NBC Coast on KFI, Los Angeles.

The new show has several changes, the greatest of which is the move-over from novelty music by Spike Jones and His City Slickers to Western swing by Spade Cooley. Cooley's band is known as the barn dance gang, but on the air it has the high-falutin' title of Riders of the Silver Saddle. Larry Keating stays as announcer, and George Riley, comic, opened the series but bows out to make a camp tour. Jimmy Dodd is the commercial singer, and the Paul Taylor Western Choir is new. Beryl Wallace, Earl Carroll beaut, continues as emcee.

Program follows the same format as under the Spike Jones baton, with Miss Wallace interviewing servicemen recently returned from combat duty. On opener she had a marine sergeant who had put in six years in the service, had seen battle on Bougainville but was "wounded" by a malarial mosquito; an air corps navigator from Culver City, and a sailor who had sailed the route to Russia. Boys read their lines well. Miss Wallace could use more sincerity in her voice.

Cooley has swanked up his ork. Using a harp for leading off, the Western swing gets in neatly. On *Tumbling Tumbleweeds*, maestro's fiddle and "Pedro" DePaul's accordion are featured. *Steel Guitar Rag* was more like Cooley dispenses. Accompaniment for the Taylor Choir is also outstanding. More of Cooley's prairie pastiches could be used.

Keating's announcements and Dodd's vocalizing of the commercials are effective and pleasant. *Sam Abbott.*

House of Horror

Reviewed Monday (26), 10:30-11 p.m. Style—Drama. Sustaining on WMAL (Washington).

This chill show preemed over WMAL a few weeks ago and clicked nicely right away. Good location and lack of competitish gave it a head start, and plenty of blood-bathing has kept it going. Robert Spier, New York freelancer, furnishes script which is played by all-local cast. While occasionally acting leaves something to be desired, local company usually puts over the gruesome stuff grimly enough and, besides, if enough blood is spilled the listeners are willing to forgive.

On show caught two young war workers looking for lodging find a room in a ramshackle house in the suburbs. A vampire gets to work and takes enough plasma from the various characters to put the Red Cross on its feet. Mystery comes to a logical conclusion, and the script holds up well.

One of the best features of the show is its sound effects which are handled by Link Diamond. Members of the cast, who play varying parts with each week's stanza, are Martha Smith, Margo Stevenson, Claus Bogel, Harold Stepler and Best West. Gordon Hubbell announces. *Caskie Stinnett.*

cover the administrative problems of the use of radio by schools. Here it would be brought out why some educators use radio as a means of producing programs for their own use and why others use it as a public relations medium. The pros and cons of each stand would be aired thoroughly.

So far, to just mention a few, Jennings has received letters of praise about his plans from H. B. Summers, Blue's manager of public service; Elizabeth Goudy, visual aid specialist of the United States Office of Education; Hal McCarty, director of radio for Wisconsin University, and Bob Hudson, well-known Rocky Mountain broadcaster. McCarty's letter was typical. In one part, he said, "I like your program very much and would like to shout a good, loud Amen."

For the final session Jennings hopes to have Dr. Ernst Melby, president of U. of Montana discuss "Educational Radio and Television Look to the Future." Even Dr. Melby, with such an all-embracing topic will be limited to 15 minutes in a three-hour session. The rest of the time there will be participation.

Grand Ole Opry

Reviewed Saturday 10:30-11 p.m. Style—Barn Dance. Sponsor—R. J. Reynolds Tobacco Company (Prince Albert Tobacco). Agency—William Esty & Co. Station WEAf (New York) and NBC.

For 19 years Prince Albert has been sponsoring this mountain-music session and at no time in its Nashville career has it been more successful at making 'em tune in than now.

Of course, the yen for tall corn on the air is on the way up and this alone could account for the *Grand Ole Opry* pull. However, the show has something besides the general mass yen for folk stuff. It's a fast-moving half hour, with so much talent that it's no wonder that it requires a square dance to keep 'em straight.

The Duke of Paducah emsees the air pitch and does it with a zing that sets the pace for the entire show. When the Duke swings back to being Whitey Ford he pushes the show right along with his mandolin. He knocked around, with plenty of boogie, *Twelfth Street Rag*, the evening caught, and yet made it sound like it belonged on a barn dance seg.

Star of the show is still Roy Acuff, who wasn't heard the night caught. The Old Hickory Singers did an arrangement of *Lamp Lighting in the Valley* that really was a sweet piece of vocalizing. The Smoky Mountain Boys tore the top off of *Mountain View* and towards the end collected plenty with a typical folk hymn, *Oh, to God's Unchanging Hand*.

Following the variety show formula, the opry house had its bit of drama somewhere about its middle. It was typical hillbilly effort by Rachel and her bashful brother, Oswald. It was good fun and it sold the OWI plug subject of the moment, "Don't travel."

Packed into the half hour, besides the attractions touched upon in detail, were a square dance; Eddie Arnold, who did an okay *I'll Be the Same*; Jimmy Riddle, who didn't hurt *Bye, Bye Blues*, and Cousin Minnie Pearl, the Grinder's Switch gossip, who carried a few tales to the airing.

The amazing thing about the *Grand Ole Opry* is that its air half hour stretches as much as it does. It's amazing how much can be squeezed into 30 minutes, including the commercial, which in this airing was cut to a minimum.

There are a number of top folk airings, but there's a little more of the Southern corn to the Nashville "swing your partner" trick, which is what makes Prince Albert smile as it pays the bills for the 19th year. *Joseph Koehler.*

Service Stars

Reviewed Thursday, 7:30-7:45 p.m. Style—Interview series. Sponsor—Automobile Club of Michigan. Station—WWJ, Detroit.

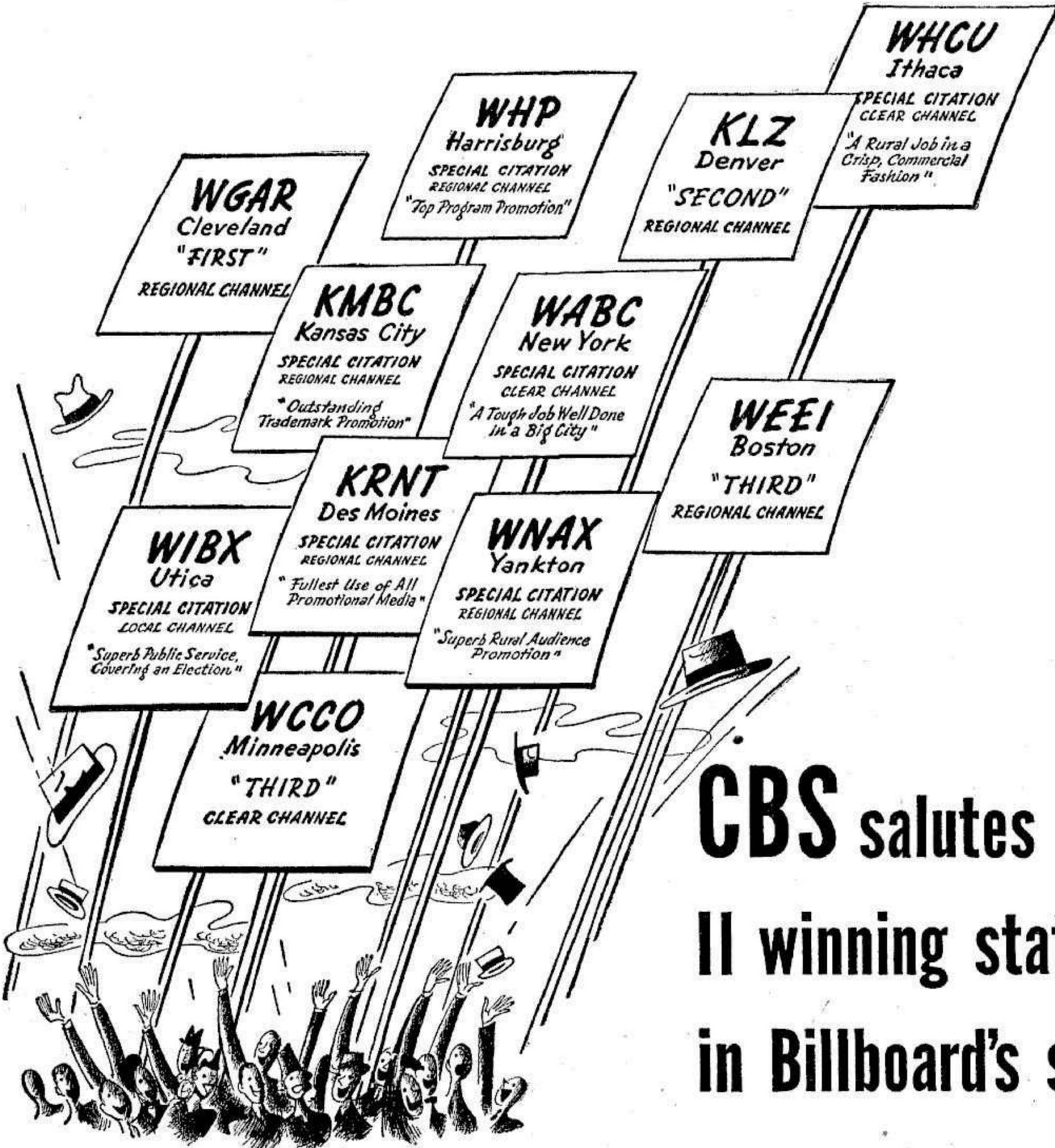
Show is a novelty interview with the families of servicemen, worked with a mobile unit. Ty Tyson, so well known as a sports announcer locally that it gives him a good entree to any home, picks homes with service flags to get the interviews. The material is recorded, to meet war-time precautions, and run off on the next evening's program.

On the show caught, three interviews were used, two with mothers, and one with a mother and sister. First one, a Scottish woman who was a bit nervous at first, ultimately got such an assured pride she talked Tyson right off the air. This, and the obvious sincerity of repetition that would be cut out of a script, gives the interviews a moving character, giving names and addresses gives local flavor.

Tyson directs them to bring out human-interest facts about the boys and their family's pride in them. Using capsule interviews, he gets enough variety to sustain interest for the quarter hour. Ending of the interviews seems to be handled too abruptly, however. Three announcements for the sponsor are used. *Haviland F. Reves.*

Trenton Joins NBC

NEW YORK, July 31.—WTTM, Trenton, N. J., becomes an NBC affiliate effective tomorrow. Station is owned by the Trent Broadcasting Company and operates with 1,000 watts on 920 k.c. It will be a basic supplementary station.



CBS salutes the 11 winning stations in Billboard's survey!

U.S. stations on the CBS Network won 11 citations out of 21 in Billboard's Annual Station Promotion Survey for 1943.

A station's stature is measured not only by its facilities and the programs it carries, but by the skill with which it persistently endeavors to keep those facilities and programs *no secret*.

111 stations were studied in The Billboard's survey. Of 21 final citations in the United States, stations on the CBS network were awarded *eleven*—or 120% more than the awards to stations on Network B, 450%

more than the awards to stations on Networks C & D.

The awards to stations on CBS included 1 first, 1 second, 2 thirds, and 7 special citations.

The number of stations surveyed should satisfy the most fractious researcher as a sound symptomatic sample of the promotive enterprise that is so useful a by-product in any network, especially to the radio advertiser.

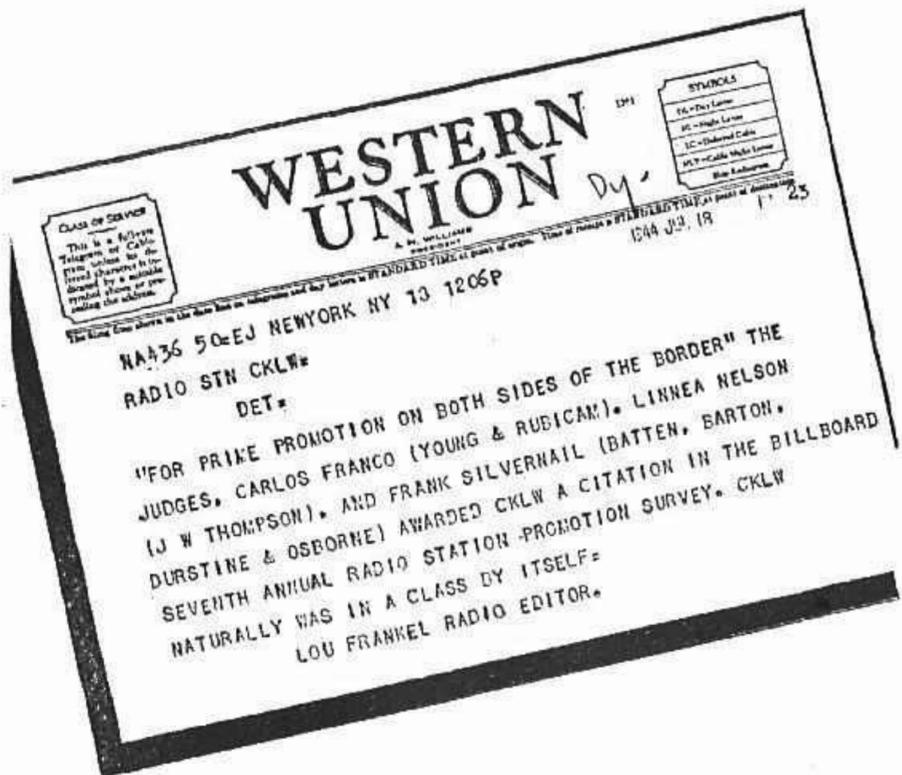
To the judges, a hearty respectful bow. To the winning 11 CBS stations, shown above, our proud and hearty congratulations!



this is CBS...the Columbia Broadcasting System...

WE BOW WITH THANKS

For Billboard's Promotional Award!



The policy of constantly publicizing our station so as to benefit both the listener and the advertiser has again paid off. We're proud to be known, through printed word and deed, as "Prime Promoters at the Border" in this great Detroit area.

Managing Director

J. H. McGillvra, Inc. Representative



5,000 WATTS DAY and NIGHT 800 Kc.

MUTUAL BROADCASTING SYSTEM

FIVE-WAY PICK-UP

NEW YORK, July 29.—Harry Rauch, Blue magazine contact, rumored going to Y&R as Lester Gottlieb's radio flacking assistant. . . . Blue is said to be considering putting Quiz-Kid Harvey Fishman on the air as a regular children's commentator. After the job he did on the Democratic Convention, they are all set to put thru a *Children's Side of the News* program. . . . NBC readying a 50-week tele course for its central division engineers. . . . Tro Harper, WOR newscaster, has left to join the marines. He reports to the officer's school at Quantico, Va., in the latter part of August. . . . American Television Society is planning a video lab to produce non-commercial shows over existing facilities wherever they can get them. . . . Maurice Hart, WNEW announcer, is pinch-hitting for Ed Herlihy on Raymond Gram Swing's Blue show.

Keystone Broadcasting System has added three stations, WJZM, Clarksville, Tenn.; KROS, Clinton, Ia., and KWFC, Hot Springs, Ark., all 250 watters. . . . Moe Gale has signed Lieut. Col. Jimmie Stevenson, ex-WJR, Detroit, writer and commentator recently discharged from the army. Understood that Gale is dickering with the Blue to spot Stevenson as a military analyst on a co-op basis. . . . Lyman Bryson, CBS educational director, along with Louis Finelstine and Robert McIver, has edited "Approaches to World Peace," soon to be released by Harpers. . . . Les Damon, ex-"Thin Man," in New York on leave from Camp Siebert, Ala. He visited the scene of his former crimes Friday (28). . . . KPHO, Phoenix, Ariz., is the latest addition to the Blue web. The 250-watter's affiliation becomes effective August 15. . . . before the Canadian Parliament ends its session in mid-August it will appoint a full-time chairman for the Canadian Broadcasting Corporation. Job will pay \$15,000. . . . Robert Armbruster will fill in for Donald Voorhees when the "Telephone Hour" (NBC, Monday, 9-9:30) goes to the Coast for four broadcasts starting August 7.

CHICAGO, July 29.—Hildegarde will broadcast her Raleigh Room program from NBC's Detroit station, WWJ, September 12 and 19. From August 8 thru September 5, she will air the show from the Presidential Room of Washington's Statler Hotel, marking the first time the airing has originated in a night spot. . . . Skip Farrell has just had his contract for WGN's *Swing's the Thing* show renewed. Show might go Mutual in fall. Farrell, now under personal management of Berle Adams, is one of busiest singers in town. He is heard on many radio programs in town and is booked to appear September 8 at the Paramount Theater, now Rialto burlesque theater here, second week after house becomes movie and vaude center.

Shep Chartoc, WBBM director of publicity and special events, in New York for week. . . . Virginia Smith, secretary to WBBM's production manager, becomes assistant traffic manager August 1. . . . Blue's "Hello Sweetheart" program, now heard on 123 stations under sponsorship of Cum Laboratories, will use full net for same sponsor starting September 16. . . . WBKB not airing television programs this week while transmitter repairs are being made. . . . Newcomer to NBC's "Woman In White" serial is Beverly Taylor. . . . Robert Ewing, former supervisor of Blue's sales traffic office here, now assistant to G. A. Vernon, division's research manager. . . . Effie Cooke new continuity writer at WBBM. . . . Robert Armbruster will replace Donald Voorhees as conductor of Bell Symphony on NBC when show moves to Hollywood for four weeks starting August 7.

PHILADELPHIA, July 29. — Adolph Strauss, ad manager of Pep Boys, auto supply chain, for the past 20 years, has resigned to open his own ad agency. Will continue to handle the Pep Boys account, and Tom F. Harkins, whose own agency serviced the ac-

count, will join Strauss as an associate. . . . Fred Webber back at his WFIL announcing chores after being out several months to get over a major throat operation. . . . Franklin Evans, Ack Scanlon and Jack O'Reilly, of the KYW announcing staff, started their air careers as NBC page boys in New York. . . . Zella Drake Harper's women's shows on WIBG adds Florence Hanford, home economist, for the Philadelphia Electric Company. . . . Walter Evans, v.-p. of the Westinghouse radio stations, lecturing on *Electronics in the Post-War Period* for the school board's radio workshop.

WIP's Howard Jones takes over the "Man From Nevins" (drugstores) bond giveaway now on WPEN. . . . All WAC recruiting programs have been dropped from local radio schedules by the station managements in protest against paid advertising going to the newspapers. . . . Arthur Simon, WPEN general manager, back August 1 from a New Hampshire vacation. . . . Russell Gray, KYW's staff photographer, back on the job after an illness of several weeks. . . . John Webster being auditioned by WCAU for a hoof-to-hoof account of the horse races at near-by Garden State track.

HOLLYWOOD, July 29. — Ken Niles new announcer on Charlotte Greenwood show. . . . Sam Hayes takes his annual vacation July 31. Buddy Twiss subs for him on the newscasts. . . . Nate Tufts, Coast head for Ruthrauff & Ryan Agency, in New York for vacation. . . . Carole Mathews, former Chi radio thesp, has been signed to a long-term contract at Columbia Studios. . . . Peter Dixon a Blue summer-replacement producer.

Carolina Cotton, cowgirl warbler, has joined the Hollywood Barn Dance as a permanent member of the troupe. . . . Harry Von Zell will sub for Truman Bradley on Screen Guild next week when latter has tonsils yanked. . . . George Burns and Gracie Allen vacationing in New York. They'll return here in time for their show which tees off August 15. . . . Everson Foote, head of Foote-Cone & Belding, in town for a looksee at radio properties. . . . Vera Vague's new two-reeler for Columbia will be titled "She Snoops To Conquer."

Edwin Buckalew, field manager of station relations for CBS, is making tour of West Coast affiliates. . . . Louis P. Lochner, NBC commentator, heads for San Francisco August 8 for two weeks. . . . Cotton-Seed Clark will record his *Brushwood Poems* for Decca. . . . Second *Whistler* for Columbia will be titled *Dormant Account*. . . . Gordon Jenkins took over the baton on the Johnny Mercer show when Paul Weston was bedded with the flu. . . . Phil Hanna, ether warbler, takes a dramatic role at MGM in *Airshop Squadron 4*. . . . Don Ameche planning new airshow.

MINNEAPOLIS, July 29.—A. E. Joscelyn, general manager CBS-WCCO, played host to 150 mayors of Minnesota towns at the fifth annual feast sponsored by station connection with Aquatennial Week. This year it was outdoor barbecue at parade grounds Wednesday (26). . . . Bee Baxter, femsee of KSTP-NBC *Household Forum*, on four-week holiday. Her place being taken by Ellen Pennel, Pillsbury Flour Mills; Frances H. Satterlee, Consumer Interest Division of Minneapolis Defense Council; Martha Logan, Swift & Company; Jeanette Campbell, Minneapolis Gas Light Company, and Alice Bennett, *Minneapolis Star-Journal* and *Tribune*.

Leone Smith, secretary to WDCY's manager, Lee Whiting, off to North Country for vacation. . . . Don Robert, CBS Midwest sales manager, threw cocktail party at Minneapolis Club to introduce Bob Buckley, assistant sales manager for CBS Midwest, and Howard Keefe, recent addition to CBS Midwest sales division replacing Dudley Faust, now in the marines.

Webs Start on Tightening Up As Ad-Honeymoon Nears End

(Continued from page 4)

the NAB's or the Proprietary Association claims of product effectiveness, and will be sliced to the bone and phraseology will have to conform to the most exacting standards of good taste.

Blue Mulling Change

The Blue has been mulling a revised approach to proprietaries for over a year and, tho no definite decision has been reached, the net is expected to follow the NBC pattern. Blue has a number of drug accounts which have been given some leeway in the past, ad agency execs point out, but the net now feels that it is in a position to put its foot down and say what it wants and doesn't want. A definite statement is expected within two months.

Mutual, according to one of its high execs, is getting ready for considerable "changes and refinements" in its code. At present, MBS follows closely the Proprietary Association principles closely, changes are expected to be beyond the PA code. In the middle-commercial field, MBS will stick pretty much to its present principle of okaying them only when they can safely be integrated into the format of a show. When a program mood cannot stand breaks, the commercials are out. The web announced this week that, effective January 1, 1945, cow-catchers and hitchhikers are out.

Miller McClintock, MBS prexy, said that the net continuity acceptance problem has been lessened considerably in the past four years by the skill and awareness shown by the ad agencies.

At CBS no major changes are in the works, with close adherence to the standards Paley set down nine years ago, and with the decision to eliminate cow-catchers and hitchhikers. This latter move, announced September 20, 1943, becomes effective October 1, 1944. The only changes that have been made or will be made are the minor ones in editorial judgment.

CBS Changes With Times

Explained one high CBS exec: "As situations change, so must our detailed policies change. What we decided upon in 1935 was a broad outline. From there on its application depended and continues to depend upon the same type of thinking that a newspaper editor goes thru when a matter comes up that requires small revisions of policy. For instance, in 1935 news was hardly the

factor it is now. As a result, we did not think it necessary to make specific recommendations covering it. Today we find that it is a vital part of our operation. Consequently we have had to cut proprietary commercials on news shows to the barest minimums. We feel it bad taste to tell some relative of a serviceman, immediately after the report of a costly battle, that "Blotz's Pills cure all and that taking them will win the war."

Vitamins an Ache

"In the case of vitamins, too," he said, "we have been forced to change. When we formulated that code vitamins were unknown commercially. Today they are a \$1,000,000 industry and big radio advertisers. We haven't yet decided whether they are a food or a drug. What we are doing is to reduce claims to a point where no one can say that his vitamin product will cure all ills and make a new man of you."

The reasons for the shifts outlined above are part of a policy currently being laid down by the webs. The nets fear that the end of good will and the return of product-selling will catch them with their bars down. If they can establish and hold stringent codes, codes with precedent behind them and established far enough in advance, sponsors anxious to get the post-war markets won't be able to establish beachheads at radio's expense. In time of head-long battles for biz, scrambling sponsors have been known to knock down barriers if they are not built firmly enough.

Also several net biggies queried fear that despite all the rosy hopes radio may have to scramble for accounts. When and if that happens, they say, sales departments are liable to tell the agency and sponsor that they can have anything their little hearts' desire. The only way to stop that potentially dangerous handle is to get the fences up and get them up quick. One example of fast maneuvering that they point to is CBS's announcement, September, 1943, of a new cowcatcher and hitchhiker policy that goes into effect this October. If it takes a year to nix hitchhikers, what would it take to get tough with blue-sky claims in business-shy times?

The wind is blowing something new in radio advertising. It points, according to some in the trade, to tough copy standards on the part of the nets, and that, they say, is all to the good.

WTR Mid-News Ban On Commercials Gets Okay Reception

DETROIT, July 29.—Following a flood of approving letters from net officials, agencies and sponsors on the recent WJR ban on middle commercials in newscasts, Leo J. Fitzpatrick, vice-president and general manager of the station, made a further move this week in announcing that newscast commercials, effective September 1, will be limited to a two-minute period per 15-minute show. The new rule allows an opening plug of not more than 75 seconds, and a closer not exceeding 45 seconds.

The order is considered more restrictive than the NAB code, which allows 3 1/4 minutes in the daytime and 2 1/5 minutes at night.

Several agencies are taking advantage of the middle commercial ruling by announcing that the sponsor "now brings you 15 minutes of uninterrupted news." One advertiser, Auto Owners' Insurance Company, was so pleased with the mid-commercial ruling that it jumped the gun and put it into effect on its shows immediately. Several others will do the same before the October 1 deadline.

Rem Sponsors CBS News

NEW YORK, July 29.—CBS has landed the Maryland Pharmaceutical Company, maker of Rem, a cough remedy, as sponsors for Bob Trout, newscaster. Sponsorship begins September 23.

The Bob Trout show (Saturday, 8:55-7 p.m. EWT) will be the first of a series in an extensive campaign thru 19 key CBS stations. Joseph Katz Company is the agency.

CONGRESS MUST RULE

(Continued from page 5)

state of law, however, it is not clear that the commission has either the duty or the power to disapprove of a transfer merely because the price is inordinately high—even tho it may be deduced that a substantial value may be placed on the frequency. In the absence of a clear congressional policy on this subject, we thought it best to draw the matter to the attention of your committee."

Fly pointed to the fact that one local station was recently sold for a half million dollars (WINX, Washington, from Lawrence J. Heller to Eugene Meyer & Company) and that regionals are selling for a million or more to substantiate his claim.

Radio men here say that the FCC action will probably precipitate direct action by Congress and that the policies laid down will follow the commission's thinking.

AP IS NIXED

(Continued from page 4)

Free Press policy in using its rights as an AP member to enforce a policy of restriction of news on the air, thus apparently insisting on property rights in news. Some radio men did not believe this squared with the position taken by John S. Knight, publisher of the paper, as president of the American Newspaper Publishers' Association, in support of freedom of the press, which was reflected, largely thru his influence, in the Republican plank.

Entire affair was a shock to both press and radio circles, in as much as WJR, the principal station affected, and *The Free Press* have been traditionally friendly for years.

WOWO

FORT WAYNE, INDIANA A Westinghouse Station

To this grateful acknowledgment, expressed by the entire staff of WOWO, we add our sincerest thanks to all those who, because of their deep interest in advertising and broadcasting, served as judges and granted WOWO the series of Awards and Recognitions presented here...

PUBLICITY

Billboard 1944 Radio Publicity Survey. In this Radio Editors' Poll, WOWO was first in its area.

PROMOTION

WOWO won second place among all Clear-Channel Stations, Billboard Promotion Survey.

PROGRAMS

WOWO won First Award 1943-1944 Institute for Education by Radio, Ohio State University, for family-type programs. *Abe Andrews**.

SERVICE

Institute for Education by Radio, Ohio State University, 1943-1944 Award — *Tom Wheeler*.

WAR-EFFORT

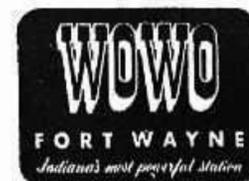
"Proudly We Hail" 1944 Honorable Mention, Institute for Education by Radio, Ohio State University.

MERCHANDISING

Quaker Oats, Honorable Mention, All-Station Coverage.

*From WOWO Cradle Of Stars Audition Transcription Library.

Again, the staff of WOWO appreciates this opportunity to call the foregoing to the attention of all advertisers.. and incidentally, if you'd like to get in tune with some of the enthusiasm and spirit that feature the day-to-day operation of WOWO, listen to "Hoosier Hop." It's on the Blue, every Saturday night at 11:00 P.M., E.W.T.



WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES



The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" HOOPERATINGS for weekday daytime and the "FIRST TWO" Saturday a.m.'ers

VOL. 1. No. 9D

(REPORT JULY, 1944)

WEEKDAY DAYTIME PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
MA PERKINS	7.6	115	CBS 67	Women's Exchange—Blue Jack Berch—MBS Sketches in Melody—NBC	Dancer-Fitzgerald-Sample	P. & G. (Oxydol)	\$1,300	\$171.05
RIGHT TO HAPPINESS	7.5	343	NBC 130	The High Places—CBS Locals—MBS Appointment With Life—Blue	Compton Adv.	P. & G. (Ivory Soap)	\$2,250	\$300.00
YOUNG WIDDER BROWN	7.5	301	NBC 136	Raymond Scott—CBS Overseas Reports—Blue Various—MBS	Dancer-Fitzgerald-Sample	C. H. Phillips (Phillips' Milk of Magnesia)	\$1,600	\$213.33
PEPPER YOUNG'S FAMILY	7.3	410	NBC 79	Appointment With Life—Blue Nashville Varieties—MBS Bright Horizons—CBS Bob Trout—CBS	D-F-S	P. & G. (Camay, Ivory Flakes)	\$2,650	\$363.01
BIG SISTER	6.9	280	CBS 137	Various—NBC Glamour Manor—Blue Hank Lawson—MBS	Ruthrauff & Ryan	Lever Bros. (Rinso)	\$2,500	\$362.32
WHEN A GIRL MARRIES	6.7	163	NBC 74	Fun With Dunn—CBS Terry & Pirates—Blue Safety Legion—MBS	Benton&Bowles	General Foods (Baker Choc. & Diamond Salt)	\$2,300	\$343.28
BREAKFAST AT SARDI'S (Kellogg's)	6.4	140	Blue 177	Vic & Sade—NBC 2d Husband—CBS Handy Man—MBS	Kenyon & Eckhardt	Kellogg (Pep)	\$1,500	\$234.38
BACKSTAGE WIFE	6.3	403	NBC 136	B'way Matinee—CBS Walter Compton—MBS Ethel & Albert—Blue	Dancer-Fitzgerald-Sample	R. L. Watkins (Haley's MO & Dr. Lyon's Toothpaste)	\$1,750	\$277.78
KATE SMITH SPEAKS	6.3	282	CBS 115	Various—Blue Boake Carter—MBS Words & Music—NBC	Young & Rubicam	General Foods (GrapeNuts, etc.)	\$5,000	\$793.65
OUR GAL SUNDAY	6.2	380	CBS 131	Service Bands—NBC Farm & Home—Blue Service Bands—MBS	D-F-S	Anacin	\$1,750	\$282.58
LIFE CAN BE BEAUTIFUL	6.1	300	CBS 65	Local Shows—NBC Baukhage Talking—Blue News—MBS	Compton	P. & G. (Ivory Soap)	\$2,500	\$409.84
HELEN TRENT	6.1	557	CBS 131	Farm & Home—Blue Service Bands—NBC Service Bands—MBS	D-F-S	American Home Products (Bisodol)	\$1,800	\$295.08
AUNT JENNY	5.7	392	CBS 53	David Harum—NBC Baby Institute—Blue What's Yr. Idea—MBS	R&R	Lever Bros. (Spry)	\$2,200	\$385.96
LORENZO JONES	5.7	397	NBC 136	Time Views News—Blue Various—MBS Raymond Scott Show—CBS	Dancer-Fitzgerald-Sample	Bayer (Aspirin)	\$1,800	\$280.70
STELLA DALLAS	5.5	317	NBC 136	B'way Matinee—CBS Don Norman—Blue Johnny Neblett—MBS	D-F-S	C. H. Phillips (Toothpaste, etc.)	\$1,750	\$318.18
Saturday Daytime Programs								
THEATER OF TODAY	5.5	147	CBS 134	Consumer Time—NBC Playhouse—BLUE Hello, Mom—MBS	B., B., D. & O.	Armstrong (Cork)	\$2,500	\$454.55
STARS OVER HOLLYWOOD	3.9	265	CBS 49	Service Bands—NBC Atlantic Spotlight—MBS Locals—MBS Farm & Home—Blue	Sorenson & Co., Darl-Rich		\$2,000	\$512.82

The average daytime program rating is 3.9 as against 4.3 from last report, 4.7 a year ago. Average sets-in-use of 13.1 as against 15.1 last report, 13.5 a year ago. Average available audience of 69.2 as against 70.5 last report, 71.2 a year ago. Sponsored network hours reported on number 83 3/4 as against 84 1/2 last report and 64 1/2 a year ago.

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Midwest Oks Use Of BBC Segments

(Continued from page 4)

London Column, too, presents a good example indicating increased popularity of BBC shows. On June 14 this show, a news and round-table format, was used by 14 stations in this country. Now it is used by 31.

Educationals Use BBC

Even the educational stations in this area are starting to use BBC programs. WBEZ, FM station of the Chicago Board of Education, will broadcast, starting September 18, a dramatized series of *Great Lives* transcribed in England by the BBC for the specific use of the B. of E. station.

Other Chicago stations using BBC programs are WBBM, WGN, WMAQ and WCFL. WCFL, not formally affiliated with any net, uses eight BBC shows each week.

To improve the beaming of programs aired to North America from 9:30 p.m. to 12:45 a.m. (EWT) daily, the BBC July 28 began to use its Leopoldville, Belgian Congo, transmitter.

Previously a BBC signal from England had to pass thru the heart of the magnetic disturbance area in Canada before reaching the United States. Now it is sent south from England to Leopoldville and then north-northwest to America, thus evading magnetic fields.

BBC Not Competing

When told that some (a very few) radio execs were worrying about the increased use of BBC shows in the United States, William Newton, regional director of the corporation, said that such worrying was silly. He said that English and American broadcasters were operating to bring to each other's country, messages to bring about greater understanding between the two countries. He said that BBC's form of public service operation could never compete over here with the American networks. "To think that BBC is doing anything but trying to bring about a mutual understanding between our two countries is silly," he said. "Your War Department knows that. So do your OWI officials."

To the recent charge made in New York that listeners in England are not receiving as many American programs as we over here are receiving BBC shows, Newton answered by saying that the claim was unfair and must have been made by hasty, ill-informed thinkers. Newton said that if the number of broadcast hours, the facilities and the need for governmental messages of the two countries were examined, it would be seen that in proportion BBC was carrying as much, if not more, stuff from here, as they were sending to us.

Before the war, Newton said BBC used about 12 different services from which the British listeners could pick at any given time. Now, because of air-raid precautions, only two services are used. He said they were operating in England just as we would have to operate if we had only two nets broadcasting 17 hours a day, with all independents off the air. Proportionally, therefore, he reasoned, the balances might be tipping in favor of the Americans.



CAPITOL RECORDS
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.

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Big Aggie says

"THANKS"

to the judges

CARLOS FRANCO

Young & Rubicam, Inc.

LINNEA NELSON

J. Walter Thompson Co.

and

FRANK SILVERNAIL

Batten, Barton, Durstine & Osborn

for awarding to

WNAX

the Billboard citation

for

SUPERB

RURAL AUDIENCE

PROMOTION

After all, that's exactly what we're striving for, 19 hours a day.

WNAX

The Cowles Station in

SIoux CITY—YANKTON

Affiliated with Columbia

Represented by Katz

America's
TALLEST
Radio Tower

5000
Watts at
570



"Best Buys"

JULY			JUNE		
Program	TCI	Hooperating	Program	TCI	Hooperating
Ma Perkins (CBS)	\$171.05	7.6	Ma Perkins (CBS)	\$164.42	7.8
Young Widder Brown	213.33	7.5	Ma Perkins (NBC)	200.00	6.5
Breakfast at Sar-dis (Kellogg)	234.38	6.4	Young Widder Brown	216.22	7.4
Backstage Wife	277.78	6.3	Breakfast at Sar-di's (Kellogg)	217.31	6.9
Lorenzo Jones	280.70	5.7	Helen Trent	240.00	7.5
Our Gal Sunday	282.58	6.2	Our Gal Sunday	241.67	7.2
Helen Trent	295.08	6.1	Backstage Wife	273.44	6.4
Right To Happi-ness	300.00	7.5	Stella Dallas	286.88	6.1
Stellas Dallas	318.18	5.5	When a Girl Marries	287.50	8.0
When a Girl Marries	343.28	6.7	We Love and Learn	296.88	6.4
Big Sister	362.32	6.9	Aunt Jenny	358.06	6.2
Pepper Young's Family	363.01	7.3	Life Can Be Beautiful	373.14	6.7
Aunt Jenny	385.96	5.7	Theater of Today	454.55	5.5
Life Can Be Beautiful	409.84	6.1	Stars Over Holly-wood	512.82	3.9
Stella Dallas	409.84	6.1	Kate Smith Speaks	793.65	6.3
When a Girl Marries	409.84	6.1			
Big Sister	409.84	6.1			
Pepper Young's Family	409.84	6.1			
Aunt Jenny	409.84	6.1			
Life Can Be Beautiful	409.84	6.1			
Theater of Today	409.84	6.1			
Stars Over Holly-wood	409.84	6.1			
Kate Smith Speaks	409.84	6.1			

Trade-Opinion Men Report Promotion Media and Idea

(Continued from page 5)
newspapers, at least as far as the 111 stations which entered the survey in 1944 were concerned.

Trade Promotion No. 2

Second in the affections of the selling ad-men stations were the trade promotional pieces. These ran the gamut from the WIBW (Hopeka, Kan.) salt and pepper shakers and fruit knives to hundreds of reprints of trade-paper advertising. With about six exceptions, all the entries made extensive pitches based upon their trade promotion jobs. The judges, of course, had seen all the trade promotion and even if an ad or mailing piece had socked them the first time they saw it, it didn't the presentation time. One judge, particularly, pointed out that he saw trade-paper advertising, and even if a certain amount of direct mail passed by him into the wastepaper basket, if it hadn't reached him it wasn't doing its job. . . . And he'd have to judge the trade part of station jobs by how the material they presented in the entry had sold him.

Advertising in newspapers ran third in expenditures of the nation's promotion-minded stations as indicated in the survey. They used advertising to sell the station, to sell programs to listeners and to sell their network affiliation. They used full pages in as many as 50 newspapers, and they used one-inch single-column ads in single newspapers. The important fact is that broadcasters generally have come to the conclusion that newspaper advertising is a vital medium with which a station can hit the men and women who listen. WLW's (Cincinnati) full-page ads were impressive, but the intelligence behind the KSAL (Salina, Kan.) six-inch single-column pitches were just as effective in the Salina area.

Fourth in importance in the minds of station promotional directors were their War Bond campaigns. Two of the top bond pitches contributed to special citation awards, the money-raising jobs of Station WABC (New York) and KPO (San Francisco). The former campaign used many stars. The KPO pitch was tied up with that grand job that was done on the Coast by Eddie Cantor. Not nearly as many stations included their war jobs in their presentations, however, as included their trade and newspaper publicity campaigns.

Book Matches Fifth

Fifth in the hearts of promotion-minded station execs were book matches. Even WGAR (Cleveland), which won for its 1220 wave band shift job, featured matches as an important part of its campaigns. Despite the fact that all the judges smoked, they were unimpressed by the matches.

Sixth in importance in the promotional books were the billboards. As many stations as could afford it used 24-sheet displays. How they used them, the number they used and their location all were considered by the trio of judges. Next

in line were the streetcar posters, in and outside the cars, and the taxi rack displays. Like all outdoor stuff, it cost folding money, and not all the stations could put it on the line. It, however, was judged in view of the station's ability to pay and no station lost out in the survey just because it didn't use outdoor advertising. As a matter of fact, it's well to stress at this point that no station lost an award because it didn't do this or that. Awards were handed out by the judges for the promotional intelligence shown by each station, not for media used.

Direct Mail Seventh

Seventh in the hearts of the men and women who sell stations thru promotion was consumer direct mail. Inspired no doubt by the post-card job that CBS suggested to its affiliates last year, over 30 per cent of the stations in the competition used some form of a post card to tease set owners into listening to new and established programs.

After the No. 7 spot the field was wide open. Theoretically, point-of-sale stuff should have been far up in the list of station promotions, but it wasn't. Only stations like WLW, WOWO, KSAL, WGN, WNAX, KRNT really followed thru from broadcast to sale, as was noted in *The Billboard*, July 22 issue. It was the merchandising in nearly every case that stopped the judges as they passed along exhibit tables at the Plaza Hotel. Nearly every winner included merchandising in its exhibit, but less than 25 per cent of the also-rans did. However, this is no indication that merchandising was the primary interest of the judges, for in the case of winner WGAR, its campaign was based upon its selling of a channel switch—not a product selling job—unless the selling of a spot on the dial might be said to be a product sales job.

There weren't a great many stunts included in the promotional exhibits this year. Apparently wartime isn't stunt time. The stations making their bids for honors did so on the solid grounds of selling, interpreting promotion as the stations selling impact.

Promotion will have to wait until after the war to be an idea field again. Manpower problems makes promotion a follow-thru business during a world conflict.

Thru the Bars

MINNEAPOLIS, July 29.—"Man bites dog" is this item. KSTP publicity chieftain, Sam Levitan, got letter from *Stillwater Mirror* asking for news releases to be published in sheet. Levitan complied readily. *Mirror* is organ of Minnesota State Prison. It has started a radio column.

For the Citation:

FOR FULLEST USE OF ALL PROMOTIONAL MEDIA . . .

. . . KRNT says

"THANKS"

to the judges,

CARLOS FRANCO

Young & Rubicam, Inc.

LINNEA NELSON

J. Walter Thompson Co.

FRANK SILVERNAIL

Batten, Barton, Durstine & Osborn, Inc.

AND THE

PROMOTION

GETS RESULTS

Co-ordinated use of a wide range of media,

including

- 24-Sheets,
- Car Cards,
- Film Trailers
- and Space in 17 Newspapers

is continually enlarging the KRNT audience*

*CBS night shows on KRNT have an average Hooper rating 27.8% above their national Hooper (Spring '44).

KRNT

The Cowles Station in

DES MOINES

5000 Watts

Affiliated with Columbia
Represented by Katz

Engineers, Producers Start Two-Way Pull for Control Of Television Programing

"Crystal" Days of Broadcasting Repeating Themselves

HOLLYWOOD, July 29.—Undeclared war is going on within television ranks here between engineers and new crop of producers from radio and films who are trying to put across their own ideas for video. While there has been no visible display of tempers, on several occasions the relationship between the two groups has been very strained. There is belief here that television engineers have gone about as far as they can with the new medium, as far as presentation is concerned, and that it is high time that they stepped aside, or at least were willing to co-operate with producers who are endeavoring to inject showmanship into air pix.

One producer, who asked that he remain anonymous, stated that the technical side of video has its place but that it should be confined to transmission problems and not those pertaining to showmanship angles. He claimed that one of the reasons Coast telecasting was having a tough row was the fact that certain engineers, who have grown up with the industry, are too hide-bound and don't care to change their ideas about production.

Engineers Still Bosses

As the set-up now stands, in most cases, the engineers have the say about production and resent interference by what they term "newcomers," the producer went on to say. He claimed that if Coast video is to obtain its place in the sun changes will have to be made.

However, there is much to be said for both sides. Engineers, who have nursed video along with inadequate facilities

naturally feel that they should have some say in the matter. Situation will undoubtedly parallel early days of radio when main object was to air a clear signal, with the program secondary. In those days anything was okay on the air as long as it made noise and could be heard over the earphones.

It wasn't until men who were interested in pioneering new program ideas took hold of radio that the medium began to blossom. There is a feeling here in some quarters that telecasting is suffering from the same malady, that technical problems are getting all the attention and production little or none. Time has come, according to the trade, when producers at least have equal say with the engineers.

Problem will be worked out to mutual satisfaction, it is felt, but just when the great day will dawn, no one is certain.

50 Per Cent Post-War Improvement

As far as the technical side of the question is concerned, Harry Lubcke, television director for Don Lee's W6XAO, claims that reception will be 50 per cent better immediately following the war. He claims that many pre-war technical problems have been ironed out but cannot be put into effect at the present time due to lack of suitable new equipment. With great strides being made in both the technical and production side of telecasting, observers hope that the boys who handle the controls and those in the showmanship end of the biz will soon see eye to eye.



The
Community
Minded
Station
of the
KOOTENAYS
TRAIL, B. C.

The Billboard
25 Opera Place
Cincinnati, Ohio

Dear Sirs:

The Management and Staff of Radio Station CJAT, Trail, British Columbia, were indeed gratified to receive your wire with the information that ours was the only station serving Canada exclusively which rated an award in Billboard's Seventh Annual Radio Station Promotion Survey.

Many thanks to the judges and personnel of Billboard Magazine for this award.

Yours very truly,

BROADCASTING STATION CJAT.

Walter Dales

Walter Dales,
Manager

WD/hg

Video Made to Order for Mail Order, Says Aldens' Prexy

NEW YORK, July 29.—The wind-up of the three television fashion shows being presented by Aldens' Chicago Mail Order Company over WABD, August 2, 9 and 16, will be marked by the selection of "Miss Television of 1945." Nine Conover models, selected from out of 300, are finalists. The winner will be

picked by a panel of three judges, Arthur William Brown, president of the Society of Illustrators; Russell Patterson and Anton Bruehl.

Aldens' Chicago Mail Order Company is said to be spending approximately \$15,000 on the series of television shows which marks a new high for tele dough. They are being produced by Buchanan & Company, advertising agency for Aldens, with Richard Hubbell as director; Patty Sears as script editor; Tobe, fashion consultant, and Eddie Senz, make-up.

The television fashion shows will signalize two other milestones for Aldens Chicago Mail Order Company—the 55th anniversary of the company, and the moving of the New York office to larger quarters at 200 Madison Avenue August 12.

Aldens expects to make extensive use of television, stated E. L. Schnadig, president. He said:

"The impact of television on the mail-order business should be great because television, in reality, is a mail order catalog come to life. Its potentialities are so vast in scope that they stagger the imagination of the most visionary.

"We believe so strongly in the possibilities of television that we are sparing no expense or effort in testing selling techniques that take the greatest advantage of this new advertising medium. Our television shows in New York were planned on a basis as elaborate as the most glamorous fashion shows ever held in America because we feel that television may one day be the accepted method to display fashions to the world.

"As our business is national in scope, television could thus be the means by which we could bring a living, visual presentation of our merchandise right into the home of the most distant customer. She could make her selections right in her own easy chair and be wearing her choice within the same week."

Tele a Challenge To Imagination, Says RCA Lawrence

CAMDEN, N. J., July 29.—Post-war possibilities of television, including its use to increase employment thru the visual advertising of merchandise to large audiences at long distances, was envisioned last week by Walter L. Lawrence, senior field engineer of the RCA Service Company here. Speaking at Hotel Whitman here, Lawrence declared that television and its uses for the progress of humanity "is a challenge to the imagination."

One of the problems of the network installation of television, Lawrence said, is the high cost of the particular kind of cable necessary for its transmission thru-out the country. He predicted that the problem would be met.

"We are confident," said Lawrence, "that television will raise standards of living and benefit humanity in many ways. Its possibilities for increasing post-war production and sale of merchandise are almost beyond imagination. It should provide a sales medium of unparalleled effectiveness.

"By means of television, manufacturing firms will be able to display their products at long distances before the eyes of large audiences. Demands for merchandise will increase and so will employment of workers to produce goods. The possibilities of wired television are vast. Thru its use medical students will be able to view operations by master surgeons at a distance. Many thousands of medical students will be able to view the same operation with untold benefits.

Musical Pic for Tele

NEW YORK, July 29.—Telecolor Pictures, new producing org. is readying a musical pic expressly designed for video called *Hello America*. Film will feature Marcia Dale, singer at Billy Rose's *Diamond Horseshoe*.

Pic is set to go before the 20th-Fox East Coast studio cameras early in September. Outfit claims that the script was prepared with the co-operation of tele, radio and film technicians.

Video Program Experimentation Should Not Wait

—Says Judy Dupuy—

Program Technique Researcher,
Station WRGB, Schenectady, N. Y.

I read with interest then with amazement the story headed "Chi Radio Management Club By-Passes Active Television Program Experimentation" in the July 22 issue of *The Billboard*.

What amazed me was not the shortsightedness of the Chicago radio men—net, station and agency leaders—to bypass television experimental programing at this time but the seemingly lack of knowledge of the technical aspects of the medium and of camera lenses in particular. One of the reasons which your datelined Chicago story says "summed up the entire case" and attributed to a club member reads in part that "He saw very little need to experiment in the field (television) as long as equipment used is still so mechanically imperfect . . . that in war laboratories there was being developed equipment which would make any technique learned now, useless later."

Television production techniques learned now will not have to be "unlearned" as charged by the Chicago man when war laboratories developments are available for peacetime use. Improved iconoscope tubes (camera tubes) will be more sensitive to light, it is learned on good authority. More sensitive ikes will probably mean that cameras can be operated with partially closed or stopped-down lenses. Stopped-down lenses, giving a greater depth of focus, will make the job easier but will not alter the program techniques learned today.

At present video cameras are operated with wide-open lenses which cuts down the depth of focus. (Much of the motion picture studio shots are made with wide-open lenses.) Television actors, perforce, must learn to work in the focus plane for definite takes, but this doesn't mean that the actor is forced "to walk sideways to give the impression of walking forward," as charged by the Chicago's Radio Management Club member. Video actors will have to be directed for close-space playing, for subtle gestures just as the broad gestures of the stage were modified for motion pictures.

Television cameramen must learn to follow focus. Using motion pictures as an example, the cameramen must follow focus on a dolly shot in shooting movies just as the cameramen in television must follow focus on dolly shots. But the television cameraman's job is tougher. He must follow focus practically constantly not only on dolly shots but on all camera takes. After all, television is the instantaneous shooting of a motion picture, without the benefit of film. Where the motion picture producer, director and technical crew have days, weeks and even months to work on a story, the television producer and technical crew must learn to shoot a studio show in a continuous series of takes.

Improved technical aspects of television will undoubtedly result in better definition, better resolution and all-round better picture reception. These improvements will result in keener enjoyment of programs offered but in no wise will affect the basic production techniques, at least not for years to come.

Television production techniques are not learned overnight. The farsighted agency man is absorbing what he can now to be ready when his clients are interested. If he doesn't do it, somebody else will.

DuMont Television

Reviewed Tuesday (25), 8:15-9:00 p.m. Style—Variety. Sustaining on WABD (New York).

Newell-Emmet had announced a half-hour show, but a casting casualty nixed the agency's production. WOR's hardy perennial, *Video Varieties*, however, was on as usual for 45 minutes, leaving the audience Emery-bored.

Viewers for the most part sit down before a tele screen today with a certain amount of charity and hopefulness—and get to the place where they want to scream at these WOR programs. Tonight it seemed that Bob Emery, producer and director, was deliberately trying to drive his watchers to madness.

He brought on an emcee, Don McCullough, but he still bounced in and out of camera range, gushing and grinning like an over-sollicitous mother at her offspring's first birthday party. McCullough's script had him reciting the poorest excuses for humor heard anywhere. He, Emery and Maurice Dreicer, who had part of the show on his hands, push performers off and on with the grace of a hippopotamus.

There was a good idea vaguely discernable in the portion of the show when three AWVS members discussed salvage plans and exhibited items made from various waste products. The bungling of the three little bears, Emery, McCullough and Dreicer however, muffed the women's appearance.

Arrangements hadn't been made for cameras to pick up the objects in point. The women were interrupted by Dreicer when they attempted to fulfill their unscripted roles and instead of being put at ease they were prodded and ruffed.

The singing DeCastro Sisters made three appearances, changing costumes for each entrance but they hadn't been told what to do with the bodies or faces. Close-ups distorted their features and their gestures and grimaces spoiled their warbling.

A silly spelling game with words flashed on the screen and Emery making with the cute remarks lasted too long. The fun and frolic feature tonight was a watermelon eating contest. Five youngsters managed to soil their faces and clothes in an unfairly judged competition—all to the accompaniment of Emery's cheerful banter. Even the kids were embarrassed.

It is almost impossible to put a finger on the exact reason of the WOR failure to entertain at these sessions. It may be the Emery personality or his choice of participants. It certainly is their inability to tele project.

Undoubtedly intelligent scripting would help as would rehearsal—after a clever show had been written. The fault may lie partially with the technicians, but they are probably more helpless when Emery takes over than his audience... the audience can turn to sound broadcasting and forget Emery and his brand of video. *Wanda Marvin.*

CBS Television

Reviewed Friday (28) 8-10 p.m. Style Variety. Sustaining on WCBW (New York).

Following a suggestion made several times by *The Billboard*, CBS has taken its *Backstage* pattern and reverted it to its original state of informality. Now titled *At Home*, the Tony Miner directed show is just about one of the best examples of video variety programming this department has ever seen. If the camera hadn't fallen for an old and obvious trick which usually flops (and did Friday), *At Home* would have been well-nigh perfect.

Credit for the piece should go equally to Miner for his direction and to the performers for their poise, fast chatter and definite talents. A pert little thing named Pequita Anderson does things with a piano and a pair of sexy eyebrows that make fine looking and listening. A sort of a Gypsy Frank Sinatra who bears the Christmasy tag of Youle Bryner is a comer... if he gets hold of a tele-toupee. Ann Anderson does a standard but funny satire routine and Barbara Prince dances well. The exciting part of the show, however, is the informal atmosphere, the ad-libbing and the general air of ease. Ray Morgan actually sounds like a host, the others sprawl around relaxed. The overall picture is that of a good house party.

The only faults (considering today's limitations) was the camera's persistence in trying to get a three-quarter shot of the dancer, and a definite lack of con-

TELEVISION REVIEWS

DuMont Television

Reviewed Wednesday (26) 8-10 p.m. Style—Documentary and Variety. Sustaining on WABD (New York).

The evening's video opened with a documentary titled *This Is London*, which proved that a theme goes a long way toward making an air visual show. It was more than just the theme, however, that made this good. It shifted from film to studio live production with a minimum of fuss and at no time did the life stuff suffer from the comparison with the reel news shots... and that is an accomplishment in the present DuMont studio. Even the lighting was adequate, something it seldom is at DuMont due to the usual "restrictions beyond our control in wartime."

After establishing the time and the place, i.e. London during a blitz, the camera brought the viewers to a shelter during a raid. After making the audience and the men and women in the shelter at home, the entertainment got under way... and gave an accurate idea of what pick-up talent in an air-raid shelter during an alert would sound like. It was all very amateur, with which there can be no complaint. However, had it been more professional, it would have been more sock in the home. Flora McDonald of the *Gay Nineties* show sang *Loch Lomond* and *Coming Thru the Rye* very well for the ears. There was, however, a natural awkwardness about her that seems not to belong to the character she was playing—an opera singer. Robert Tower, of *Follow the Girls*, sang two numbers *Smiling Thru* and *Perfidia*. The voice was a little stilted to sell these numbers and Tower had little or no tele-presence—alho the face will sell and when he adds character to his vocal chords, he's going to be okay. In every London shelter, of course, there must be (or must there be?) a cockney. Evelyn Juster played the part okay and didn't do too badly with the song *Mrs. Astor's Horse*. Add Bobby Jean Bernhardt to the shelter varieties and you have the entire works. Bobby Jean is usually okay with her feet but this time she was out of the picture and only when she was on camera did the group in the air-raid shelter seem out of focus. She tried to get the gang up in a conga line that lasted a minute. She did a few moments of adagio with two of the boys. Everything seemed truncated, in other words, she just wasn't permitted to do anything long enough to catch a mood and hold it.

However, the fact that all the performers were in an air-raid shelter, the fact that the warden handled his morale-emcee duties realistically and the added fact that the settings seem as real (to repeat) as the newsreel shots all added up to good video.

There was just one sour note—a sour

trast along the gray scale. Alho the three-quarter (upper three-quarters of a dancer's body) idea sounds good in theory, its application almost invariably flops in video. The net result is a screen filled by a jogging body (rather nice one in this case) and a grimacing face. The feet and legs (also rather nice) are the center of attraction in a terp number, and the tricky stuff doesn't work out in video.

The entire set was made up of uncontrasting gray tones that become monotonous to the viewer. Morgan's apartment would be much more attractive if CBS spotted in it several nice light-absorbing black objects.

Gilbert Seldes, author, critic, historian and video producer acted as interviewer on *They Were There*, but even Seldes's undoubted talent for slowing down an interview couldn't spoil the story that Artist George Biddle had to tell. Seldes's almost herole attempt to cut Mr. Biddle short, kept the conversation at snail's pace and the discourse on his own artistic theories, failed to ruin a perfectly swell tale, good direction and fine paintings.

Once, several weeks ago, this reviewer had occasion to say that it takes a newspaperman to conduct an interview. Seldes is an ex-newspaperman, so, obviously, more is needed. A trained voice and a more telegenic face and personality might help.

Ev Holles's newscast, *Opinions On Trial* and two British pix rounded out the evening. *Marty Schrader.*

note that must be watched in tele shows. This was the commercial which was done by a London bobby (cop to you bud). It was okay to have him tell about the Dunhill store being blitzed and then have him go into a bit of nostalgic tobacco selling—but what was in bad taste was the switch to a frame in which a girl held up each product the bobby was talking about. It just threw London right out the window. All that was missing was a price tag on the blitz. It's about time that someone in the video field told his sponsor that entertainment and product selling can mix but it has to be done intelligently. Up to now there has been a maximum of bad taste and a minimum of inventiveness.

Mark *This Is London*, its pix and its entertainment as the sort of stuff air vision should bring into the home. Credit Fred Widlicka and Frank McCadden for their believable scenery and Ray Nelson for his direction and production. Handling the cameras, slides and moving pictures together with a live show is no sinecure... and Ray Nelson did it... but good.

This Is London was followed by a couple of pix about which the less said the better. The same goes for Ruthrauff & Ryan's *Lever Bros. Time*. No rehearsal time is said to have been the reason why a parlor game sequence with John Reed King was as bad as any air game show that has been aired. Little things like shooting the routine of seeing who burns the last hole in a piece of paper on the top of a glass—so that a penny drops into the glass was done on a long shot. Alibi here was that one camera conked out. Answer to alibi: Doesn't the other camera move?

R. & R. is a top agency and it does top air shows. If it can't get the cooperation of DuMont so that it can rehearse shows it had better wait until it can. It does *Lever Bros.* itself and its producer, Lee Cooley, no good with shows like this... and it doesn't help video experimentation one iota... and the pic *Boots and Saddles*, an army re-mount center film wasn't tele fare either. Some motion picture shorts belong on the

small screen and some are a waste of time. Mark this army film as time wastage.

The final show was RKO Television's initial effort (according to announcements). It was called *Cinema Gues*. The script writer should have stayed in bed, Jean Casto the femsee should never have come before the tele cameras with the make-up she had on—and since she's a known quality as a performer, someone should have given her direction. The idea of showing bits of motion pix and asking the video audience to identify pix and actors isn't bad. But it takes good script and a personality that has been selling this sort of thing for some time to put it across. Miss Casto for instance should have studied Doty Wootton who does the general announcing for DuMont to discover just how make-up can help and how to obtain ease before the mike and camera combination. Doty on this show was as good as she ever has been—the gal has what it (camera) takes—but then she's serious about this thing called television.

This series of programs was an ideal example of what can be and what can't be done with the DuMont facilities. It proves the old adage about a man and his tools... hell man, you don't need tools you need intelligence.

Joseph Koehler.



"Worcester, Eng., calling Worcester, U.S.A." "London calling." These are established features received direct on WTAG's own short wave equipment. More evidence that WTAG's a big station.



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Third Year of Record Ban Starts With AFM Planning New Contract Regulations

Would Release Orks in Event of Ban or Strike

NEW YORK, July 29.—As if to auspiciously inaugurate the beginning of the third year of the record ban (began August 1, 1942), James C. Petrillo, head of the American Federation of Musicians, last week sent out a form letter to all band leaders noting that a new strike clause should be inserted in all Form "B" contracts. The clause is a "protective" measure for Petrillo's unioners and stems more control into the international executive board of the AFM's hands. (The clause was brought up and passed by the AFM's executive board at the Chicago convention but was only made public last week.)

The notice, providing for new clauses to be inserted in all contracts, states that a pact for services is voided by any subsequent strike or by employers being placed on the unfair list. Altho the language is general, it is generally conceded to allude to recording contracts.

The clause reads:

Any member or members who are parties to or affected by this contract, whose services thereunder or covered thereby, are prevented, suspended or stopped by reason of any strike, ban, unfair list order or requirement of the federation shall be free to accept and engage in other employment of the same or similar character, or otherwise, for other employers or persons without restraint, hindrance, penalty, obligation or liability whatever, any other provisions of this contract to the contrary notwithstanding.

This contract shall not become effective unless and until it shall be approved by the International executive board of the American Federation of Musicians.

Interpretation, as seen by industry execs, is that in the eventuality of future strikes with record companies, contracts automatically become void, and bands signed with the striking company can record for anyone they wish. The present RCA-Victor contract, now in effect, has a clause in it providing that suspension from recording for six months automatically terminates the contract. However, ork leaders under contract to Victor have signed letters with the company noting that the clauses referred to would be held in abeyance until recording starts again.

Last paragraph in the new Form "B" clause brings into Petrillo's scope all future signing of contracts to make sure that the strike clause is inserted. Record companies made little comment on the strike clause, noting that "times would tell," and that they were more concerned with getting over the immediate hump of settling the ban than thinking of future strikes.

Ban Still On

The "immediate hump" today, after two years of non-recording, is still just that. Petrillo's last discussions with Columbia and Victor lawyers laid an egg, and things are back where they were when the WLB's decision came down July 15.

Since the decision, Petrillo has stead-

fastly refused to recognize the directive, noting that the War Labor Board has no jurisdiction over his union since there was, "in his opinion," no strike. His refusal to negotiate with the WLB leaves the matter in the same status as was the recent Montgomery-Ward case. Here, after several months of non-compliance with WLB order, the government took over the company.

Two-year ban hasn't hit the pocket-books of record companies who haven't signed with the AFM (Victor, Columbia) because demand has been such that (See THIRD YEAR OF BAN on page 19)

Man Bites Dog

NEW YORK, July 29.—Here's a twist on band leader turning publisher! Buck Ram, of Noble Music, guiding disk sessions for Savoy Records, is turning band leader, at least for the record.

Using top men, he's waxing four originals for Savoy, *Witchwalk*, *Twilight of a Tootsie Roll*, *Morning Mist* and *Ram Session*, with his name appearing as leader on the disk.

Lawrence - Jewel Arbitrate SESAC Serenade Dough

NEW YORK, July 29.—In what is probably one of the first arbitrations of its kind, Jack Lawrence, co-writer of *Sunrise Serenade*, is bringing arbitration proceedings against Jewel Music, publishers of the song, for participation in the monies received from SESAC. Lawrence, under the SPA contract, which calls for arbitration in such matters, is asking for one third of the money Jewel received from SESAC since 1939, when tune was written.

Action is being brought because SESAC doesn't have a contract with writers, but pays lump sums to its publisher members. Lawrence contends that a good portion of the sum received from SESAC by Jewel came from his tune, *Sunrise Serenade*, written with Frankie Carle, who is not involved in the action.

Lawrence is also writer of *Sleepy Lagoon*; *Yes, My Darling Daughter*, and *All, or Nothing At All*. Jewel became a member of ASCAP last year.

Stem Houses' Stand-By Nut Skyrockets as Orks Expand

NEW YORK, July 29.—Increased size of bands for theater appearances—Tommy Dorsey is now sporting close to 40 people, Krupa has almost 30, and several other bands are putting on the dog with the strings—is going to cost New York theaters more dough for Local 802's stand-by ruling.

In all New York theaters, save the Roxy and State, the theater must pay to the New York local the minimum scale of \$115 per for every musician in the band if the ork used is not an entire 802 band.

Jerry Wald, now at Paramount, has over 20 men; Vincent Lopez close to 25, due to the vogue of adding strings, and there are other big groups coming in this fall, so it's going to be a pretty expensive proposition for the houses. For example, the Gene Krupa stint at the Capitol, where he's going to stay around 10 weeks, costs the Capitol around \$3,000 a week, or \$30,000 for the 10-week stay. When

Kramer Neutrality

NEW YORK, July 29.—Maria Kramer isn't playing favorites with the agencies. She has booked Bill McCune (MCA) into her hotel Edison Green Room for a month starting in mid-August. He will be followed by Ray Kinney (William Morris), who takes over around September 15.

Chris Cross, currently in the room, is also a William Morris contractee, but Lawrence Welk, who played there earlier in the season, pays his 10 per cent to Frederick Bros.

Kinney has become associated with the Lexington Hotel because of his five-year run in its Hawaiian Room, and the Edison will be the leader's first West Side stint in many a moon.

B. Goodman Prems V-Disk NBC Program

Many Artists Set for Series

NEW YORK, July 29.—Benny Goodman and an ork of outstanding musicians, many of whom were with him previously, will initiate the new *For the Record* series on NBC which will simultaneously produce V-disks for distribution to the armed services overseas. The series of broadcasts to be heard each Monday, 11:30 p.m. to midnight, starts July 31. Musical selections will be based on G.I. requests from overseas, and will also be cut for V-disks during the airing. Opener has Goodman and all-star band, including Roy Eldridge, trumpet; Ben Webster, sax; the Goodman Quartette (including Teddy Wilson), and Mildred Bailey and Perry Como as soloists, together with Carmen Miranda. Deems Taylor will emcee.

BG's Sept. 1 Theater Tour

NEW YORK, July 29.—The Benny Goodman's new ork hasn't even been organized yet, a theater tour is being set up by Music Corporation of America, skedded to start around September 1. Goodman will play East and Midwest houses going out to Chicago. He also has a contract with the Paramount here, and according to MCA execs, will play the theater either in November or December.

Routing of band is a bit unsettled, because MCA is asking for plenty of money. MCA is also cooking up a one-night tour for a week for Gene Krupa, between end of his Capitol Theater stand in September and his opening at College Inn, Hotel Sherman, Chicago, one week later. Agency is also asking top dough for Krupa.

KSTP Strike Action Soon Is Prediction

WLB Says Back To Work

MINNEAPOLIS, July 29.—It's everybody's move in the AFM-KSTP strike at the moment.

The National War Labor Board says "Go back to work."

The musicians' union at Saint Paul plans a strike and will discuss the matter before State conciliation officials Monday (31). If they carry thru their announced intention, KSTP will have no house band in Saint Paul as is currently the case in Minneapolis—that is, the band will go out August 5, at the end of the 10-day "cooling off period" called for in State laws.

And the union at Minneapolis thru local Prexy George Murk says the strike will last until AFM Prexy James C. Petrillo says go back to work.

And Mr. Petrillo is expected to talk some time—but it is one man's guess against another what will be said in the end.

Meanwhile Stanley Hubbard, head of KSTP, has made the first step toward conciliation, in withdrawing his appeal of previous court decisions, and therefore voiding the temporary injunction obtained against the Minneapolis musicians on the station staff which in effect said, "Go to work or go to jail." With Petrillo firm, the injunction said "Jail—or leave the AFM," and Hubbard claimed he withdrew his action to prevent embarrassment to his employees.

The voiding of the injunction, however, does not void the warrant for the arrest of Petrillo which was issued by senior jurist W. W. Bardwell, of Hennepin County District Court, when the union head was accused of interfering in the Minneapolis strike. But the union leader is safe from the court as long as he stays out of Minnesota. So that's hardly an important factor at the moment.

Petrillo may act on the theory that the whole matter is now back in the hands of the War Labor Board, in view of his statement earlier in the week that he would go to court if KSTP did, or would stay out of the courts, if the station was willing to leave the matter in labor board hands.

Meanwhile it's everybody's publicity fight with accusations of various kinds being flung about with great gusto.

James-Dorsey and Kaye For Astor Roof in '45

NEW YORK, July 29.—Bob Christenberry, Astor Hotel manager, is working on a deal to use Harry James, Tommy Dorsey and Sammy Kaye (in that order) at the hotel's roof next summer. He's planning to pick up the James option and make a similar arrangement with Kaye.

He is convinced that the top-flight bands are the spot's best bets. The six-week James stint which opened the roof's current season June 20 was a phenomenal success. Sammy Kaye, who goes into the room August 7 for six weeks to finish out the season, is also expected to pull in a gratifying number of payees.

TD missed playing the Astor this year, and according to the hotel, they missed him.

strumentation, cost to New York theaters will be plenty. Even rug-cutter Charlie Barnet is considering adding strings for his Strand engagement in September.

Stand-by rate of paying complete minimum for entire band if ork is not completely local—even if one man is not 802, as in the case of Ina Ray Hutton's recent appearance at the New York Paramount, where, because of her refusal to change one man, the theater had to pay entire stand-by rate for the entire band—only goes for New York. Orks can use regular set-ups in theaters thruout the country.

Getting By Plus

NEW YORK, July 29.—Harry James is pulling down plenty of dough for his Columbia Record of *I'll Get By*, disked a couple of years ago, and now selling close to the 1,000,000 mark. On the other side of *By* is *Flabush Flanagan*, an original written by James and published by Famous.

As ork leader, he gets 5 per cent of selling price of record—50-cent disk giving him 2½ cents—and as writer of *Flanagan* he splits cent and a half royalty with publisher for disks sold.

James has done plenty well with originals, including *Flash*, *Night Special*, *Music Makers*, *Jump Town* and others, all of which were published by Famous.

Harvest Time in Alley: Contact Men Corral Cash At Figures Rare--and How!

Jobs on Every Hand--and Not Enough to Fill Them All

NEW YORK, July 29.—It's harvest time in the hills of Tin Pan Alley for the boys who make the spots with copies in their pockets. In other words, song-plugging is a gelt-edged biz today, and the some 300 contact men around town are putting away plenty of the moola each week. Reason is lack of good help. Pubs, confronted with the scarcity of records on pop tunes, need any and all plugs they can get, and so are willing to shell out top pluggers salaries.

Contact men's union says there are some 100 men in various branches of the service, leaving 300 men (including eight fem pluggers) around. It's figured that the average salary for the boys from the RKO, RCA and Brill Building is around the \$150 per mark—a jump of anywhere from \$50 to \$75 a week over salaries a short time back. New members coming into the biz for the first time can get \$100.

Different From Last Year

That's a lot different from what it was last year, when new pluggers might have gotten \$75, but that was tops. That was pretty good dough when it's considered that the union calls for a \$35-week minimum for contact men and \$20 a week for counter boys. Today counter boys are making anywhere from \$50 up.

In fact, so much in demand are not only pluggers who can deliver the goods, but also new men, that many publishers have put up the \$25 initiation fee and the first quarterly payment on the \$12 yearly dues. Not so very long ago a hurry call was sent out to the membership board of the contact men's union to pass on six members who were already working for publishers.

Up to 25G Per Year

Situation today presents, as usual, three money classifications for contact men. Top earners are the professional managers who cull anywhere from \$300 to \$500 per week. It's known that Harry Link is in on a \$25,000-a-year deal with MGM—a pact for five years—at his present post as head of Feist Music. The Dave Dreyers, Jonie Taps, Sid Kornheisers, Eddie Wolpins are all in the above class—this is by far not a comprehensive list and names are only used as a categorical indication—but they have been making top dough right along and are little affected by the sudden climb in cash for the contact men.

It's in the second bracket—those termed as second men who are today earning anywhere from \$50 to \$100 more than they were a year ago. The demand, and consequent change of jobs, has been

hectic during the past couple of months; so much so, that for a while it was impossible to keep track of certain individuals. No sooner than they were employed with one firm than they would raise a higher offer from another and away they'd go.

These second bracket men are making anywhere from \$150 to \$250 per week, and it's known that many of the men who are now making anywhere around the two-century-note figure a week weren't making more than \$100 per some eight months ago.

In the third bracket are the men who get anywhere from \$100 to \$150. Included are former counter boys who are now contacting due to the lack of other men. Also, new men breaking in can get the first figure. Usually the latter jobs include expenses, but for the most part those in the third bracket spend very little and consequently sop most of the hundred.

Expenses Vary

Speaking of expenses, that item varies in different cases. Some jobs which pay \$200 include expenses, which really means that a man makes \$150 and has a \$50 expense account. However, today those figured in the \$150 class and over usually have an expense account plus the figure. Expenses for a good man—that is one who diligently covers his spots—run around \$100 a week.

Altho not affected by the present-day demand, top bracketed men also make extra coin by special deals with their pubs. Most common is the percentage deal, whereby they get 1 cent a copy on all sheet sales. In some cases deals are also made on mechanical rights as well, but this isn't as common as the copy percentage.

Men Shift, Plenty

To an old-time pluggers the field today must seem strange, for besides the inroad of many newcomers into the field for the first time, there has been plenty of shifting of men from one locale of the country to the other. Predominantly, it has been to bring men from the Chicago and West Coast areas to New York to help out here. Men come in from Chicago for one firm, then stay two weeks. After that, in some cases, they're offered more dough and go with another firm.

There's plenty of loot around, and the boys are taking it. When considered that it's a five-day week, many of the boys drag down anywhere from \$30 to \$50 a day—and brother that is "hey, hey."

Columbia Recording Expands N.Y. Offices

NEW YORK, July 29.—Columbia Recording Company is in the process of adding more floors to its present set-up at 799 Seventh Avenue. Under way right now is the remodeling of the fourth floor in the same building, where Columbia will eventually house exec offices.

On the sixth floor, where exec offices are now, will be larger engineering facilities and probably more recording studios. There are recording studios on the floor above at the present. These will be retained.

Herman Old Gold Audish

NEW YORK, July 29.—Woody Herman, who took over the Frankie Carle-Old Gold radio stint, Wednesdays (CBS), last week auditioned for another Old Gold show, with possibility that it may start in the fall. New one is instead of the Bob Crosby stanza because latter is now a second lieutenant in the marines. Herman's contract on the present Wednesday eve show calls for 11 shots, taking him into October when Carle comes back on. Comic Jackie Gleason, Sportscaster Red Barber and Herman band make up the package.

Tobias Topin Alley

NEW YORK, July 29.—Biggest hit writer among Tin Pan Alley pop writers here in the East so far this year is Charlie Tobias. He's had four top tunes this year, including Shapiro-Bernstein's *I Wish I Could Hide Inside This Letter*, Advance's *Don't Sweetheart Me*, S-B's *For the First Time* and Remick's *Time Waits For No One*.

Letter, written with Nat Simon, sold over 250,000; *Sweetheart*, with Cliff Friend who also collaborated on *Time Waits For No One*, was around 300,000, while both *Time* songs had Decca records, as did *Sweetheart*. *No One* was also in pic *Shine on Harvest Moon*, netting writers \$2,500 for rights.

Bob Strong Held At Glen Island

NEW YORK, July 29.—Glen Island Casino will use one band for the entire season contrary to custom. Bob Strong's stint has been stretched to the spot's closing date.

The Casino is sometimes called the cradle of name bands because so many orks got their start there. Twenty-five wires a week were available in the past. They have kept outfits for long runs, but the Strong engagement is a topper. Glenn Miller, Claude Thornhill, Charlie Spivak and Hal McIntyre have repeatedly played the spot.

Tho it is said to be costing him a chunk of dough each week, Strong is benefiting from the present engagement that affords him from five to 10 air shots weekly. Club ticks around 2,000 payees each week-end and approximately 3,000 over the entire week.

Krupa Has Week of 1-Niters Between Cap, Chi Sherman

NEW YORK, July 29.—Gene Krupa's ork will do a series of one-nighters between end of present stint at Capitol Theater here, sometime in September, and opening at Hotel Sherman, Chicago, a week later. Altho dates haven't been set yet, it's known that guarantee asked is plenty high, against a top percentage, based on fact that Krupa plus United Artists pic, *Since You Went Away*, broke all previous records at the Capitol during first week. Gross for week was over \$90,000, which is remarkable in view of only four shows a day being done due to close to three-hour length of pic. Krupa is getting \$10,000 per for Cap date.

Capitol execs note that if there had been one more show, giving theater extra turnover, figure would have gone close to the \$110,000 mark. As it is, house has no kick coming. Krupa will probably stay 10 weeks, do the one-nighters, the Sherman Hotel stint and then out to the RKO lot in Hollywood to make a pic.

Army Raises Hit Kit Run

Will distribute 3,000,000 lyric folders monthly instead of 1,000,000

NEW YORK, July 29.—Special Service Division of the army was authorized an increase in the number of *Hit Kits* sent overseas. From the original 1,000,000 lyric folders and 25,000 music copies, the *Kits* will be upped to 3,000,000 folders and 80,000 music copies.

A recent survey revealed that 87 per cent of the troops prefer the current pops and standard tunes. This method of packaging songs and serving GI's with their faves has been declared an important morale factor.

Each month the *Hit Kit* is sent along with a set of mags to the PX's. This is done for convenience in delivery and time saving. It was due to this routing that misunderstandings arose which an army official declared meant that the *Hit Kit* was to be discontinued.

Mix-Up In Poll

The mix-up resulted from the poll recently conducted among soldiers to determine their magazine preferences. According to an official of the special service division, the questionnaire listed mags and periodicals for sale at company PX's. Since the *Hit Kit* is a gratis proposition it was not included. Consequently in the final count, it didn't show up.

The civilian advisory committee for the army *Hit Kit* is composed of leaders in the music world. They are Fred Waring, Dinah Shore, Bing Crosby, Kay Kyser, Harry James, Mark Warnow, Roy Bloch, Kate Smith, Guy Lombardo, Jimmy Dorsey, Tommy Dorsey, Rudy Vallee, Benny Goodman, Paul Whiteman, Lucy Monroe, E. C. Mills, Harry Fox, Abel Green and Dr. Raymond Kendall.

Raeburn-Betty Hutton Tour

NEW YORK, July 29.—Boyd Raeburn, who just wound up an engagement at Hunt's Pier, Wildwood, N. J., is set for a theater tour with Betty Hutton starting August 11, at the Michigan Theater, Detroit.

After a week at the spot, group will move to the Cleveland Palace for another seven days and then on to the Oriental in Chicago and the Milwaukee, Milwaukee.

Leader played the Commodore early this season and will go into a New York hostelry in the fall, but definitely won't repeat at the Commodore.

Kaye '45 Cap Date

NEW YORK, July 29.—Sammy Kaye goes back into the MGM flagship, the Capitol Theater, not later than March, 1945, having just completed a stint at the same house.

TALK ABOUT HIT TUNES

Hit tunes and everything else in music will be discussed in the 6th Annual Edition of The Billboard Music Year Book (to be published as a separate volume for the first time in 1944). And the whole music business will be talking about the '44 MYB.

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PART 1—The Billboard

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, WEAF, WABC and WOR) for the past week. Position in the list is no indication of a song's "most played" status, since all songs are listed alphabetically.

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

TITLE	PUBLISHER
A Fellow on a Furlough (F)	Block
A Kiss to Remember	Lincoln
Amor (F)	Melody Lane
An Hour Never Passes	Shapiro-Bernstein
And Then You Kissed Me	Miller
Apple Blossoms in the Rain (F)	Southern
Begin the Beguine	Harms
Come Out, Wherever You Are (F)	T. B. Harms
Don't Take Your Love From Me	Witmark
Every Day of My Life	Paramount
Forget-Me-Not's in Your Eyes	Triangle
Goodnight, Wherever You Are	Shapiro-Bernstein
How Many Hearts Have You Broken?	Advanced
I Don't Want To Love You	Chelsea
I Learned a Lesson I'll Never Forget	Robbins
I'll Be Seeing You	Williamson
I'll Walk Alone (F)	Morris
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 Kitty Blue Eyes	Santly-Joy
Some Day I'll Meet You Again (F)	Witmark
Some Peaceful Evening	Campbell-Porgie
Sweet and Lovely (F)	Feist
Swinging on a Star (F)	Burke-Van Heusen
Time Waits for No One (F)	Remick
Up, Up, Up	Broadway
What a Difference a Day Made	Marks

Lucky Strike HIT PARADE

CBS, Saturday, July 29, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. Amor (F)	Melody Lane
2. I'll Be Seeing You	Williamson
3. Long Ago (And Far Away) (F)	Crawford
4. Swinging on a Star (F)	Burke-Van Heusen
5. Ill Get By (F)	Berlin
6. Time Waits for No One (F)	Remick
7. Goodnight, Wherever You Are	Shapiro-Bernstein
8. Milkman, Keep Those Bottles Quiet (F)	Feist
9. It Could Happen To You (F)	Famous

And the Following Extras: Thou Swell, Great Day, Ida, and Limehouse Blues.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLER SOURCES:
Atlanta: Cable Piano Co. Boston: H. N. Homeyer & Co. Chicago: Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. Cincinnati: Song Shop; Willis Music Co. Denver: Charles E. Wells Music Co. Los Angeles: Morse M. Freeman, Inc. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co.; Myrex Music Corp.; Carl Fischer, Inc.; Music Sales Corp. Phoenix, Ariz.: J. J. Newberry, Co. Pittsburgh: Volkwein Brothers, Inc. Portland, Ore.: Irving Sklare Music Co., care Meier & 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, Davega-City Radio, Inc., New York; Richards Music Shop, Bernard Record Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Shop, Chicago; Klayman's Music Shop, Cincinnati; Smith's Record Shop, Atlanta; Radio Shop of Newark, Newark, N. J. Gary's Record Shop, Richmond, Va.

MUSIC GRAPEVINE

MCA continues to collect full comish on Raymond Scott's bookings, tho William Morris sets the ork's dates. When Scott switched to the Morris office earlier this year, his MCA contract was effective thru October. Leader played his recent Roxy Theater stint under the WM banner. Scott, still on seven days a week at CBS, may do a Carnegie Hall concert this fall, augmenting his ork with strings.

Doubling Into the Blue

Gene Krupa will appear every Saturday afternoon on the Eddie Condon Town Hall concerts for the Blue. He has arranged his Capitol Theater sked to fit the broadcast time. . . . Terry Allen, Claude Thornhill vocalist before going into service a year ago, is in civvies and may form a band. . . . Mills pubing *I'm Not Afraid* from Columbia's *Meet Miss Bobbie Socks*. Score by Kim Gannon and Walter Kent.

Tommy Dorsey, fronting a 44-piece band, recorded Liszt's "Second Hungarian

Rhapsody" at MGM for "Thrill of Romance." . . . Benny Carter at Rainbow Randevoos, Salt Lake City, for two weeks. . . . Dick Wilson contract at Coq Rouge, New York, extended for another 18 weeks. Ork has just completed a 40-week stint at the spot.

Cab Calloway and Leopold Stokowski will collaborate on and produce *Rhapsody in Reverse*, operatic farce. Calloway will play the lead. . . . Bing Crosby and the Andrew Sisters will wax *Three Caballeros* for Decca from Disney pic of same name. . . . George Paxton plays return engagements at Palisades Park, N. J., August 4-5-6. . . . Hal Saunders' new band, now at St. Anthony Hotel, San Antonio, Tex., features Lois Bannerman, fem harpist who was formerly with the San Antonio Symphony Ork.

Closes Cash Register

Dean Hudson and ork, after five appearances at the giant cash register in Times Square, New York, closed the war loan drive at the spot

Music Popularity Chart

Week Ending
July 27, 1944

BEST SELLING SHEET MUSIC

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

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

Other Sheet Music Reported in Best Selling Lists by Sections
MIDWEST: G. I. Jive—Capitol Song, Inc.; Going My Way (F)—Burke-Van Huesen.
SOUTH: San Fernando Valley—Morris.

"HARLEM" HIT PARADE

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

POSITION Last/This Wk./Wk.	Record	Artist	Label
1	1. G. I. Jive	Louis Jordan	Decca 8659
2	2. Straighten Up and Fly Right	King Cole Trio	Capitol 154
4	3. Till Then	Mills Brothers	Decca 18599
3	4. Cherry Red Blues	Cootie Williams	Hit 7084
5	5. Is You Is or Is You Ain't? (F)	Louis Jordan	Decca 8659
9	6. Body and Soul	Coleman Hawkins	Bluebird 30-0825
8	7. I'll Get By (F)	Ink Spots	Decca 18579
—	8. You Always Hurt the One You Love	Mills Brothers	Decca 18599
6	9. When My Man Comes Home	Buddy Johnson	Decca 8655
7	10. My Little Brown Book	Duke Ellington	Victor 20-1584

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales's. Birmingham: Norlen's Radio Shop; Louis Pizitz Dry Goods Co. Boston: The Melody Shop. Bridgeport, Conn.: Gilman Music Store; Howland Dry Goods Co.; Whiting Radio Service. Butte, Mont.: Dreibelbis Music Co. Chicago: Goldblatt Brothers; Hudson-Ross; Lyon & Healy; 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.; Des Moines Music House. Fort Worth, Tex.: Kemble 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 Store Co.; Burdine, Inc. Milwaukee: J. B. Bradford's Music House; Morton Lines Co.; Broadway House of Music. Newark, N. J.: G. & R. Record Shop; Radio Shop of Newark. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Galety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Strauss, Inc.; Broadway Melody Shop. Philadelphia: Downtown Record Shop; Alex A. Gettlin; Highpoint Record Shop. Pittsburgh: Volkwein Bros., Inc. Portland, Ore.: Meier & Frank Co. Raleigh, N. C.: C. H. Stephenson Music Co.; Joseph E. Thiem Co. Richmond, Va.: Gary's Record Shop; Walter D. Moss & Co.; Corley Record Co. St. Louis: Aeolian Co. St. Paul, Minn.: Mayflower Novelty Co. Salt Lake City: Z. C. M. I. Gramophone Shop. San Antonio: Alamo Piano Co. Washington, D. C.: George's Radio Co. Westwood, Calif.: Music Shop.

Friday (28). . . . *Cheerio Music* will pub "You Never Loved Me," tune by Dick Thomas, Philly nitery emsee. . . . Bob Johnson cut "Whispering," "The Very Thought of You," "Together" and "Here's a Kiss From Texas" for American Recording Artists.

Mahlon Merrick will front a 28-piece ork for transcriptions featuring Rafael Mendez on trumpet for Mac Gregor in Hollywood. . . . Irving Caesar and Harry Pyle have written humorous ditty called *The Infantry! The Infantry!* to which censorable verses will probably be added by the G.I's. . . . Charlie Gaines Jr., trumpet-tootling son of Charlie Gaines, trumpeter, on first job as leader at Strand Ballroom, Philadelphia.

Joy to the World

During the last five years three of Joy Caylor's "sidemen" have left the all-gal ork, all have married, all have a baby daughter, all are named Joy. . . . Top Musicraft disk is Phil Brito's "I Don't Want To Love You (Like I Do)," which hit the 150,000 mark last week. About 58 per cent of the platters have gone to

juke ops. Tune is pubed by Chelsea Music, diskers' pub firm.

Clyde Lucas, closing at New York's Roseland Ballroom, starts his road tour at Philly's Earle Theater August 11 and then to Wildwood, N. J., for the August 18 week at Hunt's Starlit Ballroom. . . . Dorothy Claire, songstress formerly with Sonny Dunham and Bob Crosby, joined Lawrence Welk ork for three weeks while Janie Walton vacations. . . . George Oveson, formerly of *Downbeat* mag, to Frederick Bros.' Chicago office as booker in one-nighter band department.

Fields to Tele

Herble Fields will use his plastic sax on Richard Kenny's NBC tele show, *What's New in the World Behind the Headlines*. . . . Davie Stevens replaces Fred Shimmin at Wagner's Ballroom, Philly. . . . Jack Lavin, former Paul Whiteman manager, named head of live talent department at Walt Disney studios. He'll also be the studio's contact man for music pubs.

ON THE STAND

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

Jimmy Palmer

(Reviewed at Frank Dailey's Terrace Room, Newark, N. J.)

JIMMY PALMER, former vocalist with Bobby Burns and Blue Barron, is now fronting his own ork at the Terrace Room and, considering newness of the band, sidemen, conditions, etc., shows off to plenty of advantage. Lad last took over Gracie Barrie's band, which she acquired when her husband, Dick Stabile, went into the service. Present band has some of the old Stabile-Barrie arrangements, but for the most part numbers are freshly presented and mark band as a comer.

Present instrumentation is standard—six brass, five sax and three rhythm—with Palmer doing the vocals and occasionally doubling in brass (trumpet). At the mike he's fine, for Palmer is a good-looking guy with plenty of pep that spells showmanship. As it is, band puts out a nice brand of music and gets an added kick from Palmer's antics.

Musically, Palmer has smartly kept away from over-arranged numbers, depending mainly on full section work, letting the melody predominate. As pointed out in other bands, this is definitely a commercial asset today, for the public wants to hear the song; they want to be able to identify it, and Palmer's ork enables them to do so. He's blessed with a couple of fine brass men, lead trumpet and trombone—and if he's able to keep them, he will build a top brass section.

When music jumps, Palmer adds another touch to band, jumping around in jitterbug style. It's cute, and crowd goes for it. Best part of his impromptu performance is that it's not manufactured, but a natural bounce, and gives the ork's presentation an added boost. Vocalist Lisa Kirk handles ballads without distinction. (She has since left the band.)

Show at Terrace Room included Gil Johnson, tapster formerly with *By Jupiter*; Jimmy Ginoia, trumpeter, and Galante and Leonard, ballroom dancers. Both Johnson and dance team take advantage of the spacious floor to score. Johnson handles leg work and himself well. Ballroom duo is slightly sensational, and from work here could play any spot in the country. Ginoia plays plenty of trumpet. *Paul Secon.*

Barton-Feist to Split

Tunes From Sinatra Pic

NEW YORK, July 29.—Feist & Barton Music (Sinatra's firm) will divvy the coming Frank Sinatra score from MGM's *Anchors Aweigh*.

Tunes were written by Sammy Cahn and Julie Styne, including *The Charm of You*, *You Are My Sunset* and *We Hate To Leave*, all in all nine tunes for the pic, with no definite tunes assigned to either company.

King Cole, Benny Carter

Savannah Churchill Unit

HOLLYWOOD, July 29.—King Cole Trio will join Benny Carter's ork and Savannah Churchill for a theater tour which will run until February of next year.

Troupe will hit Milwaukee August 11, and then travel east.

Strings for Barnet Jumpers

NEW YORK, July 29.—Charlie Barnet is said to be seriously considering the addition of strings to his ork. Org, which has long been known as a strictly jump band, would follow the earlier examples of Tommy Dorsey, Artie Shaw, Harry James and others, in the change.

If Barnet decides in favor of the re-vamping, Strand audiences will be first to sample the sugar coating when he goes into the Theater September 8.

Hudson 6-Month Lincoln Run

NEW YORK, July 29.—Dean Hudson's stay at the Hotel Lincoln has been extended into November, giving him six months at the spot. When he opened June 1, engagement was indefinite.

Between the end of Hudson's run and December 18, when Count Basie goes in, the Lincoln may do without a band.

Hudson is booked for a return into the Roosevelt Hotel, Washington, immediately after the Lincoln stint.

Guy Lombardo

(Reviewed at the Starlight Roof, Waldorf-Astoria Hotel, New York)

GUY LOMBARDO'S music, like good wine, improves with the years. Presenting the highly stylized music for which he is so well known, Lombardo returned to New York after his summer tour to a packed room for opening night, where he received an enthusiastic reception.

Frank Benny, new vocalist, did a commendable job, and Rose Marie Lombardo upheld the honors for the feminine side of the family. Notable, as in the past, was the muted trumpet work of brother Liebert, and Carmen Lombardo, Fred Higman and Jimmie Brown (all of the reed section) frequently assisted in vocals, quite competently.

The frequent use of vocals, particularly their use in less than full song lengths, made the singers contributors to the music, rather than soloists competing with the ork.

Lombardo's style is as suave as a diplomat, and the rhythm as firm as said diplomat's "No." Definite, yet not offensively obtrusive.

Ork used many pop tunes in sessions on opening night, altho a few top tunes of the past were sandwiched in on occasion. Only criticism might be that p.-a. pick-up was not quite effective on some of the more subdued numbers. Rumbas and semi-jump tunes were played in true Lombardo style—effectively, but with restraint.

Orchestration: Four brass, four reed, four rhythm (including two pianos). Guy conducts in his usual showmanly fashion and devoted himself entirely to the task of conducting, the violin not being in evidence. *Larry Nixon.*

Bailey Show Catching On; Music Leaders Feature

NEW YORK, July 29.—The Mildred Bailey-Red Norvo show on CBS Wednesdays at 9:30 p.m. has developed a large following among musicians. Net's Playhouse Number 4 is crowded each week with tootlers.

One of the program's drawing cards is the hot jazz unit composed of Teddy Wilson, Roy Eldridge, Charlie Shavers, Remo Palmeri, Al Hall and Red Norvo within the 32-piece Paul Barron band. Set-up is seven brass, six sax, eight strings and four rhythm.

Of further appeal to music men are the guests on each week. In the show's first five weeks, Gene Krupa, Louis Prima, Una Mae Carlisle, Art Tatum and Willard Robinson appeared. Duke Ellington was on the Wednesday (26) shot.

Late Instrument Jinx

Follows Ina Ray Hutton

FORT WORTH, July 29.—Funds of Ina Ray Hutton here have been tied up by court action because of claim by B. W. Reames, Brownsville, Tex., dance promoter. He asks \$2,013 damages because Hutton ork did not start dance session on sked, due to hour-long delay waiting for instruments to arrive. Says refunds were excessive as soldiers have early curfew.

Action follows on heels of judgment in Canadian court for \$2,500 for similar situation. At Montreal ork did not get into action until near midnight—instruments were very cold—and second day of date customers were few, altho, as testified in court, "Music was excellent and as expected."

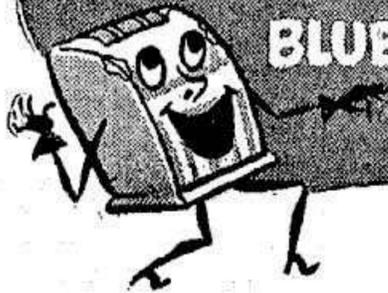
McIntyre To Strand

NEW YORK, July 29.—Hal McIntyre ork is skedded to go into the New York Strand Theater not later than March 15, 1945, on a three-week guarantee. He's getting close to \$5,000 per for the first two weeks, and \$4,000 for the third and option weeks. McIntyre is now on the Coast playing the Casa Manana.

NEW YORK, July 29.—Newest band leader to contemplate opening a music pub house is Earl Hines. Altho nothing has been definitely set, Hines says that he has necessary backing for a pub set-up and that it will take form soon. He is reported talking to contact men.

YOU CAN'T BEAT THE BAND

THAT'S ON VICTOR OR BLUEBIRD RECORDS!



- Hawaiian Sunset Sammy Kaye (20-1590)
- Lili Marlene Perry Como (20-1592)
- Don't Take Your Love from Me . . . Earl Hines (30-0326)
- I'll Walk Alone Dinah Shore (20-1586)
- Racing with the Moon . Vaughn Monroe (8-11070)
- Amor Wayne King (20-1587)
- I'll Be Seeing You Tommy Dorsey (20-1574)
- I'll Get By Four King Sisters (30-0821)
- Here We Go Again Glenn Miller (20-1563)
- It's Love-Love-Love Four King Sisters (30-0822)

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 Sources in Part 1.) Songs are listed according to their popularity nationally with the sectional listings to the right. Record backing the hit record is in light face. (M) Song in Legit Musical. (F) Song in Film Musical.

POSITION Last This Wk./Wk.	NATIONAL	East	Mid-west	South	West Coast
2	1. SWINGING ON A STAR (F) Bing Crosby—Decca 18597 Going My Way (F)	2	1	1	2
1	2. I'LL BE SEEING YOU Bing Crosby—Decca 18595 I Love You (M)	1	2	2	8
3	3. I'LL GET BY (F) Harry James-Dick Haymes—Columbia 36698 Flatbush Flanagan	4	3	6	4
6	4. AMOR (F) Bing Crosby—Decca 18608 Long Ago (And Far Away)	3	—	10	5
5	5. G. I. JIVE Louis Jordan—Decca 8659 Is You Is or Is You Ain't?	—	4	4	—
4	6. I'LL BE SEEING YOU Tommy Dorsey-Frank Sinatra—Columbia 20-1574 Let's Just Pretend	8	—	5	7
—	7. TIME WAITS FOR NO ONE (F) Helen Forrest—Decca 18600 In a Moment of Madness (F)	6	6	—	9
—	8. LONG AGO (AND FAR AWAY) (F) Bing Crosby—Decca 18608 Amor (F)	—	9	3	—
—	9. I'LL WALK ALONE (F) Martha Tilton—Capitol 157 Texas Polka	9	—	—	3
9	10. LONG AGO (AND FAR AWAY) (F) Jo Stafford—Capitol 153 I Love You (M)	—	—	—	1

Other Records Reported in Best Selling Lists by Sections

EAST: Long Ago (And Far Away) (F)—Helen Forrest-Dick Haymes, Decca 23317; You Always Hurt the One You Love—Mills Brothers, Decca 18599; I Love You (M)—Bing Crosby, Decca 18595.

MIDWEST: Goodnight, Wherever You Are—Russ Morgan, Decca 18598; Amor (F)—Xavier Cugat, Columbia 36718; Milkman, Keep Those Bottles Quiet (F)—Woody Herman, Decca 18603; His Rocking Horse Ran Away (F)—Betty Hutton, Capitol 155.

SOUTH: I'll Get By (F)—Ink Spots, Decca 18579; I'll Walk Alone (F)—Dinah Shore, Victor 20-1586; Goodnight, Wherever You Are—Russ Morgan, Decca 18598.

WEST COAST: His Rocking Horse Ran Away (F)—Betty Hutton, Capitol 155; Is You Is or Is You Ain't?—Louis Jordan, Decca 8659.

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 on automatic phonographs throughout the nation. These reports stem from all the country's leading operating centers and are averaged together.

POSITION Last This Wk./Wk.	Record	Label
1	1. Is You Is or Is You Ain't?	Louis Jordan—Decca 8659
2	2. So Long, Pal	Al Dexter—Okeh 6718
4	3. Soldier's Last Letter	Ernest Tubb—Decca 6098
—	3. Straighten Up and Fly Right	King Cole Trio—Capitol 154
—	4. I Learned a Lesson I'll Never Forget	Five Red Caps—Beacon 7120
5	5. Cherry Red Blues	Cootie Williams—Hit 7084
5	6. Texas Blues	Foy Willing—Capitol 162

ADVANCE BOOKINGS

CAB CALLOWAY: Zanzibar, New York, Aug. 10 (4 weeks).

FRANKIE CARLE: Cedar Point, O., Aug. 11-12; Lakeside Park, Dayton, O., 13; Coney Island, Cincinnati, 15.

JIMMY DORSEY: Sweet's Ballroom, Oakland, Calif., Aug. 3.

GLEN GRAY: Plamor Ballroom, Kansas City, Mo., Aug. 12; Palace Theater, Pittsburg, Kan., 13; Auditorium, Springfield, Mo., 14; Parsons, Kan., 15; Army Air Base, Garden City, Kan., 16.

ERSKINE HAWKINS: Kinston, S. C., Aug. 7; Charleston, S. C., 8; Jacksonville, Fla., 9; Orlando, Fla., 10; Miami, 13.

HORACE HEIDT: RKO-Boston, Aug. 10-16.

RAY HERBECK: Muehlebach Hotel, Kansas City, Mo., Aug. 11-Sept. 7.

BUDDY JOHNSON: Howard Theater, Washington, Aug. 11-17.

LOUIS JORDAN: Plantation Club, St. Louis, Aug. 18 (2 weeks).

SAMMY KAYE: Hotel Astor, New York, Aug. 9-Sept. 9.

STAN KENTON: St. Louis, Aug. 5; The Hub, Edelstein, Ill., 6; Coliseum, Ottumwa, Ia., 7; Amber Club, Madison, Wis., 8; Prom Ballroom, St. Paul, 9.

ADA LEONARD: Oriental Theater, Chicago, Aug. 4-10.

CLYDE LUCAS: Earle Theater, Philadelphia, Aug. 11 (week).

JIMMIE LUNCEFORD: Auditorium, San Antonio, Aug. 7; Auditorium, Galveston, Tex., 8; Recreation Building, Fort Worth, 9; Auditorium, Houston, 10.

ABE LYMAN: Downtown Theater, Detroit, Aug. 4-10.

LUCKY MILLINDER: Newark, N. J., Aug. 5; Norfolk, 6; Petersburg, Va., 7; Rocky Mount, N. C., 8; Columbia, S. C., 9; Charlotte, N. C., 10; Durham, N. C., 11; Charleston, W. Va., 12; Bluefield, W. Va., 13.

JIMMY PALMER: Chanticleer, Baltimore, Aug. 8.

TONY PASTOR: Camp Lee, Va., Aug. 9; Central Park, New York, 10; State Theater, Hartford, Conn., 11-13.

LOUIS PRIMA: Hagerstown, Md., Aug. 10; Clarksburg, Va., 11.

CHARLIE SPIVAK: Eastwood Gardens, Detroit, Aug. 11 (week).

TOMMY TUCKER: Strand Theater, New York, Aug. 4.

JERRY WALD: Sherman Hotel, Chicago, Aug. 11 (4 weeks).

Music Popularity Chart Week Ending July 27, 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. Thus 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. **G. I. JIVE** (14)—Louis JordanDecca 8659
(Johnny Mercer, Capitol 141).
2. **I'LL GET BY** (16)—Harry James (Dick Haymes).....Columbia 36698
(Ink Spots, Decca 18579; The Four King Sisters, Bluebird 30-0821; Jan Garber, Hit 7079; Kitty Carlisle, Decca 23320; Billie Holiday, Commodore C-553)
3. **AMOR** (5)—Bing Crosby (John Scott Trotter Ork).....Decca 18608
(Andy Russell (Al Sack Ork), Capitol 156; Xavier Cugat, Columbia 36718; Enric Madiguera, Hit 8033; Percy Faith, Decca 23344; Wayne King, Victor 20-1587; Lawrence Welk, Decca 4444)
4. **I'LL BE SEEING YOU** (15)—Bing Crosby (John Scott Trotter Ork).....Decca 18595
(Tommy Dorsey-Frank Sinatra, Victor 20-1574; Louis Prima, Hit 7082; Hildegarde, Decca 23291; Billie Holiday, Commodore C-553)
5. **SWINGING ON A STAR** (11)—Bing Crosby (John Scott Trotter Ork).....Decca 18597
(Gray Rains, Hit 7086; Freddie Slack, Capitol 160)
6. **YOU ALWAYS HURT THE ONE YOU LOVE** (10)—Mills Brothers.....Decca 18599
7. **LONG AGO (AND FAR AWAY)** (13)—Helen Forrest-Dick Haymes (Camarrata Ork).....Decca 23317
(Perry Como, Victor 20-1569; Jo Stafford, Capitol 153; The Three Suns, Hit 7085; Guy Lombardo, Decca 18602; Jan Garber, Feature 1002; Bing Crosby, Decca 18608)
8. **STRAIGHTEN UP AND FLY RIGHT** (7)—Andrews Sisters (Vic Schoen Ork).....Decca 18606
(King Cole Trio, Capitol 154)
9. **MILKMAN, KEEP THOSE BOTTLES QUIET** (12)—Ella Mae Morse (Dick Walters Ork).....Capitol 151
(Woody Herman, Decca 18603; The Four King Sisters, Bluebird 30-0824)
10. **AMOR** (3)—Xavier Cugat (Carmen Castillo).....Columbia 36718
(See No. 3)
- GOODNIGHT, WHEREVER YOU ARE** (9)—Russ Morgan.....Decca 18598
(Blue Barron's Ork, Hit 7081; Mary Martin, Decca 23340)
11. **I'LL BE SEEING YOU** (9)—Tommy Dorsey (Frank Sinatra)....Victor 20-1574
(See No. 4)
- I LOVE YOU** (16)—Bing Crosby (John Scott Trotter Ork).....Decca 18595
(Enric Madiguera, Hit 7077; Jo Stafford, Capitol 153; Perry Como, Victor 20-1569; Jan Garber, Feature 1001; Wilbur Evans, Decca 23337)
12. **AMOR** (6)—Andy Russell (Al Sack Ork).....Capitol 156
(See No. 3)
13. **I'LL WALK ALONE** (2)—Martha Tilton.....Capitol 157
(Mary Martin, Decca 23340; Dinah Shore, Victor 20-1586; Louis Prima, Hit 7083)
14. **LONG AGO (AND FAR AWAY)** (4)—Bing Crosby (John Scott Trotter Ork).....Decca 18608
(See No. 7)
15. **IS YOU IS OR IS YOU AIN'T?** (2)—Louis Jordan.....Decca 8659
16. **TIME WAITS FOR NO ONE** (1)—Johnny Long (Patti Dugan)....Decca 4439
(Sula Musette, Continental C-1149)
17. **SAN FERNANDO VALLEY** (20)—Bing Crosby (John Scott Trotter Ork).....Decca 18586
(The Four King Sisters, Bluebird 30-0824; Johnny Mercer, Capitol 150; Johnny Long, Decca 4437; Jan Garber, Hit 7079)
- I'LL GET BY** (1)—Ink Spots.....Decca 18579
(See No. 2)
18. **DON'T SWEETHEART ME** (18)—Lawrence Welk (Wayne Marsh).....Decca 4434
(Blue Baron's Ork, Hit 7080; Tex Grande, Deluxe 5005)
- G. I. JIVE** (1)—Johnny Mercer (Paul Weston Ork).....Capitol 141
(See No. 1)
19. **HOW BLUE THE NIGHT** (4)—Dick Haymes (Emil Newman Ork).....Decca 18604
(Bob Chester, Hit 7088)
- IT'S LOVE, LOVE, LOVE** (1)—Guy Lombardo (Skip Nelson and Lombardo Trio).....Decca 18589
(The Four King Sisters, Bluebird 30-0822; Jan Garber, Hit 7078)

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. **IT HAD TO BE YOU**—Betty Hutton (Paul Weston Ork).....Capitol 155
2. **SLEEPYTIME GAL**—Harry James.....Columbia 36713
3. **MEMPHIS BLUES**—Harry James.....Columbia 36714

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.

- HOW MANY HEARTS HAVE YOU BROKEN?**—The Three Suns.....Hit 7092
(Hollywood)
- I LEARNED A LESSON I'LL NEVER FORGET**—Five Red Caps....Beacon 7120
(New York)

Third Year of Ban Starts With Planning

(Continued from page 14)

they've been swamped with orders for everything they put out. Decca and Columbia produce around 3,000,000 a month, while Victor has around 5,000,000 disks pressed and sold every 30 days. Only beef has been inability to put out pop tunes, and disgruntled attitude on part of artists who haven't cut a side in two years and who haven't had any concentration on reissues.

Number of bands signed with Victor and Columbia have suffered plenty from the ban, most crippled being Charlie Spivak, who switched from Columbia to Victor recently. Columbia won't release his records, and Spivak hasn't had a tune in two years. His *White Christmas* was a big seller for Columbia, but it's almost a certainty that they won't put it out this year figuring that it would only help Victor when Spivak starts to record. Top bands, such as Harry James, Xavier Cugat and Benny Goodman haven't fared badly with Columbia, with James probably set to get one of the

biggest royalty checks of his career. Same goes for Tommy Dorsey, Artie Shaw and Glenn Miller on Victor. However, lesser names lined up with the companies have taken it on the chin.

Consequently, sidemen with bands that have Columbia and Victor contracts, have made less dough because of no recording dates. This was always a source of additional loot. Others hit besides bands, sidemen and record companies are music publishers, who have lost plenty of revenue during the past two years. Mainly on pop tunes which at one time could garner eight to 10 records. Today a pub is lucky if he gets one or two releases. It not only cuts down royalty from the record company but makes the time longer in which to make a tune. Used to take six weeks, now it takes anywhere from three to six months. Many pubs, with a backlog, got a break on reissues of Columbia and Victor best sellers, but by far and large the record ban has hurt publishers aplenty.

All in all, the situation stands up as an unsettled issue that may break one way or the other any day. That's been the saying for the past two years, and from the looks of things it could go on indefinitely.



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You can't blame this coin machine operator for thinking first of his Decca records. They're not as easy to get as they used to be. Decca tunes are tops with coin machine customers because they give them what they want—swell entertainment. But wartime shortages are whittling down the supply.

We're stretching the available Decca hits to cover as many operators as we can. So if the supply is sometimes thin, remember it's because we're trying to see that everybody gets his share.

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

Music Hall Near Record; Krupa 88G High at NY Cap.

NEW YORK, July 29.—Two big pix, one with a top stage attraction, pulled up the Stem average. Other houses with holdovers also got their share but biz was off from previous week.

Radio City Music Hall (6,200 seats; house average, \$100,000) pulled a juicy \$125,000 for the opener with Patricia Bowman, Wally West, Edwin Steffe and *Dragon Seed*. (House record is \$132,000.)

Roxy (6,000 seats; house average, \$75,000) dropped to \$59,000 for the second week with Duke Ellington ork, Ella Logan, Jerry Lester and *Take It or Leave It*. First week bill did \$77,000.

Paramount (3,664 seats; house average,

\$75,000), for the second week with Jerry Wald ork, Perry Como, Mr. Ballantine and *The Angels Sing*, sank to \$69,000 from a first week's take of \$75,000.

Capitol (4,627; house average, \$55,000) ran away up for the first week with Gene Krupa's ork and *Since You Went Away*. Count was \$88,000.

Strand (2,779 seats; house average, \$45,000), with Vincent Lopez, the Pitchmen, Hal Sherman and *Mark Twain*, dropped to \$30,000 for the second week as against an opening week's figure of \$39,500.

Loew's State (3,500 seats; house average, \$25,000) also had a sinking spell. For Dave Apollon, Ann Lester, Coley Worth, Irving Caesar and *White Cliffs* total dropped to \$25,000 from a previous week's figure of \$37,000. Current bill has Hi, Lo, Jack and the Dame; Milt Herth Trio, Ken Davidson and John Scott, Masters and Rollins and *Going My Way*.

Ink Spots 66G High at Chicago

CHICAGO, July 29.—Convention delegates, good weather and the headline billing of the Four Ink Spots, helped to draw heavy crowds at the Chicago Theater (4,000) last week, who passed a strong \$66,000 thru the box-office windows. Grosses for the week were only \$2,000 short of the record held during the first week's run of the pic *Going My Way* combined with two star attractions, Harry Richman and Dave Apollon. Current bill featuring the Four Ink Spots, Arthur Blake, Fred and Elaine Barry and the Shyrettos, and the pic (now in its eighth week) has been held over. House opened good and should easily hit \$64,000 for the week.

The double-header show at the Oriental (3,200), starring Ted Flo Rito and Caprice Chinols, all-Chinese revue, brought in a good \$29,000, keeping the house grosses above weekly average. New bill with Abe Lyman and his ork, and Marty May as the added attraction, opened to only a fair crowd. Spot will do well if it hits \$27,000 for the week.

Dorsey Set for 26G at Orpheum

LOS ANGELES, July 29.—Jimmy Dorsey and his ork is in for a strong \$26,000 at the Orpheum Theater (2,200 seats). In the face of Dorsey's neat run at the Palladium where he closed Saturday night and opened here Tuesday, the gross is considered most satisfactory. On the bill with Dorsey are Otton Eason, Ladd Lyon and *U-Boat Prisoner*.

Bill Robinson headed last week's show with Buck and Bubbles and Tiny Bradshaw ork billed, \$24,000. Junde Richmond completed the show. Pic was *Call of the Jungles*. Spot charges \$1.20 tops.

Teagarden 22G Second W'k; Vince Barnett 20G in S. F.

SAN FRANCISCO, July 29.—Second week of Jack Teagarden and ork grossed \$22,000 week ended July 25 at the Golden Gate (2,850 seats). On bill with Teagarden were Phyllis Lane; Terry Howard, with Ralph Rio; the Three Wells, Jack Buckley, and Robinson and Martin. Pic, *Marine Raiders*.

At the Warfield, Vince Barnett, Hollywood ribber, and Jack LaRue marked up \$20,500 for week ended July 24. Stage also had Park and Clifford, Dave Monahan and Morris, Ma and Pa O'Hagan, Rainbow Four, Madame Suzette Carsell and Al Lyons's house ork. Pic, *Are These Our Parents?*

Chester Pulls in Detroit; Heidt Off to Top Gross

DETROIT, July 29.—Dual bill stage-show at the Downtown Theater (2,300 seats; house average, \$23,000), with Bob Chester and his orchestra, together with the *Gay '30s Revue*, drew about \$24,000 gross in a week when most Detroit theaters showed poor grosses. Show was aided by the local rep that Chester, who hails from the Motor City, has built up in a stand at the swank Detroit Athletic Club. Pic, *The Man From Frisco*.

Current bill, with Horace Heidt and His Musical Knights, started off to big biz and was expected to gross around \$35,000.

3G for Lawrence Welk on Sun Prairie One-Nighter

CHICAGO, July 29.—Lawrence Welk, currently at Trianon Ballroom here, hit a high gross last Wednesday (26) at Angels Pavillion, Sun Prairie, Wis., when the terpsterns passed approximately \$3,000 thru the box-office till. Welk, who was booked in at 60 per cent of the gross, drew a nifty \$1,800 for the one-night stand.

Other one-night bookings for the leader include Palais Royal, Galena, Ill., August 7; Melody Mill, Dubuque, Ia., August 21; Lakeside Ballroom, Gutenberg, Ia., August 30; Turner Hall, Monroe, Wis., September 6, and McFarland, Wis., September 30.



PART 3—The Billboard

RECORD POSSIBILITIES

These records and songs show indications of becoming future nationwide hits in juke boxes and over record retail counters. Selections are based upon radio performances, sheet music sales, information from music publishers on the relative importance of songs in their catalogs and upon the judgment of The Billboard's Music Department.

SING A TROPICAL SONG... Jack Smith With Orchestra... Hit 7102

Nothing new about the words and music on this (it's about two years old). There is, however, something new about the way that Jack Smith turns rumba into salable corn that's good on the turntables that pay. It's good on any other kind of platter twister, too. The timing, Jack Smith's phrasing and the words are all stuff that makes for top sales.

AND HER TEARS FLOWED LIKE WINE... Stan Kenton and His Ork (Vocal by Anita O'Day)... Capitol 166

This is no doubt the newest pub song. Stan Kenton's boys take the phrase "And Her Tears Flowed Like Wine" and use it on the disk in such a way that every spot playing it will be turned into a community sing... and Stan hasn't over-arranged the boys who blow and thump. "Tears" will get a greater play in jukeboxes than it will be in the home, and they'll sell all the disks they can make. Anita O'Day isn't a negative on the platter either.

DANCE WITH A DOLLY (With a Hole In Her Stocking)... Evelyn Knight Ork (directed by Camarata)... Decca 18614A

Terry Shane-Jimmy Eaton has a comet by the tail in this number, and with Evelyn Knight to carry the ball, it will be among the most played on the jukeboxes within the next eight weeks, and even then it'll only be starting its career. Romantic, yet with a sophistication that the platter buyers love, the words are well backed by Camarata. It's not his top job, but he does back the Knight okay. Check this as a dough-puller.

POPULAR RECORD RELEASES

(From July 27 thru August 3)

BLACKBERRY POLKA... Golden Bells Ork... Continental C-1145

DON'T TAKE YOUR LOVE FROM ME... Glen Gray... Decca 18615

DON'T YOU KNOW?... Five Red Caps... Beacon 7122-B

FIRST CLASS PRIVATE MARY BROWN... Perry Como... Victor 20-1592

FORGET-ME-NOTS IN YOUR EYES... Glen Gray... Decca 18615

HAWAIIAN SUNSET... Sammy Kaye (Marty McKenna)... Victor 20-1590

HOW MANY HEARTS HAVE YOU BROKEN? (With Those Great Big Beautiful Eyes)... Tiny Hill... Decca 4447

IF I KNEW THEN (What I Know Now)... Sammy Kaye (Tommy Ryan)... Victor 20-1590

JOLLY JOE... Red River Dave... Continental C-3017

LILI MARLENE... Hildegard (Harry Sosnik Ork)... Decca 23348

LILI MARLENE... Perry Como... Victor 20-1592

LOAD OF PRETTY WOMEN... Red River Dave... C-3017

MY HEART SINGS... Hildegard (Harry Sosnik Ork)... Decca 23348

PUSSY CAT POLKA... Golden Bells Ork... Continental C-1145

ROSE OF SANTA ROSA... Tiny Hill... Decca 4447

STRICTLY ON THE SAFETY SIDE... Five Red Caps... Beacon 7122-A

Erskine Hawkins Ork Hits Wartime High; 5,500 Pay To Dance

PHILADELPHIA, July 29.—Erskine Hawkins chalked up a wartime record Sunday (23) at Sparrows Beach, Annapolis, Md., in an afternoon race promotion staged by Reese Dupree, vet dance pomoter here.

At 80 cents a head, and with dancing staged from 3 to 7 p.m., Hawkins attracted 5,500 persons to the beach ballroom. It was the largest crowd since gasoline restrictions and the war set in, and the \$4,400 grossed is heavy on the fat side.

All-time record for Sparrow Beach is held by Charlie Barnet, attracting 8,000 race fans to a Fourth of July prom before the war.

Carle \$28,700 Hub RKO

BOSTON, July 29.—Frankie Carle managed to beat the smothering heat and just top Abe Lyman's \$28,000 gross in the stanza ending July 26 at the RKO-Boston, \$28,700 dropping into the til. Carle ork drew more direct applause for its music than any ork playing house recently except Krupa. Audience strictly on the enthusiastic side. No stunts were used to hypo the band's appeal other than individual spots by Carle and supporting acts headlined by Jackie Kelk, the Homer of radio's Aldrich Family fame.

Sammy Kaye opened Thursday, July 27, with Lionel Hampton and band following on August 3.

Ozzie Nelson 25G Ind'p'lis

INDIANAPOLIS, July 29.—Circle Theater grossed an excellent \$25,000 week, ended Thursday, July 20, with Ozzie Nelson and orchestra and Harriet Hilliard. (Seating capacity, 2,600). Pic, *Hour Before Dawn*.

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CHICAGO

Music Popularity Chart Week Ending July 27, 1944

POPULAR RECORD REVIEWS

By M. H. Orodener

GENE KRUPA (Columbia)

"Side by Side"—FT; VC. "Bolero at the Savoy"—FT; VC.

Now that Gene Krupa is back in everybody's good graces and once again at the helm of his own band, Columbia brings back two sides by the skin beater to coincide with his Broadway bow anew. While these can hardly be considered as the best examples of the Krupa band of old, the sides are unmistakably Krupa—complete with a bombardment of drum beats. Nonetheless, the loyal fans will curry its favor and may even help the item attain sales levels that count. The powerhouse is paramount thruout, rocking it heavy for the "Side by Side" oldie in a bright tempo that brings back Anita O'Day's sultry chanting. The Jim Mundy scoring for riff-decked "Bolero at the Savoy" gives Krupa even wider latitude for laying the sticks on heavy on the skins, with Miss O'Day again for the Harlem-flavored ditty.

Ops are within reach of a harvest with the return of Gene Krupa to popularity favor and should find both of these sides, "Bolero at the Savoy" in particular, pulling in the coinage from the kids.

JIMMY DORSEY (Decca)

"I'm in Love With Someone"—FT; VC. "It's a Crying Shame"—FT; VC.

Jimmy Dorsey introduces his new thrush for both of these tunes. In fact, both ballads are turned over almost completely to Gladys Tell for the disk treatment, with the gal's big voice filling both sides handily. Both set at a moderate tempo in a rhythmic frame, the maestro gets in some of his clarinet licks to bridge the lyricizing for the sentimental "I'm in Love With Someone" tune, while it's Jimmy's whirling dervishes at the alto sax keys that keys the instrumental interlude for the more attractive "It's a Crying Shame."

The debut of the new band vocalist is bound to attract much attention to this disk, with most of the phono appeal packed in the "It's a Crying Shame" side.

CONRAD THIBAUT (Decca)

"I Spoke to Jefferson at Guadalcanal"—FT. V. "The House I Live In"—FT; V.

Add these two songs to the score of ballads for true Americans. With the rich and robust baritone range of Conrad Thibault providing the stirring interpretation for these two patriotic tomes, it's a maximum of both listening enjoyment and inspiration in the spinning of both of these sides. "I Spoke to Jefferson at Guadalcanal" is a dramatic ballad story that concerns a soldier at Guadalcanal whose buddy has just died, and a vision of Thomas Jefferson gives him the courage and incentive to carry on. "The House I Live In" is a song of America, telling of the simple and commonplace things that make America worth living in and fighting for. Harry Sosnik provides the expert musical accompaniment for these concert pieces.

Unfortunately, these richly inspirational sides are not designed for music box disk.

HORACE HEIDT PRESENTS FRED LOWERY (Columbia)

"Whispering"—Ft. "Estrellita"—FT.

It was several years ago that Horace Heidt started to feature his band soloists on the waxed sides as part of a builder-upper to help them step out on their own. In this instance, Columbia brings forward two sides featuring the throat whistling of Fred Lowery, accompanied by the novachord and guitar. The bird-like qualities of his throating fairly thrills for both "Whispering" and "Estrellita," both presented in a fetching manner in solo style.

Listening appeal is largely limited to the intimate confines of the parlor phono.

(See Pop. Record Reviews on page 65)

FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

BOB WILLS (Okeh)

"You're From Texas"—FT; VC. "We Might as Well Forget It"—FT; VC.

Bob Wills, who gives that intimate Ted Lewis touch to the singing and playing of his Texas Playboys, shows to good effect for both of these sides. Thoroughly toe tapping and tuneful all the way, the boys step lively in brisk fashion for "You're From Texas" from the movie "A Tornado in the Saddle." The hot fiddle and steel guitar do themselves proud, with Leon McAuliffe giving good voice to the wordage about the Lone Star State. Also offered up in bright and breezy fashion is the ballad "We Might as Well Forget It," with Leon Huff called upon to handle the lovelorn lyrics. Both sides stack up strong as music machine material.

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I LOVE YOU TRULY**

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THE UNIONS AND EXPERIMENTS

Profession & Public Guess

Fact-finding unit acts for all theatrical labor groups on ? productions

By Bob Francis

NEW YORK, July 29.—Experimental theater has long been a bone of contention in showbiz. Nearly every time a group raises an anticipatory noggin accusations fly from presumably disinterested commentators—and even arguments arise among those involved. The general outcome has been a dust cloud to obscure the essential issues and a wall about unfavorable contrast to "the good old days."

From 1915 and on thru the early '20s, it is pointed out, a healthy experimental theater existed with advantages to all alike—actor, playwright, craft and public. They joint to the Washington Square Players, the Neighborhood Playhouse, the Provincetown group and the American Laboratory Theater. They point to Eva Le Gallienne's Civic Repertory Theater as the culmination of this experimentation, and that while she operated professionally her efforts were pointed toward experiment. They recall that certain concessions were made in her case by the theatrical unions. Why should the unions gang up to throttle experiment in the drama now?

The answer is that they don't. Granted the critical exhumations of past performance, the key people who carried on with those matters were professionals in the theater—they were not outsiders or amateurs. They said: "We can live on so much" and did it, in order to carry out a definitely planned showbiz contribution. The unions were sympathetic and co-operative with any sincere effort to build along those lines. They still are.

Legitimate Concessions

There isn't a theatrical union today which will not make concessions as to wage scale, number of employees and working conditions, in order to encourage legitimate experiment in the theater. All that they want to be assured of is that it is actually an experiment, and not the fancy notion of some sharpie designed to chisel and undercut honest competition.

That sort of play went on over the years. Some of the lads were smart. Their pitch was to approach one union and get their intended show classified in a certain category and then use the acquired contract as a club to whip the others into line. It worked fine until three or four years ago when Equity suggested a joint meeting of representatives of the various theatrical trade groups to iron out the wrinkles which these sharp-shooting boys were putting in the Stem's suit. The idea was to get everybody together and make an all-over picture so that all might know what was going on in each case and enter into the concession picture to the same degree.

The discussion resulted in the formation of a "Fact-Finding Committee," with Paul Dullzell, of Equity, as chairman, and Solly Pernick, of Stagehands Local No. 1, as vice-chairman, and one or more reps of ATAM, Local 802, Treas. and Ticket Sellers, Scenic Designers and Wardrobe and Costumers' unions. There were no constitution or by-laws drawn up. The committee is set to operate only on specific call.

Piscator Test Case

The committee's first real call to arms began a couple of years ago when it was summoned to sit in judgment on Erwin Piscator's experimental productions at the New School for Social Research. It found that Piscator had been given carte blanche to found a drama workshop, school and theater. He had formulated an ambitious program of lectures and instruction groups. It looked like an amateur proposition. The unions were not (See Labor, Experiments on opp. page)

Just Too, Too Tired

BOSTON, July 29.—When Saul Kaplan, manager of Boston's famed Colonial Theater, where *Three's a Family* is in its 12th week, telephoned his office from a newspaper the other day, he got no answer. That seemed a trifle strange, as there always is someone at the switchboard. But he thought no more about it until he returned to the theater.

He asked the phone girl what was up. "Oh, that," she said. "That phone rings all day long and all they want is tickets, tickets. That's all they call about. I just got tired of answering."

All of which is explained by the absence of Lena, the cheery-voiced phone operator who was on vacation. It also shows that the blonde lovely who replaced her had no feeling for the "dramma."

Detroit's Wilson Skeds Aug, Lighting With 'Two in a Bed'

DETROIT, July 29.—Wilson Theater is slated to reopen August 13 with *Two in a Bed*, with the same cast which is just closing a three-year run on the Coast. House is being leased by Jimmy McKechnie, who has bought rights to the play, and expects to run it eight to nine weeks. Opening date is still tentative because of work required to construct sets and ready for opening here. McKechnie's future plans call for a production of *Night Must Fall* after the opener. Plans reported several weeks ago for reopening of the house with *Personal Appearance* with Gladys George and Lyle Talbot, have been dropped.

Stewart Mgr. of Playhouse

NEW YORK, July 29.—Charles Stewart has been appointed general manager of the Playhouse. House is now operated by Playhouse Properties, which recently acquired it from William A. Brady.

'Family' B. O. Upped Despite Hub Heat

BOSTON, July 29.—The flashy jump to an estimated gross of \$8,000 last week hypoped new life into *Three's a Family* at the Colonial. In spite of some of the meanest midsummer heat to smother the city in a long time, the long-run comedy at the Colonial held its own and then some in the air-cooled interior of the theater. Cambridge Summer Theater, without the benefit of cooling or a name star, took the heat-spell on the chin with *The Little Foxes*.

In spite of periodic rumors that the endurance run of *Three's a Family* would come to an end around August, the play is set nicely until the middle of August and may hold until the month's end. As it stands now, the comedy looks good to be a local *Tobacco Road* or *Abie's Irish Rose* in its consistent popularity.

Making a comeback in *The Little Foxes*, Boston's own actress, Mabel Acker, drew an estimated gross of \$2,250 in a heat-swamped week ended today. This pull, in spite of the weather and the fact that the deviation from names, is outstanding at the Cambridge Summer Theater. Due to follow *Foxes* July 31 is a new play by Shirland Quin, titled *Here's To Us*, starring Jean Muir, Hollywood and Main Stem star. Following this, August 7, Nancy Carroll returns to Cambridge in *Too Many Husbands*, a Somerset Maugham success.

OUT-OF-TOWN OPENINGS

MADE IN HEAVEN

(Opened Tuesday, July 25, 1944)
Mountain Park Casino, Holyoke, Mass.

If wordy dialog in the first and second act received a drastic pruning and the build-up of the heroine was treated with more warmth so that audiences might get this-might-happen-to-me feeling out of the proceedings, Muriel Roy Bolton's new play, *Made In Heaven*, could have Broadway possibilities. RKO might even find it has a comedy hit in its hands.

It must be reported, however, that the play was successful over-all with a first-night audience here, probably due to a redeeming third act which hummed with action and emotional crises. There was something doing every minute on the stage. However, the plot about a lady who, believing she has only a short time to live, sets out to put her house in order and find a new wife for her husband, is flimsy. It needs meaty personalities more than superficially developed than are the characters in the Bolton yarn.

It is Jessica Young, the lady in question, who puts a limp in the play from her first appearance, when she and her maid go talky-talky about picking out her successor. She failed completely to create an impression of what was evidently intended—a brilliant woman and a wife and mother who thought only of her husband and son when death threatened. Instead, a frivolous, kittenish woman emerged, whose didoes seldom touch the customers' funnybone.

It is possible that Grace Briscoe may have been at fault in the role's interpretation. She was affected and nervous, and her wardrobe selection of extremely low-cut gowns added nothing to the portrait.

The author's notion of having such a woman bring her husband's ex-gal-friend into the house for a re-decoration job is a good start, but matters begin to bog down in the second stanza when it becomes evident that both husband and wife are enjoying extra-marital diversions purely for their own sake. If Jessica reacted like a siren when she found her husband clocking with the gal, she might get the audience rooting solidly behind her. But she is merely cute and silly about the whole thing. There is considerable overdone stress laid upon the current laundry situation. The twist of having the laundry call back to get a taste of its own medicine is funny enough, but like a lot of other things in the Bolton opus, it takes too long to reach. There is something too trivial in wash-day harrangues to highlight the small tasks a woman must do to get her house in order before she leaves it.

The character drawing of friend husband and the "other fem" fall in stock

STAR TIME

(Opened Monday, July 24, 1944)
Curran Theater, San Francisco

Paul Small has assembled another top variety review. It is comparable to its predecessors, *Curtain Time*, *Show Time*, *Big Time* and *Laugh Time*. Veterans on the bill are the reliable Lou Holtz and Benny Fields, the former doing a terrific emcee job.

Opens with Holtz stepping from the stage into the audience, offering candy, shaking hands with the front-seaters and passing out quips about late-comers, all of which soon had the crowd in the palm of his hand. His Sam Lapidus stories found a big response.

Show then leads off with the Whitson Brothers, a pair of skilled acro specialists. The bigger of the two handles the other like a toy, doing some lifting and balancing smoothly and with remarkable precision. The lighter of the pair skips rope while balanced feet to feet. Holtz clowning at the close. Act really clicked.

Jimmy and Mildred Mulcay, youthful pair, bring virtuosity to the harmonica. Do pops principally. Shirley Dennis, new to the variety stage, gets a big build-up from Holtz. Easy to the eyes, gal gives a fair account of herself. Her work, however, is too strongly on personality showmanship and too weak on vocal talent. Sings four songs.

A blackout, in which Holtz, Armand Cortez and Francine Bordeaux participated, in next. Holt, from a top box, functioned as a confrencier. Got laughs.

First half closes with the De Marcos, easily the top act in this stanza. Could have remained on the stage indefinitely, as far as the audience was concerned.

Closing portion had the Berry Brothers and Benny Fields, with the three Negro boys bringing down the house with their acrobatic dancing. Fields does his usual terrific job of song selling. Gives out with customary vigor and the style he developed and made famous. As an encore, Fields worked with Holtz as the latter did one of his songs he first sang while an unknown in San Francisco.

Proceedings brought to a close with an interesting finale. Acts exit by back-stage curtain drop in street attire. All in all, it's a Holtz show, and he wraps it up in magnificent style.

Edward Murphy.

grooves. A Bible-quoting maid and a quiz kid youngster with a yen for fire-chasing are a likable addition.

In sum, *Heaven* could be good theater. The Valley Players, for the most part, make the most of their opportunities. Right now, however, it is merely the-
atrics.
Kay Hamilton.

Stafford To Top in New Legiter; May Head for Stem

HOLLYWOOD, July 29.—Hanley Stafford, pere of Fanny Brice's *Baby Snook*, will have the lead in new legit offering which opens August 1 at the Belasco Theater, Los Angeles. Legiter, scripted by Francis Swan and Zion Myers, is a take-off on soap operas. Bank-rollers hope to catch enough local interest with the play to interest Broadway. Deal may be cooking for Stafford to head for the Main Stem to be in New York for the fall, as Fanny Brice may yet go east to take role in Billy Rose's *Seven Lively Arts*.

Stafford's contract with Brice calls for his services wherever she may be. The possibility is that her new air show may be going to take off from New York, so legiter would give Stafford a chance to pick up some extra dough while working with the Brice radio seg. Move, however, would necessitate him cutting loose from other ether commitments here.

Dane Tops Dog-Day Record

TORONTO, July 29.—*Hamlet* set an all-time summer record at Royal Alexandra week ended July 22, drawing 12,000 play-goers. It was practically a capacity week, with the show giving two matinees. House seats 1,550.

Manager Ernie Rawley returned prematurely from his vacation to shuffle plans for a return engagement of *Hamlet* week ending August 5. Local critx orchid Tom Rutherford in the starring role and Robert Henderson for his production. Gina Malo, Allan Wilkie, C. B. E., and Stanley Bell are tops in the sup-porting cast of 50.

Operetta Refutes Wiseacres

CHICAGO, July 29.—Predictions that the operetta season at the Civic Opera House would be a failure because of location and hot weather have proved incorrect. The season is moving along at a satisfactory pace despite reviews that have been either lukewarm or downright unfavorable. *Rose Marie* and *New Moon*, first two offerings, made a substantial profit, but *Wildflower*, little known here, failed to click. *Merry Widow* opened big Monday (24) and appears to be good for at least four weeks. Operetta season will close the last of September.

Labor, Experiments; Biz, Public Wonder

(Continued from opposite page)
interested. However, when Piscator began to promote professional actors to play with his students and then began selling tickets to his shows and finally advertised his wares in the ABC group in the daily press—that was the touch off.

The "Fact-Finding Committee" took the matter up with Piscator. The advertising represented definite competition with showmen farther uptown who were paying full union scale for their productions. The New School withdrew its ads. However, it then solicited theater parties on a mass mail basis. This was even more direct in competition, as it was obvious that a ticket-buying org which took over the New School auditorium for an evening might easily call it a season as far as the rest of the Stem was concerned. The Piscator plays were stepping out of the experimental class and becoming commercial.

There was, however, no desire on the part of the committee to be tough on Piscator. As a matter of record, it agreed to take his productions off the unfair list, and currently he is allowed to put on any show he pleases with union concessions dropping his costs to about one fourth of what he would have to pay, should he move any of them into the Broadway area.

Black Friars?

The plays put on by the Blackfriars' Guild in their little theater on 57th Street also made the committee a target for uninformed critics. In the first place, the Blackfriars shows presented an additional problem due to their religious sponsorship, plus the fact that they had been given considerable green light by Equity insofar as permitting professional actors to play with amateurs was concerned. There was no question but that the Blackfriars org was strictly experimental. Nobody got paid a button. At the same time while it was their expressed intention to turn out shows that might intrigue Broadway production, it was not pitched to make money or exploit. They were in the clear as far as self-advantage and competition were concerned. Nevertheless the committee found that pro actors working with amateurs sets an annoying and bothersome precedent. The Blackfriars bowed to the decision and use Equity people no longer.

The unions have adopted a hands-off policy in regard to any group or plant not involved with one of their number or a house concerned with professional production. However, when the line is overstepped they feel it is a duty to the good and welfare of showbiz to protect the interests of professional operators who have made agreements and kept them over the years. They are completely willing to co-operate with experiment and make concessions. However, as a committee member points out, there are limitations. Experimental theater that goes in for a run, he states, achieves its experiment in two weeks. After that there are no more concessions forthcoming. The show must stand on its own feet at full union schedules.

Findings Vary

The findings of the committee naturally vary with individual cases and circumstances. Recently a group of young actors from various Mike Todd companies proposed to try-out pro shows for paid admissions at the Mallin Studio Theater on 44th Street. While the Mallin is a tiny house, it is still in the middle of the Stem showshop and therefore presents definite competition. However, since the youngsters' proposal was to put their shows on at midnight, the committee looked with favor on the idea. Their concessions average from one fifth to one sixth of the regular union scale and the group will have the advantage of skilled people all along the line.

The Mallin came in again for the committee's attention as of Wednesday (19) when an unknown impresario, named Jules Denes, unveiled a vaude show, *Stars of Tomorrow*. Denes billed it as a talent audition—but he sold tix. A couple of committee members dropped

Adler Heads Stagehands In Detroit IATSE Local

DETROIT, July 29.—E. Clyde Adler, of the Michigan Theater, has been elected president of Local 38, IATSE, covering stagehands here. Other officers elected were Clarence Apgar, Hollywood Theater, first vice-president; Edgar McMillen, Hughes Downtown Theater, second vice-president; L. B. Hamilton, United Artists Theater, financial secretary; Roy Corey, LaFayette Theater, corresponding secretary; Jerry Brick, Hughes Downtown, business representative; Emil Paulus, sergeant at arms; E. Clyde Adler and Jerry Brick, delegates to the district and State IA meets, and Gus Wandret, Adams Theater; George E. Jennings, Eastown Theater, and John Mauch, of the Michigan delegates to the Detroit and Wayne County Federation of Labor.

around on opening night and told Denes the score. The latter claimed he was just looking for amateurs and he didn't know there was any bar against charging admish to see them. The committee pointed out his error and conceded him a out-rate proposition. It didn't matter much one way or another, as Denes folded his show on the following Friday.

Genius Latest Propositioner

Latest of all groups to proposition the committee for waivers of commercial demands is Genius, Inc., which recently moved its headquarters to the Labor Stage on 39th Street. Wednesday (25) Genius, Inc., met with the union representatives and asked permission to have its members, working for nothing except the instruction obtained, try out plays. The committee's answer was no. Genius, Inc., then requested that representatives of the unions take places on its advisory board. The answer was another no.

Then the committee told Genius, Inc., what it couldn't do. It can't have (See *Unions, Experiments on page 31*)

'Mama', Bach 30G For Hub Pops' 59th

(Continued from page 3)

changing the winter color scheme of gray, gold and terra cotta, to a more spring-like gray, gold and green, designed by Robert Edmond Jones. A brilliant, large chandelier is lowered over the orchestra, green and gold tables and chairs are placed in the auditorium and all is ready for pops opening.

This past season there were 70 concerts. Nearly every one offered either a guest conductor, soloist, new work or all three. There were benefit nights (when organizations bought the floor or even the whole house) and special event nights. Then there were sometimes vocal or instrumental soloists. But generally the soloist was a pianist who played such favorites as *Rhapsody In Blue*, the *Rachmaninoff Second Piano Concerto*, Richard Addinsell's *Warsaw Concerto*.

Credit Fiedler

Certainly a large part of the success of these concerts in the past 15 years has been due to Arthur Fiedler, their conductor for that time. His predecessor, Alfred Casella, gave good concerts, but they were too serious—more like extensions of the regular symphony season. Fiedler's policy of informal programs (different each night) to match the informal atmosphere has cinched the success of pops.

In past seasons prices ranged from a 25-cent admission to the second balcony to \$1.10 a person for reserved tables on the floor. First balcony seats varied between 50 and 75 cents. This season the balcony admission was upped to 30 cents, with the Boston Symphony absorbing the tax and taking a 2-cent increase. Reserved table price was \$1.50, tax included. Sometimes as many as six sat at a table intended for four. But the average nightly capacity was 2,400. And not a seat

went unsold for any of the 79 performances. Many nights the floor was sold to organizations at a small discount. But the average nightly gross was just under \$2,000, making the season gross slightly in excess of \$130,000. Even without the slight increases in prices, nightly capacity would have made this the biggest of 59 seasons.

Symphonic Caterers

Instead of hiring caterers, or leasing the restaurant to concessionaires, the Boston Symphony has always operated its own restaurant, and at a profit. Beer and wines, sandwiches, soft drinks, ice cream and similar "light refreshments" were served at moderate prices at the floor tables. There also was a bar behind the first balcony. Gross for the season was, in round numbers, \$30,000, not counting the broadcast rights.

Altho pops contribute substantially to the Boston Symphony's revenue, the winter season is the ork's mainstay. Yet pops gross more in 70 performances than 12 of the country's leading symphonies do in their major seasons.

With the Berkshire Symphonic Festival, concerts at Ravinia in Chicago, Robin Hood in Philadelphia, and the Lewisohn Stadium in New York, there are plenty of al fresco concerts the country over. But there are none quite like the pops.

Routes Dramatic and Musical

(Routes are for current week when no dates are given)

Early to Bed (Forrest) Phila.
Good Night Ladies (Geary) San Francisco.
Goose for a Gander (Blackstone) Chi.
Kiss and Tell (Harris) Chi.
Kiss and Tell (National) Washington.
Oklahoma (Erlanger) Chi.
Personal Appearance (Studebaker) Chi.
Pitts, Zasu, in Ramshackle Inn (Selwyn) Chi.
Tomorrow the World (Biltmore) Los Angeles.
Three's a Family (Colonial) Boston.

BROADWAY SHOWLOG



Performance Thru July 29

Dramas

Opened	Perfs.
Angel Street (Golden) .. 12- 5, '41	1,117
Chicken Every Sunday .. 4- 5, '44	133
(Plymouth)	
20th Century-Fox has queried drummer Nat Dorfman for pix of Roy Fant to be sent on to the Coast. Latter is hot for a pic contract.	
Doughgirls, The .. 12-30, '42	668
(Lyceum)	
Closes Saturday (29).	

Jacobowsky and the .. 3-14, '44 161
Colonel (Martin Beck).

Hilda Vaughn is in charge of the streamlined "You Can't Take It With You" troupe which gives its first GI showing at Halloran General Hospital, Staten Island, Sunday (6). Future GI dates are at Fort Jay, August 7, and at Pawling Rehabilitation Hospital, August 20. Members of the "Jake" cast in the troupe are Kitty Mattern, Louise Dowdney, Joseph Kallini, Frank Overton, William Sanders and William Kreisler. Cast gave a surprise party to Jane Marbury backstage at the Martin Beck Thursday (27). She celebrated her 50th year on the stage. Louis Calhern, Helen Shields, Philip Coolidge, E. G. Marshall, Bettina Cerf and Virginia Dunning gave a special performance of GI version of "Goodbye Again" at Mitchel Field Sunday (23).

Kiss and Tell (Biltmore) .. 3-17, '43 580
Royal Beal air-guested on Martha Dean program (WOR) Friday (28). George Abbott gives party for New York cast at home in Port Washington, Long Island, Sunday (6). Rehearsals of "A Perfect Crime," Owen Davis thriller which Bob Keith is producing, have been set back for an August 3 start. Irene Hervey and Jean Casto will have parts in the new show.

Life With Father 11- 8, '39 1,987
(Empire)
Steady b.-o. climb since low of Fourth of July week. Report take nudging \$10,000. Monday (7) Margaret Randall replaces Elaine Ivans, who goes on vacation. Thereafter she takes over permanently for Portia Morrow, who has withdrawn from the troupe. Also, Monday (7) Harry Cocks subs for Bill Daniels, who gets a vacation. Cocks has been signed to understudy both the John and Clarence roles. Carl Benton Reid and Betty Linley are the new Father and Mother of the sixth company to trek. New troupe opens at Colonial, Boston, August 28, for three-week stand.

Musicals

Pick-Up Girl (48th St.) 5- 3, '44 101
Author Elsa Shelley, back from vacation, to be with her husband, Irving Davis, while later preps his new show, "Last Stop." Mike Todd has headed plea of Bernice Winters and put her courtroom school-girl bit back in script.

Searching Wind, The ... 4-12, '44 126
(Fulton)

Ten Little Indians 6-27, '44 39
(Broadhurst)

Dispute over Friday night "Thin Man" program has forced Claudia Morgan out of the show. Three-man arbitration board ruled Tuesday (25) that she had broken her contract with Lee Shubert and Albert de Courville by showing up late on Fridays. Producers' ultimatum—drop the radio or get out of the show. Naturally, she has given radio coin the nod. Margaret Hayes or Beverly Roberts is a likely candidate for a replacement.

Carmen Jones 12- 2, '43 277
(Broadway)

Luther Saxon takes time out for a nose operation next week. Will be out about a week. Billy Rose announced Monday (24) that he has booked "Henry VIII" into the Alvin Theater. Alvin must get the newie before November 1, according to clause in contract. Rose plans to open cold. Laird Cregar is being bid for title role.

Follow the Girls 4- 8, '44 129
(44th St. Theater)

Dorothy Keller has recovered from foot infection. Returned to dancing chores Monday (24). Tim Herbert has been moved up to featured billing. This is Herbert's first Broadway show. Joan Myles, show gal, is getting coaching in chanting and histrionics from Florence Kyte. Irena Baranova and Val Vallintinoff are planning dance recitals and ballet troupe work for fall. Dave Wolper has sold the show's London rights to Drefuss Brothers, English producers. Britshers want Gertie Lawrence for the Niesen role, and grapevine has it that she wants to do it. She is due back here in the fall, however, to head "Errand for Berenice" for Gilbert Miller and Charles Stewart.

Mexican Hayride 1-28, '44 212
(Winter Garden)

Imogene Carpenter takes over June Havoc role Saturday (29) mat. Luba Malina will continue to do the "Abracadaba" and "There Must Be Some-

Musicals

one for Me" numbers. Gedda Petry returns to the singing line. Jules Brulattour and David Marx have anted for two \$100,000 War Bonds each, for the privilege of buying four \$4.80 ducats for "Catherine Was Great" preem. Underground from Philly reports a song interpolated into Catherine script, sung by La West, a la West.

Oklahoma! (St. James) .. 3-31, '43 576

Betty Garde will speak Friday (4) over WNYC at rally in Pershing Square. She will plead with New Yorkers to stay at home and make use of city amusement facilities in lieu of vacations entailing train crowding. Theater Guild has acquired "Sing Out Sweet Land," Walter Kerr's musical cavalcade and slates it for early production. Lead will probably go to Ted Tiller, who played it for Catholic University try-out. Doris Humphreys may do the dances and costumes. Stewart Chaney the sets and Kerr the staging.

One Touch of Venus ... 10- 7, '43 343
(46th St.)

Jane Hoffman out of cast, Friday (28), on medic's orders for a rest. Returns to chores Monday (31). Jane Davies is filling in for her. Duncan Noble is out for fourth week with strained shoulder. Carl Eberle is still subbing for him. John Wildberg to Coast Saturday (29). Will check on tour of "Porgy and Bess" and try to incite movie interest in his forthcoming "Anna Lucasta." Three members of the original company have been signed for "Lucasta." Alice Childress, Hilda Simms and Fred O'Neal. Harry Wagstaff Gribble will direct and Jean Dalrymple will drum beat. Jack Mann is still hoping for the return of his make-up kit and 1,500 lucky wishbones which he lost on a Brooklyn subway Sunday (23).

ICE SHOWS

Hats Off to Ice 6-22, '44 55
(Center)

Sum of \$42,500 for the current week. Jimmy Ceasar, former Olympic champ, has added eight inches to his hurdle jump. Stage director Burton McEvilly is ice-practicing to be ready to act as understudy just in case. Because of a downthumb by Lee Shubert, "April in Shubert Alley," the new Charlie Washburn-Barney Gerard opus, will probably arrive on the Stem as "April in the Alley." Ricardo Cortez, wanted for the lead, is due in from the Coast next week to discuss the proposition with producers Gallo and Allen.

JACK MANN

Comedian
featured with
"ONE TOUCH OF VENUS"
46th St. Theater
New York City

AGVA Lists Rose Club Unfair

Road Company Not Affected

Billy Rose says AGVA does not represent majority of acts in Horseshoe Show

NEW YORK, July 29.—The embers smouldering under the Billy Rose Diamond Horseshoe-AGVA negotiations for the past few weeks burst into full flame when AGVA notified Rose that his spot had been declared unfair.

Rose countered with a long statement saying he would be "happy to sign a contract . . . if he (Shelvey) could prove that it (AGVA) represented the majority of people employed at the Horseshoe as chorus girls and entertainers." Matt Shelvey, national administrative AGVA head, said that principals and sub principals now at the Horseshoe are members.

Rose adds: "Mr. Shelvey admitted on several occasions that his organization would not improve either the salaries or working conditions of entertainers at the Horseshoe."

Shelvey replied that such a statement was meaningless, for under AGVA rules actors were guaranteed against pay cuts and received written agreements which prevented an op looking around for a gimmick to cut expenses and taking it out of performers' salaries.

Rehearsal Pay

"All performers at the Horseshoe are paid during rehearsals," says Rose. Shelvey's answer is that all Class "A" spots must pay rehearsal dough. First week acts rehearse for free. Next week they get a half week's salary and for the third week they are to get regular salary. Rose pays a half week's salary thruout rehearsal.

"Chorus girls get a minimum of \$45 a week and showgirls a minimum of \$55," says Rose. The AGVA minimum, according to Shelvey, is \$50 for the line and \$75 for showgirls. At the Copa, for example, says Shelvey, the line gets \$100. Rose counters that at Leon and Eddie's, "a similar operation as mine," the kids get \$37.50."

Principals at the Horseshoe get a minimum of \$90 a week as against \$75 AGVA minimum, says Rose. Principal minimums, according to Shelvey, are \$85 but there is no binding agreement that (See AGVA LISTS ROSE on page 27)

Rio Cabana Inks Shows for Fall

Lester, Tapps, Robinson, Chadwicks, De Casandros, Green signed

CHICAGO, July 29.—Chuck and Bert Jacobson, owners of the Rio Cabana here, set their shows for the remainder of the 1944 season. New line-up of name attractions, which have been inked in up to the holidays, will give the spot the most important billing it has had since its opening last January.

After the current bill starring Frank Fay and the third holdover of Danny O'Neil, first show set will feature Jerry Lester and the De Casandros. Immediately after, they are taking the outstanding acts of two former shows, George Tapps, dancer; Joan Merrill, songstress; Jackie Green, emcee, and the Chadwicks, ballroomers, and combined them into one big bill. After that comes Bill Robinson, who finished an extended engagement here two weeks ago. All shows have been booked in for a six-week period.

The big holiday show has practically been set but the Jacobsons have not as yet released names. The bookings of these acts gives the Rio the distinction of being the first club here to ink in shows five months in advance.

IN SHORT

New York:

MONTE PROSER having booked Frank Fay for the Copa is now on the Coast working on his flicker, *Copacabana*. . . . MYRUS, current at Cotillion Room, goes into the Copley Plaza, Boston, September 14 for a month's stay. . . . MARINA now at the Waldorf-Astoria joins Myrus at the Copley September 14. . . . JAN PICKENS starts at the Earle, Philly, August 4. . . . MILT BRITTON, Willie Howard and two more acts to join the Abe Lyman show to open Downtown, Detroit, August 11. . . . DUKE ART Clay Models set for USO hospital tour for six weeks, starting August 21. . . . GENEVIEVE NORRIS replaces Peggy Wright in *Circus Daze*, Ice Terrace, New Yorker.

JESSE KAYE is finally getting away for a week's vacation. Expects to chase a golf ball at the Wayne Country Club. . . . GRACIE BARRIE and Jackie Miles open at the La Martinique when place unshutters. . . . MATA HARI deal for December date at Latin Quarter on the fire. . . . SENOR WENCES set for the Roxy, either September 6 or 13. . . . ROSS SISTERS leave for the Coast to do an MGM pic. . . . EDDIE DAVIS (Leon & Eddie's) signed for Dave Wolper's *Have a Good Time*.

APUS AND ESTRALITA are ready to begin working after illness of Estralita. . . . VICTOR BERGE now at the Palmer House, Chicago, returns to the Waldorf-Astoria September 7. . . . BERLE IVES, current at Cafe Society Uptown, set for legit some time this fall.

BEN YOST Mimic Men go offshore about August 1. . . . BEN YOST Vikings set for Latin Quarter September 18. . . . GALENTE AND LEONARDA tested by 20th-Fox. . . . PHIL FARRELL now a full associate of Abby Greschler. . . . JOE JACOBS and Joe Bond are said to be out of the Harlequin management picture.

Chicago:

THE STADLERS are at the Walnut Room, Bismarck Hotel. . . . MARIE HOLLIS has joined the show at the Rio Cabana. . . . WILLARD GARNER, singer, skedded for the Grand Terrace. . . .

Ink October Sinatra Date N.Y. Para'mt

NEW YORK, July 29.—Frank Sinatra is due back at the Paramount sometime in October, tho a definite date has not been set. Right now theater is trying to work out the kind of flicker with which *The Voice* is willing to work.

Old deal made when Sinatra worked the Paramount last calls for the bobby sox fave to appear there before he takes any other theater dates.

AGVA May Ask Bonds From Clubs City Says Owe Taxes

NEW YORK, July 29.—Mayor LaGuardia's hunt for after-dark spots which he claims have held out on city taxes may not be the only problem to plague Stem ops. As a result of the investigation, AGVA has also decided to step into the picture.

Mat Shelvey, national director of AGVA, says his organization is primarily concerned with performers, and to see that they get their money. If spots have to get up the heavy sugar the city says they owe, then AGVA members may find themselves with contracts but no money in the till from which to pay them.

Right now, explained Shelvey, there

MARGO GOOD, songstress, has been inked for the 5100 Club.

JIMMY HUSSON, emcee, and Vicki Hart, singer, are current at the same spot. . . . GEORGE MOORE, dancer, has replaced Virginia Austin, puppeteer, at the Empire Room. . . . LEOLITA, dancer, currently at the Tavern Room, Bismarck Hotel. . . . BILLY ROSE'S new Diamond Horseshoe revue skedded for a two-week run at the Chicago Theater starting August 4. . . . JERRY LESTER inked in for an August engagement at the Rio Cabana.

Hollywood:

FIVE MORE TROUPERS were added to Purple Heart Circuit by Hollywood Victory Committee. . . . GEORGE MURPHY joins a USO unit for three weeks, beginning August 7. . . . SIGNE HASSO and Dorothy Ford opened July 28 at Ashford General Hospital, White Sulphur Springs, W. Va., ending their tour August 12 at Valley Forge General Hospital, Phoenixville, Pa. . . . MARION BELL and Maxine Fife started a tour at Burns General Hospital, Albuquerque, N. M., July 31, winding up August 18 at Beaumont General Hospital, El Paso, Tex.

SOPHIE TUCKER goes into Frank R. Brunl's second edition of *Varieties of '44* at the Florentine Gardens, opening July 30. . . . EL BRENDEL and wife, Flo Burt, did their old vaude act *The Breakaway Suit* in PRC's *I'm From Arkansas*. . . . THE FOUR LADY KILLERS (The Guardsmen) quartet, appearing at the Biltmore Bowl, started their bit in *The Corn Is Green* at Warner Brothers. . . . EARL CARROLL may do a pic for major release called *The Most Beautiful Girls in the World*. . . . THE THREE SWIFTS, jugglers, set for a specialty turn in the 20th-Fox film *Nob Hill*. . . . PRISCILLA WHITE, aerial acro, has also been signed for the film.

New show at Last Frontier, Las Vegas, Nev., includes JONNIE AND SONDRRA STEELE, song and piano duo. On July 30 they leave for Rio, where they open at the Copacabana. STEVE EVANS emcees the show at the Last Frontier, which (See IN SHORT on page 27)

Joy Hodges in 'Blind Date' For Detroit Theater Run

NEW YORK, July 29.—The alrer, *Blind Date*, goes into the Downtown, Detroit, for a week stand starting August 18, sans Arlene Francis.

Gal emcee prefers to stay close to New York in case anything breaks. Joy Hodges will take over for the Downtown run.

Hildegarde to Reopen Detroit Statler Sept. 11

DETROIT, July 29.—Date of reopening for the swanky Statler Hotel Terrace Room has been set for September 11. Spot is now undergoing major remodeling. Hildegarde has been booked as the opening name attraction.

are many contracts and commitments which run beyond the city deadline, July 31, the date by which taxes must be cleared up. It represents a sizable chunk of cash, and performers, says Shelvey, won't find themselves behind the eight ball if he has anything to do with it.

At present niteries hiring talent are required to put up a cash bond or a week's salary. In some cases where a club has proved its financial integrity such deposits may be waived. But now, with the city closing in with a pay-me-or-else attitude, many spots will have to re-demonstrate ability to pay or put up the dough.

Moss Sicks Law On Agent Sans N. Y. City Permit

NEW YORK, July 29.—The recent hunt by Commissioner Paul Moss for unlicensed ten percenters has already brought one fee splitter in court. Harry Cohen, 1630 Broadway, was held in General Sessions for operating without a city permit.

Trade is aware that an employment agency license is necessary to stay in business but many once indie agents now working for the large agencies feel that the office license covers them. While it is true that so long as they operate under the aegis of the office paper they are covered, there are several fee splitters connected with the large offices who sell acts under their own names. In such cases, the License department says, these agents work as individual contractors and have to get a city permit.

Occasionally bookers and even operators of spots make side deals with acts to sell them to other places. Such talent sellers, even tho not agents in the strict interpretation of the law, comes within its provisions. Any deal in which an unlicensed person is a party, is, according to the department, null and void. Where a suit is brought by an unlicensed agent for collection of commission or for an accounting, such agent will not only have no standing in court but the act need not pay anything and may even walk out on the agent. To make it still harder for the guy who operates without a paper, he can be thrown into the jug or fined a chunk of dough.

Beer Prices Cut by OPA

Rollback in two districts sets 19 cent price in Cleveland, 25 in Florida

WASHINGTON, July 29.—A new move that would hurt niteries was indicated by what seemed to be a national effort to lower the price of bottled beer sold in cabarets and restaurants. National OPA said such price rollbacks were decided by regional directors and did not necessarily indicate a nation-wide policy.

The Cleveland OPA office which controls a five-State region has projected regulations which would set the top price of bottled beer to 19 cents. Detroit Cabaret, Hotel and Restaurant Owners' Association are fighting the measure vigorously.

In Florida, the regional OPA is also mulling an edict setting bottled beer prices back to 25 cents.

So far, New York and New Jersey OPA officials have not followed suit but the trade fears that efforts to roll back prices in one area may be used as precedents in other areas or even bring about a national order to that effect.

Nitery ops point out that principal victims of such a price cut would be the performers. For even if acts are covered by contracts, a smaller house take would force management to either replace performers with cheaper talent or possibly eliminate it.

Low DuFour To Form Believe-It-Or-Not Units

NEW YORK, July 29.—Lew DuFour, outdoor showman who for the past three years has devoted his efforts to the road-show film field, is again joining the flesh ranks.

DuFour has secured a license from Robert Ripley (Believe-It-Or-Not) to take out two units to play vaude theaters thruout the country. Each unit will have from 12 to 14 people.

Olympia, Miami

(Reviewed Wednesday Afternoon, July 26)

This week's bill is overloaded with thrushes—three of them—but to judge from the applause of the opening audience, it's okay.

Three Little Sisters, graceful acrobats, make the hardest twists and flops look easy. A big hand.

Nee Wong sings Chinese versions of hit tunes; shows how a young man from his country asks a fem to terp, and then offers a jitterbug bit that stops the show. Begs off with a nice talk.

Billy Van, emcee, contributes a swell hoofing bit and imitations of Pat Rooney, Bill Robinson and Fred Astaire. Uses an audience stooge for a sock finale.

Marjorie Gainsworth, stately and good to look at, sings numerous hits and classical numbers in a clear soprano voice. Rendition of *My Hero* from *The Chocolate Soldier* stands out. Scores heavily.

Ralph Fielder, a comic with good tenor voice, is a riot of humor, using the fem Harriet, as a stooge. Obliges with a whistling solo of *My Hero*. Could have done more.

Pic, *The Yellow Canary*. Biz good.
L. T. Berlner.

**TALK ABOUT
PIX**

What Hollywood is doing to make better use of bands and singers will be fully discussed in the 6th Annual Edition of *The Billboard Music Year Book* (to be published as a separate volume for the first time in 1944). And singers, band leaders, and producers will all be talking about the '44 MYB.



JOY PAIGE

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VAUDEVILLE REVIEWS

Oriental, Chicago

(Reviewed Friday Afternoon, July 28)

Abe Lyman's return to this town after an absence of several years, brings back to the old-timers music that is hard to forget and the kind of hot music that makes for popular entertainment with the bobby-soxers. Lyman's presentation is styled to please all types of patrons, ranging from jump to Gershwin. Band opens with a strictly-in-the-groove number, which gives the boys an opportunity to display their kicks. Frankie Connors follows, dishing out vocals that sway the fems. Lad's dulcet tenor glides thru *I'll Be Seeing You*, *Begin the Beguine* and *Long Ago* in a style that has a refreshing lift. Is an excellent singer and sells well. Drew heavy applause and had to bow off after a thank you. Rose Blaine handles the rhythmic vocals. Her unusual style of tearing into the swing numbers clicked with the ticket buyers. Show stopped after her warbling of *Milkman, Keep Those Bottles Quiet* and *G. I. Jive* up to a point where Lyman had to break into a band number to keep the audience quiet.

Jack Marlo, who shares his playing time with the New York Philharmonic Ork and Lyman's group, draws a good hand for his fancy fiddling of *Dark Eyes*. Has a fine technique.

Bob Du Pont creates a laugh panic with his clever juggling and panto work. Displays real showmanship. Manipulation while doing his bits merits attention.

Marty May, who was last seen here with *Sons of Guns*, didn't impress when caught. Does a few impressions of how singers sound over the radio in addition to cracking a few gags. Has a lot of personality but if he would concentrate on sharper material would sell stronger. Finale of the show is the *Sing a Song With Lyman Contest*. Four persons from the audience are asked to appear on the stage to try out their vocal talents. Day winners to compete for the grand prize which is to be given away on the closing night. When caught, the idea created more laughs than entertainment as the singers were definitely not qualified to even appear in an amateur contest. Stunt might go over better if Lyman would select a couple of his contestants beforehand, thus giving the patrons a little more entertainment with the laughs.

Pic, *Johnnie Doesn't Live Here Any-more*.
Jack Baker.

**Scat Davis-M. Herth
To Open Chi Paramount**

CHICAGO, July 29.—First show set at the Paramount Theater, formerly the Rialto here, which changes its policy from burlesque to straight vaude and band attractions September 1, will feature Johnny (Scat) Davis, the Milt Herth Trio and the Callahan Sisters.

Davis will front Ben Bernie's old band which will be under the direction of Teddy Phillips. House will cater strictly to the bobby-soxers, featuring swing bands and name attractions.

**Phillip Albright
Starts Own Agency**

CHICAGO, July 29.—Philip Albright, formerly associated with Frederick Bros.' Agency here, hung out his shingle last week when he formed his own booking and personal management firm.

Albright plans to specialize in bookings for stage and screen, as well as handling a few cocktail combos.

Callahan Sisters Inked

NEW YORK, July 29.—The Callahan Sisters may be added starters at the La Martinique when spot unfolds new scenery in mid-September. Gals don't mind coming East but object to the money. Trade understands sister team is being offered \$300 and they want more dough.

Philly Spots Have OPA Aches

PHILADELPHIA, July 29.—District office of the OPA this week began to crack down on niteries incorporating the 20 per cent cabaret tax with the price of drinks on the ground that this practice violates the ceiling price regulations.

Loew's State, New York

(Reviewed Thursday Afternoon, July 27)

Two novelty acts are standouts of current show, which may be held over if biz warrants.

Top honors go to Ken Davidson and John Scott for their fast badminton work. With Jim Ross explaining the proceedings and a couple of good-looking gals as score keepers, act won solid applause from a mob sitting on the edge of its seats and intent on pair's racket work. Playing a seven-point game, the bird chasers hoke it up delightfully with their trick returns and verbal complaints to the referee. Walked off to a terrific hand.

In opening slot, the well-costumed Six Willys (three guys; three gals) warmed up the crowd with their eye appealing Indian club work. Bits, however, need better routine. A candle snuffing bit got good returns but spotting it better should get even better hands. A hoop-tossing routine on ladders worked on blacked-out stage (hoops phosphorescent) also got good hitting. Final bit involved one guy catching clubs while five others tossed 'em.

Hi, Lo, Jack and the Dame make a good appearance and do okay with their vocalizing of *Milkman, Keep Those Bottles Quiet* and *Is You Is*. Act, however, could be improved with better timing. Some of their numbers seemed to indicate a need for better arrangements. Gal showed a tendency to mug. The Fred Allen radio show quartet needs more speed to get over with theater audiences.

Masters and Rollins's opening bit, a stuttering mugging routine, drew good laughs. Rowe Rollins, a tall honey blonde, brought more yocks with her long arms and legs stretching all over the stage. Masters's slow-motion and regulation hoofery were both okay. The slow-motion stuff, involving a Boris Karloff and Sonya Henle take-off, got hands in the middle of the bit. The Rita Hayworth and Gene Kelly burlesque number has the possibilities of a good routine but team needs practice to sell it. For encore, Miss Rollins did an Eleanor Roosevelt take-off which also

**Niteries Must Post
Prices Prominently,
Says New OPA Rule**

NEW YORK, July 29.—If cabarets and restaurants think they have enough signs posted all over the walls they have another think a coming. The Office of Price Administration has just handed down a new ruling which calls for another sign "to be posted in a prominent position."

Sign must announce ceiling prices of 40 items, list to be compiled by the OPA and ops. Ruling applies all over the country and goes into effect August 16.

Another ruling has to do with the price of coffee. According to the OPA, the sale price of a cup of java must be rolled back to whatever the menu charge was during October, 1942.

Ruling goes into effect July 31, and, says OPA, it means business.

garnered a flock of laughs. Bit was in bad taste and elimination wouldn't hurt team's work.

After an awkward stage wait, during which Masters came back for a stretch-out, explaining that the instrument to be used by Milt Herth Trio needed more time to be set up. Herth, himself, came out to announce that blown fuses would prevent act from working, but after a few more minutes the Hammond organ was repaired and act proceeded.

Working on a full stage against a silk-ateen backdrop, the combo was framed to advantage. Team, dressed in white, looked good and delivered capably. Ernie Wright, on drums, was the standout. His beat and trick stick work kept the guys in the groove. Herth's Hammond delivery was okay, particularly on the jump stuff. Betty Westmore, canary with the trio, does a good enough job but choice of numbers, all ballads, slows the group down to a walk. For final bit lights go down and team shows up in phosphorescent accessories. Gal comes back with luminous maraccas, skin beater works with luminous sticks, keyboarder's hands glow and Herth's feet also shine to show his pedal work. Turn brought nice mugging. Pic, *Going My Way*. Biz good when caught.
Bill Smith.

★

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MASTERS
Rowe
ROLLINS**

Now

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NEW YORK

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PERSONAL MANAGEMENT:
AL GROSSMAN NEW YORK **HOLLYWOOD**

Chez Paree, Chicago

Talent policy: Dance band and floorshows at 8:45, 11:30 and 2. Management: Joey Jacobson and Mike Fritzel. Publicity: Bob Curley. Production: Olive Bernard. Prices: \$3-\$3.50 minimums.

Two standard acts, Benny Rubin and Mitzl Green, plus Maurice Rocco, who is rapidly climbing to a top-notch position in the night club field, comprise the new show, which is attracting a goodly share of cafe-goers.

Mitzl Green, making a return engagement, is the heavy puller. The Chez audience has taken this charming girl into their hearts. Opening with *I'm Just Wild About Harry* (applause getter), she keeps the crowds in a good state of hilarity. Her impressions of Colona, Hepburn and Cantor, woven into a fine arrangement of *Ole' Man Mose* hits a top score for solid entertainment. An imitation of Fanny Brice and Carmen Miranda winds up the act. Her material and delivery is excellent and the way she handles satires is refreshing.

Maurice Rocco gives the customers the type of boogie-woogie seldom seen in a nitery. He works up the audience to a tremendous pitch when he dishes out with everything from *G. I. Jive* to *Donkey Serenade*. Highlight is a flash presentation of *Darktown Strutter's Ball*, done with a radium effect. His work is impelling and he sells here. Drew a big hand and had to bow off after a thank you.

Benny Rubin, who joined the show after the closing of *Let's Face It*, emcees. His material was not up to standard and he had a difficult time warming up the audience. Pacing was slow, too, and he didn't get into the groove. Barbara Perry, blonde-orb-filler, presents a neat dance routine that merits attention. Started out with a sock tapping to *Oh, What a Beautiful Morning* and in a *Country Garden*. Finishes with a ballet number, impressively. Act has class, is effective and well received.

Chez Paree Adorables, seen in three productions, an *Hawaiian* number, *Jangled Nerves* and *Fall of Rome*. Last named seemed to be out of place for this spot, being too sophisticated. Gay Claridge and ork continue to dish out sprightly music, while the Chez Paree Rumba band fill in during intermissions. *Jack Baker.*

NIGHT CLUB REVIEWS

Leon & Eddie's, New York

Talent policy: Floorshows at 8, 10, 12 and 2. Dancing continuous. Owner-operators: Leon Enken and Eddie Davis. Show staged and produced by Sidney Sprague. Publicity: Dorothy Gulman. Prices: \$3.50-\$4 minimum.

Current show which opened Friday (28) has two features which pull it out of the rut. The first is the smooth work of Joey Adams with his partner Tony Canzoneri. Adams's material has whiskers by this time, but there is nothing the matter with his slickness in handling the stuff. He hits a punch line with such skill that top laughs are won for practically every bit of biz. Canzoneri, of course, is strictly the feeder, but he has introduced a couple of new bits that added to laugh values. An ad lib session by Adams with Sherry Britton almost put the customers under the table. Comic was in good shape all the way.

The other top act here is oddly enough, the well costumed line. Kids (10) routines showed more than the usual tired step and kick stuff. They delivered some snappy terps as if they knew what they were doing and enjoyed it. Time and again the line work brought solid mitting from the dinner crowd midway in the routines.

Gail McDonald opened with a standard set of hoofery. Gal, a cute brunette, looks something like Shirley Temple. Most of her material consists of whirling one or two batons, using a ping-pong paddle with a rubber ball attached to a rubber band while engaged in pedalistics. Stuff goes over okay, but chatter, "I devote the next to such and such branch of the armed services," was poor.

Edie Lang, canary, has probably seen too many musical flickers. Her voice and delivery is a strange-combo of Judy Canova, Martha Raye, Judy Garland and a half a dozen others. Result isn't too bad but gal apparently can't make up her mind on style she means to follow. Opener *Shut My Mouth*, was solid. Next one, *Chinatown, My Chinatown*, laid hen fruit.

The Four Whirlwinds, roller skating quartet (two guys, two gals), have a fast act they don't quite seem to know how to handle. Team's swivel spinning routines, neck and chest, are good standard numbers. Act shows some nice tricks but doesn't have the knack of selling them. Pruning running time would help some.

Sherry Bliton, a long-time hold-over, comes out to warble her *Pin Up* number. Putting her in front of a line helps but the gal is still a stripper and not a canary. When she comes back later to peel she gets more than just polite applause.

Horsco and Renee, rumba dancers, show little that is different. One bit—he stands on a soda pop bottle with one foot while gal pulls him around—proved a novelty. Boy is tall and slim. Gal is gorgeous. With proper routines team might get somewhere.

Lenny Lane, tenor and emcee, has a good pair of lungs and once he overcame initial nervousness registered okay. Emceeing chores didn't call for much but what they were lad did all right with.

Art Waner's ork did the show cutting and apparently seemed to be in trouble. Musicians should try working together more often. Individualism is nice but only on solo work.

Show closed with the customary *Booms-a-Daisy* with uniformed male customers coming up to bump fannies with the line gals. *Bill Smith.*

Edgewater Beach Hotel, Beachwalk, Chicago

Talent policy: Dancing and floorshows at 9:15 and 10:50. Management: William Dewey. Production: Dorothy Hild. Prices: Admission \$1.25 and \$1.50.

This new show, which marks the debut of Dorothy Hild as the house producer, is refreshing and in keeping with the atmosphere of this smart outdoor spot. It has plenty of color and variety that is enhanced by effective lighting, dance productions and eye-filling costumes.

Colorful opener built on *Carmen* theme. Twelve beauties in brilliant costumes present a well-executed treader dance, breaking into a whirling cape routine for a colorful send-off. Routine is backed by *Carmen* music. For the finale, the gals appear in a beautiful ballet number featuring Rosemary Derling. The dainty ballerina delighted the audience with her graceful pirouettes, side and sliding steps, toe work and de-gages. She's an excellent dancer and shows all the skill of a trained performer. Audience applauded the biz of flashing of small lights beneath the white, lacey skirts of the line to give an impression of fireflies.

Jacqueline Hurley, acro dancer, does a neat novelty, performing a series of body twists while perched on a table that had a revolving, indirect lighting system. Presentation is effective and gives the act plenty of flash. Gal does a fine job. Bowed to a good applause.

Dick Gordon's warbling of *Amor, Make Believe* and *I'll Get By* was well received. Has a fine tenor voice. Tonal qualities are clear and he does a swell job in selling the numbers.

The Orantos, two men and a girl, furnish the thrills with their breathtaking pole balancing. Applause getter is their stint of the underman holding a 12-foot ladder on his feet while the gal balances herself on top of the apparatus. Act has plenty of action. A good hand.

Henry Brandon and ork (who relieved Eddie Oliver's group) does a fine job on both the show and dance sessions. Liz Stewart furnishes the vocals.

Entertainment value of the bill makes up for the lack of headline attractions. *Jack Baker.*

Follow-Up Review

HARLEQUIN, NEW YORK:—If management does as good a job as at least two of the performers, then the room, which has gone thru all sorts of ownership tangles, has a good chance of catching on. As matters now stand, there seems to be more managers around the Harlequin than customers.

New here is June Walls, a mezzo soprano who looks good working in full light. Gal, a tall redhead, has a strong voice, good pitch and a feeling for her work. Unfortunately, she goes in too much for arm-waving, torso-shaking and mugging. In a mediocre canary such added bits can be explained away as cover-ups, but Miss Wall's delivery is too good to be spoiled by hammy gymnastics. Yet, despite this drawback, gal held the customers in her palm from her first number to her last. With proper training Miss Wall should go places. She already has the natural requisites. All she needs is the coaching to bring them out.

Don Costello is okay on the hoofery. Ballet training is evident, but Costello is apparently dissatisfied with being just a good dancer. He also tries to be a comic and a singer. His attempts to draw laughs lay eggs. His warbling brought even worse returns. Guy obviously tries hard but the same effort devoted to dancing should bring him better returns.

Line (6) is ordinary. Guy Martin worked hard with the kids, but with the exception of a dark gal (name not learned) they don't seem to know what to do with their hands and feet. In fact, rhythm seems a mystery to them. Opening number, in which line comes out in over-sized sombreros, one forward, one aft (tights and bras are under-

neath), got a good hand. Last production number, a drum-beating rumba-conga bit, also won applause. But if the beginning and end were good, the middle sagged like a spavined horse. To Don Costello's gargling of *Cocktails for Two* line goes thru some involved rigamarole with a pitcher of water and cocktail glasses. Number was not only pointless but confusing.

Dean Martin (holdover reviewed in *The Billboard*, July 8) has acquired a polish that should make him a bobby-sox favorite. His warbling is top-drawer stuff. *Bill Smith.*

Customers on Vacation; Biz Off in Detroit

Many Clubs Absorb 20% Tax

DETROIT, July 29.—Return of business to local night spots has been started, operators hope, since the reduction of the cabaret tax. Several places report a pick-up, but the hard facts are that business in general remains at the same low level as before.

Principal reason appears to be vacations. Despite propaganda, war workers are taking vacations when they can get them. Result is absence of enough night club patrons to hurt all over town. Ops look for a pick-up toward end of August, but not much before.

Present rule in spots here is to absorb the whole 20 per cent tax. Of the top-line spots, all but half a dozen have made this decision, according to Eddy Shepherd, of Club Stevadora, who is president of the Metropolitan Cabaret Owners' Association. The holdouts include mainly a couple of top swank spots whose policies have little direct effect on business elsewhere, plus one or two of the pop spots. The MCOA itself is plugging heavily for a pay-the-tax policy all the way around and has had remarkable success in making it interesting to operators of competing spots, including members of the association, like the Bowery, which rates tops in patronage locally.

Chicago Latin Quarter Drops Matinee Shows

CHICAGO, July 29.—Latin Quarter here, which has been featuring special Saturday matinee performances the past few months, discontinued the policy for the summer.

Ted Lewis and his entertainers, who are breaking records at the spot, now do three shows nightly. Ralph Berger, manager, says matinees may be resumed in September.

Heigh-Ho, Warwick, R. I., Club, Destroyed By Fire

PROVIDENCE, July 29.—Heigh-Ho, Warwick's largest night club, was destroyed by fire early Sunday morning (23).

The 400-seat club, opened 12 years ago, was first night club in the State to play name acts.

Club Column Returns in S.F.

SAN FRANCISCO, July 29.—Local press has become night-club conscious again after a nine-month layoff. *The Examiner*, morning daily, has revived blurb column on order of the management, with Ivan Paul once more doing the writing job. Column is slated to appear every Saturday. Other dailies in town are expected to follow suit.

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St. Pete's Royal Palm Shuttered Second Time

ST. PETERSBURG, Fla., July 29.—Larry Ford has closed his Royal Palm Club for the second time in four months. Ford first closed the nitery in March when the 30 per cent night club tax killed biz.

Government freeing of the Gandy toll bridge between Tampa and St. Petersburg last month gave Ford incentive to re-open the spot. Still no business, so he closed again.

Royal Palm Club, formerly the Vesuvius, was built during the boom days of the '20s.



ROUTES

Acts • Units • Attractions

Explanation of Symbols: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; cl—cocktail lounge; h—hotel; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; t—theater; NYC—New York City; Phila—Philadelphia; Chi—Chicago.

(Routes are for current week when no dates are given)

A

Abbott, Honey (51 Club) NYC, nc.
Adams, Joey (Leon & Eddie's) NYC, nc.
Akin's, Bill, Foursome (Indiana) Fort Wayne, Ind., h.
Ames, Jimmy (Slapsy Maxie's) Hollywood, nc.
Arleen & Dennis (Beverly Hills) Newport, Ky., cc.
Athenos, Original (Kennywood) Pittsburgh, p.

B

Baldwin & Bristol (Riverview) Pennsville, N. J., p.
Ballantine, Carl (Paramount) NYC 1-8, t.
Barrett, Hughie (Diamond Horseshoe) NYC, nc.
Barrett, Sandra (Baker) Dallas, h.
Barry, The (Chicago) Chi, t.
Buswell, Billy (Watkins) Warsaw, N. Y., h.
Baxter, Bobby (Lookout House) Covington, Ky., nc.
Beck, Danny (Normandie Room) Cleveland, nc.
Belmont Bros. (Eden Springs) Benton Harbor, Mich., p; (Fair) Lincoln, Ill., 9-11.
Berl, Ben (RKO-Boston) Boston, t.
Bernard, Bobby (Chateau) Cleveland, nc.
Blake, Arthur (Chicago) Chi, t.
Blakstone, Nan (Morocco) Denver, nc.
Blaine, Barbara (El Morocco) Montreal, nc.
Blanche, Jeanne (Paramount) NYC, t.
Blane, Rose (Oriental) Chi, t.

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Borge, Victor (Palmer House) Chi, h.
Bowers, Eleanor (Hipp) Baltimore, t.
Brooks, Sunny (Belmont) Cleveland, h.
Brown, Evans (Wildwood Manor) Wildwood, N. J., h.
Brockway, Six (Alpine Village) Cleveland, nc.
Buckwalter, Junior, Marimba Queens (Curtis Lounge) Charleston, S. C., until Aug. 7.
Burke, Judy (Swing Club) NYC, nc.
Burns, Jimmy (Bill's Gay '90s) NYC, nc.
Burns & White (Chez Ami) Buffalo 1-12, nc.
Burton's Birds (St. Regis Hotel Roof) NYC, h.
Byrd, Muriel (Theatrical Lounge) Cleveland, nc.

C

Campos, Chela (La Conga) NYC, nc.
Canzoneri, Tony (Leon & Eddie's) NYC, nc.
Carlisle, Charlie (Bowery) Detroit, nc.
Carlton, Betty Jane (Tropic Isle) NYC, nc.
Carltons, The (Tower) Kansas City, t.
Carver, Zeb (Village Barn) NYC, nc.
Cavalliers of Rhythm, Three (Jim's Palace) Put-in-Bay, O., nc.
Chappelle & Hannon (Garman) Phila, t.
Chester, Eddie (Ernie's) NYC, nc.
Chords, The (Seaside) Seaside, Ore., 25-Aug. 7, h.
Claire, Sonny (Calvert's) Cleveland, nc.
Cliff, Paddy (Beverly Hills) Newport, Ky., cc.
Coco, Steve & Eddy (Howard) Washington, t.
Cogswell, James (St. James Festival) Chi 5-20.
Columbus & Carroll (Rio Cabana) Chi, nc.
Como, Perry (Paramount) NYC, t.
Connors, Frankie (Oriental) Chi, t.
Cortez, Florez (Te Pee) Miami, nc.
Crane, Carol (Royale) Detroit 24-Aug. 3, nc.
Currasco, Ramon (El Chico) NYC, nc.

D

Dare, Kay (Calvert's) Cleveland, nc.
Davidson, Ken, & John Scott (State) NYC, t.
De Croft, Ann (Astor) Montreal, nc.
Deering, Rosemary (Edgewater Beach) Chi, h.
Defoe, Al (The Rock) Fish Creek, Wis., nc.
Delahanty, Irene (Pico) Los Angeles, nc.
Demarco Sisters, Five (State) Baltimore, t.
De Wolfe, Billy (Stattler) Washington, h.
Dixie Debs (Duffy's) Key West, Fla., nc.
Domay (The Cowshed) Cleveland, nc.
Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.
Doran, Lucille (3-Ring Circus) NYC, nc.
Do-Res, The (Fair) Red Deer, Alta., Can.; (Fair) North Battleford, Sask., 7-9.
D'Ray, Phil (Brown Derby) Chi, nc.
Drake, Marty (Carman) Phila, t.
Dubois, Wilfred (Beverly Hills) Newport, Ky., cc.
Duffy, Kathryn, Dancers (Beverly Hills) Newport, Ky., cc.
DuPont, Bob (Oriental) Chi, t.
Duvans, The (State) Baltimore, t.

E

Edwards Bros., Three (Carman) Phila, t.
Ellert Sisters (Hipp) Baltimore, t.
Everett, Helen (Imperial Room) Perth Amboy, N. J., nc.

F

Fait, Virginia (Jimmy Kelly's) NYC, nc.
Faye, Ellene (London Chop House) Cleveland, re.
Faye, Frank (Rio Cabana) Chi, nc.
Fisher's, Bob, Flyers: Springfield, Mass.; Clinton 7-12.

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Folds, Lew (LaSalle) Chi, h.
Fostaire (Esquire) Norfolk, Va., nc.
Francis, Leo (Fair) Plain City, O.

Franks & Janis (Hamid's Pier) Atlantic City.
French, Eleanor (Baker) Dallas, h.
Friedmann, Jerry (LaSalle) Chi, h.

G

Gale, Gerri (Latin Quarter) Chi, nc.
Gall Sisters (Hamid's Pier) Atlantic City.
Gallus, John (Alpine Village) Cleveland, nc.
Garron & Bennett (Glass Hat) NYC, h.
Gilbert, Ethel (Bill's Gay '90s) NYC, nc.
Gordon, Richard (Edgewater Beach) Chi, h.
Grauer, Bernie (Bill's Gay '90s) NYC, nc.
Grauman, Saul (Hipp) Baltimore, t.

H

Hale, Freddie (Latin Quarter) Chi, nc.
Hanneford, George, Family (Fair) Chippewa Falls, Wis., 7-12.
Hardan, Dan (LaSalle) Chi, h.
Harold, Bea (Bismarck) Chi, h.

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Harrington, Pat (21 Club) Baltimore, nc.
Hartnell, Fredric & Sandra (Belmont Plaza) NYC, h.
Haviland, Hal: Spokane, Wash., 4-6; Yakima 12-14.
Healy, Dan (Metropole) NYC, re.
Hendricks, Marcella (51 Club) NYC, nc.
Henry, Art & Marie (Fair) Lincoln, Ill.; (Fair) Faribault, Minn., 11-13.
Henshaw, Bobby (Tower) Kansas City, t.
Herbert, Jack (Continental) Chesapeake, O., nc.
Herth, Milt, Trio (State) NYC, t.
Hi, Lo, Jack & Dame (State) NYC, t.
Hollis, Maria (Rio Cabana) Chi, nc.
Homer (Palace) Columbus, O., t.
Hope, Glenda (Jimmy Kelly's) NYC, nc.
Howard, Willie (Hamid's Pier) Atlantic City.
Hume, Elayne (Monte Carlo) NYC, nc.
Hunton, Dick (Mohawk Cafe) Boston, nc.
Hurley, Jacqueline (Edgewater Beach) Chi, h.
Hutchinson, Lavern (Howard) Washington, t.
Hyers, Frankie (21 Club) Baltimore, nc.

I

Ink Spots (Chicago) Chi, t.

J

Jagger, Kenny (Liggett's Royal Palm) Browns Lake, Wis., nc.
Jewels, Juggling (Hamid's Pier) Atlantic City.
Joanell (Buttery) Chi, h.
Jordan Duo (Curly's) Minneapolis, nc.
Jordan, Linda (Normandie Room) Cleveland, nc.

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Joyce, Carol (Mohawk Cafe) Boston, nc.
Julus & Webb (Bellevue) Kansas City, h.

K

Kaahue, Johnny (Park Plaza) St. Louis, h.
Kade, Jeanette & King (Tower) Kansas City, t.
Kane, Johnny (Tropic Isle) NYC, nc.
Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h.
Kays, Lionel (Capitol) Washington, t.
Kelsey, Bill (Bill's Gay '90s) NYC, nc.
Kelso, Joe (Tower) Kansas City, Mo., t.
Kingsley, Marion (Nut Club) NYC, nc.
Kovenko, Nina (Radio Franks) NYC, nc.
Kramer's, Henry, Midgets (Town Ranch) Seattle 24-Aug. 6, nc.

L

Labato, Paddy (Borsellino's) Cleveland, nc.
LaVola, Don, & Carlotta (Utah Canteen) Salt Lake City.
Leary, Ted (State) Baltimore, t.
LeBrac & Bernice (Edgewater Beach) Chi, h.
Leeds, Bernice (Zombie) Cleveland, nc.
LeMoind & Estelle (Celebration) Cuba, Ill., 3-5.
Leolita (Bismarck) Chi, h.
LeRoy, Hal (Earle) Washington, t.
Lewis, Meade Lux (Doc's) Baltimore, nc.
Little, Margie (Babette's) Atlantic City, nc.
Lowe, Hite & Stanley (Biltmore Bowl) Los Angeles, until Aug. 9.
Lynn, Herby (Silver Congo) LaSalle, Ill., 1-4, nc.; (Lake) Springfield 5-11, nc.
Lynne, Sherry (Zombie) Cleveland, nc.
Lynne, Jeanno (Jimmy Kelly's) NYC, nc.

M

McHenry, Red (Zombie) Cleveland, nc.
Mack, Johnny (Copley Plaza) Boston, h.
Majors, Three (The Spot) NYC, nc.
Mansfield, Cyril (Emerson) Baltimore, h.
Masters & Rollins (State) NYC, t.
Mata & Harl (Capitol) Washington, t.
Martin, Louise (Tropic Isle) NYC, nc.
Maxey, Virginia (Ice Terrace) NYC, h.
Mav, Marty (Oriental) Chi, t.
Meade, Gloria (Ruth's Victory Room) Fall River, Mass., 1-6, nc.

Midnight Zombie Jamboree (Fox) Laramie, Wyo., 2; (Strand) Rawlins 3; (Rialto) Rock Springs 5, t.
Moody, Linda (Strand) NYC, t.
Moore, George (Palmer House) Chi, h.
More & Yaconelli (Earle) Washington, t.
Morse, Ella Mae (Palace) Columbus, O., t.
Morton, Alvira (Club Alabama) Chi, nc.
Morrison, Johnny (Chateau) Cleveland, nc.
Myler, Marvell (Rio Cabana) Chi, nc.

N

Navarre, Leon (Capitol) Washington, t.
Nilsson, Walter (Michigan) Detroit, t.
Novellos, The (Lake) Springfield, Ill., 5-11, nc.

O

O'Neil, Danny (Rio Cabana) Chi, nc.
Orantos, The (Edgewater Beach) Detroit 1-15, h.
O'Toole, Ollie (Riverside) Milwaukee, t.
Owens, Lou (Three Sixes) Detroit 31-Aug. 5, nc.
Oxford Boys (Paramount) NYC, t.

P

Page, Carol (Mt. Royal) Montreal, h.
Page, Joe, & Nona (Tivoli) Sydney, N.S.W., Australia, until Sept. 23, t.
Parks, Bernice (Copley Plaza) Boston, h.
Pickford, Murray (Ruth's Victory Room) Fall River, Mass., nc.
Pitchmen, The (Strand) NYC, t.
Powell, Jack (Lookout House) Covington, Ky., nc.
Preisser, June (Palace) Columbus, O., t.

R

Ralston (Lake Nipmuc) Mendon, Mass., p.
Ray & Harrison (Garman) Phila, t.
Ray & Pedro (Blackhawk) Chi, re.
Raymond, Ed (Polack Circus) Seattle 4-13.
Reed Sisters (Latin Quarter) Chi, nc.
Relly, Joan (Bill's Gay '90s) NYC, nc.
Remy, Dick & Dot (Hipp) Baltimore, t.
Revel, Reni (Clover) Portland, Ore., 1-6, nc.
Richey, Jean (Earl Carroll Theater) Hollywood, re.
Rittler, Eileen (Earle) Washington, t.
Robert Sisters & White (Earle) Phila, t.
Roberts, Cell (Tony Pastor's Uptown) NYC, nc.
Roberts, Dale (Dixie) NYC, h.
Rock & Dean (Lieberman's) Mt. Freedom, N. J., h.
Rogers, Mack (Seven Oaks) Alamo Heights, Tex., nc.
Rogers, Marshal (State) Baltimore, t.
Rogers, Nancy (Sawdust Trail) NYC, nc.
Romero, Don (Zombie) Cleveland, nc.
Rosella, Jessie (Vine Gardens) Chi, nc.
Rose's, Billy, Diamond Horseshoe Revue (Michigan) Detroit, t.
Rosoff, Charles (Bill's Gay '90s) NYC, nc.
Roy, Don (Gloria) Columbus, O., nc.
Rubertino, Frankie (Eddie Stevens) Cleveland, nc.
Rubin, Benny (Chez Paree) Chicago, nc.
Ryan, Jack (Bill's Gay '90s) NYC, nc.

S

St. Claire & O'Day (Alpine Village) Cleveland 1-12, nc.
Sauer, Glenn (Dude Ranch) San Antonio, nc.
Schultz Sisters (Oak Hill Gardens) Youngstown, O., nc.
Scott, George (Tropic Isle) NYC, nc.
Seidel, Paul (Bismarck) Chi, h.
Semon, Primrose (Swan) Phila., nc.
Sharon, Nita (Esquire) Norfolk, Va., nc.
Shea, Jack (Iceland) NYC, re.
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Sheer, Vickie (Tropic Isle) NYC, nc.
Shepard, Norma (Pat & Don's) Newark, N. J., nc.
Sherman, Hal (Strand) NYC, t.
Shyrettes, The (Chicago) Chi, t.
Slemon, Hank (Fair) Thief River Falls, Minn.; (Fair) Great Falls, Mont., 7-12.
Simpson, Carl & Faith (Warfield) San Francisco, t.
Slater, Al (Rogers' Corner) NYC, nc.
Slavin, Estelle (Doc's) Baltimore, nc.
Slim & Sweet (Howard) Washington, t.
Son & Sonny (Riverside) Milwaukee, t.
Sophisticated Ladies, Three (Apollo) NYC, t.
Spence, Milt (Dixie) NYC, h.
Stadlers, The (Bismarck) Chi, h.
Stauffer Twins (Roosevelt) NYC, h.
Steiner, Cecile (The Spot) NYC, nc.
Stewart, Buddy (Dixie) NYC, h.
Stoner, Percy (Ernie's) NYC, nc.
Strickland, Charles (Bill's Gay '90s) NYC, nc.
Summer, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.

T

Tarasova, Nina (Casino Russe) NYC, nc.
Thomas, Audrey (London Chop House) Cleveland, re.
Thomas, Jimmy (Pennsylvania) West Palm Beach, Fla., h.
Thompson, Tommy (Tropic Isle) NYC, nc.
Thornfon, Hal (Surf) Orley Beach, N. J., nc.
Tristina, Charlotte (Park Lane) Buffalo, h.
Tweedy Bros. & Cindy (Ace of Clubs) Steubenville, O., nc.

V

Valerie, Vi (Sawdust Trail) NYC, nc.
Van Cott, Jeanne (Ice Terrace) NYC, nc.
Van, Gloria (Pan-American Room) Chi, h.
Villon, Andre (Oetjen's) NYC, nc.
Vincent, Villa (Kit Kat Klub) San Antonio, nc.

W

Warren, Annette (Carter) Cleveland, nc.
Wayne, Oholly (Normandie Room) Cleveland, nc.
White, Paul (Latin Quarter) Chi, nc.
White, Eddie (Hipp) Baltimore, t.
White, Joe (51 Club) NYC, nc.
White, Murray (Old Roumanian) NYC, nc.
Whittier, Charles (Latin Quarter) Chi, nc.
Williams, Chick (Lenny's) Cleveland, nc.
Williams, Rosetta (Aquarium) NYC, re.
Willard, Harold (Bill's Gay '90s) NYC, nc.
Willys, Six (State) NYC, t.

Winchell, Paul (RKO-Boston) Boston, t.
Wolf, Milton (El Morocco) Chi, nc.

WHITSON BROS. Lester & Buddy
Currently
Paul Small's Variety Revue, "STAR TIME"
Curran Theatre, San Francisco, Calif.

Wong, Jim, Troupe (Lookout House) Covington, Ky., nc.
Wynters & Angeline (Palmer House) Chi, h.

Y

Youngman, Henny (Earle) Phila, t.

Z

Zinn, Audrey (Latin Quarter) Chi, nc.

IN SHORT

(Continued from page 24)
features the Maxellos, acro act. Gomez and Beatrice, ballroom team, closed there last week. . . . Four specialty acts are being used by Emil Coleman and ork for new Universal band short. They include DELTA RHYTHM BOYS, Della Norell, Robert Hughes and the Dewey Sisters. . . . Jimmy Lloyd, former night club emcee, signed by Columbia to a long-term contract. Lloyd makes his debut in *Hello, Mom*, which rolls August 7.

Philadelphia:

JOHNNY CAHILL returns to the Everglades. . . . VICKIE TOMAS added starter at Kainer's Rathskeller. . . . SAMMY SHUMAN to make his nitery bow next month as a warbler at Clicquot Club, Atlantic City. . . . MARGIE WINTERS returning to Latin Casino.

ROY ROGERS takes over emcee chores at Jack Lynch's Walton Roof. . . . THE CLAYTONS added at Latin Casino. . . . DENNIS SISTERS new at Swan Club. . . . JOHNNY FRISCO back at DiPinto's after a short siege in a hospital. . . . LEE WARWICK set for a long stay at Powellton Cafe. . . . ED SAKS, theatrical agent out of the picture for many weeks due to a slight stroke, is back in circulation again. . . . JAYNE MANNERS back at the Embassy Club. . . . HELEN LANE an added starter at The Everglades. . . . EDDIE KINLEY in the emcee spot at Scollia's.

St. Louis:

LALLA BAUMAN has a line of Six Bombettes at Club 400, with Betty Barr being featured along with Nick La Banic's orchestra and the Smoothies. . . . JOE LOPEZ TRIO, featuring Alice and her violin, at the Walnut Room of the Gatesworth Hotel. . . . DWIGHT FISKE cutting capers at the Starlight Roof. . . . BOBBY SHORT, boogie-woogie expert, and Diana Dale, comedienne, being co-featured at the Circus Snack Bar. . . . EDDIE STONE brings the former Buddy Franklin ork to Forrest Park Highlands, supplanting Russ David. . . . SID TOMACK is now at the Zodiac Bar here.

AL TUCKER playing a week at Tune Town with Mary Lou Roche as vocalist. . . . HAROLD DIXON, St. Louis songwriter, released *Louie From St. Louis*, with the Andrews Sisters dishing it for Decca. . . . ERMIE VENUTO continues with the music at the Crystal Terrace of the Park Plaza Hotel. . . . ROCKY FORD left Club Shangri-La to join Denny Beckner. . . . CHUBBY MARTZ and his Londonaires at the Perkins Palladium in East St. Louis. . . . JACK STEPHENS left the Trophy Room for Fort Wayne, Ind. . . . BUD TAYLOR with piano and solo-vox in the Mural Room

AGVA LISTS ROSE

(Continued from page 24)
an op must stick to a minimum. A principal performer can get any amount of money but under the AGVA rules he may not get less than \$85.

Another bone of contention, according to AGVA, is Rose's definition of principal and sub-principal. Latter gets \$65 and AGVA says they are principals and should get more dough. "The AGVA will determine what performer should get a principal's salary and not Billy Rose," said Shelvey.

If the "unfair" classification applied by AGVA sticks, acts at the Horseshoe may be pulled. Horseshoe acts have run of the play contracts, says Rose, and the AGVA has no legal right to pull them. "If they do I will hold the union and Matt Shelvey responsible for any damage caused me."

The Diamond Horseshoe road company now on tour is not affected by the controversy.

LOUNGES SURVIVE TAX ACHES

Acts Working As Ops Pray

Public wants entertainment and cocktail spots discover they'll pay the 20% tax

NEW YORK, July 29.—The acts are going back into the cocktail lounges! Proprietors are re-discovering the public demand for entertainment—songs and laughter—and everything is rosy for the cocktail booker again—except he can't find acts quite fast enough to fill the demand.

Despite animation as agents chase acts, and acts clamor for more pay—there's a lot of finger crossing still going on, and while it looks right good from where we sit, only a few daring operators are signing up at higher budgets for many weeks ahead. It's been up and down with cocktail room acts for several months. Right now it's up, and everybody's pulling for a stay up there.

Remember April?

The real milestone in the saga of cocktail acts—now you work and now you don't—stands out on the calendar as the first day of the fourth month of the current year. Business was booming and agents smiling, when came April 1 with the 30 per cent tax. Right then you couldn't even get an odds-on-quote for a bet on the chance of cocktail lounges surviving. Unlike the night clubs, which draw on all brackets, the lounges are primarily the poor man's club. Elbow benders who would go for a 70-cent drink balked at a dollar tab. So the first thing that went was taxable entertainment. Many a spot, however, couldn't survive even with the no-tax policy. So they cut expenses still further. They dropped all entertainment.

But come July and a cut in the federal impost to 20 per cent and things picked up. Agents who a short three months ago were looking around for convenient bridges to jump from began doing business again. Today, as August (See PUBLIC WANTS FUN on opp. page)

Singers Back in Philly Spot

PHILADELPHIA, July 29.—Lou's Chancellor Bar is first of the major center-city cocktaileries to remove the vocalists ban imposed when the cabaret tax began. Chancellor resumed former entertainment policy Monday (24) with return of Piccadilly Pipers. This will undoubtedly mean return of singing to other spots of same management, Lou's Germantown Bar, Lou's Moravian Bar and Club Teheran.

New Philly Spot for Spatola

PHILADELPHIA, July 29.—Herb Spatola, who recently sold his Flanders Grille, one of the first musical bars in town, to the Frank Palumbo interests, has opened up shop directly across the street of his former center-city spot. Calls his new lounge the Casablanca, opening with Johnny Costa's unit, with Lola Costella's accordion alternating. Flanders reopened last week under Palumbo aegis as Ciro's, with Jack Verna's trio and Freddy Edmond's trio on tap.

New Rex Bar Hires Ork

PITTSBURGH, July 29.—Charley Miller, former newspaper and theater man, has taken over the Wolfendale Hotel Bar here, and will change its name to Rex Bar. For entertainment, he has hired Tom Dowden and his boys. Miller plans to redecorate the place as quickly as materials can be secured.

REVIEWS

Stauffer Twins

(Reviewed at Hotel Roosevelt, New York)

The blonde Stauffer Twins (Daphne and Doris) put a lot of pep into their work. In a smaller room they would have the customers all-attention, and even in the over-sized expanse of the Roosevelt Grill they make 'em look and listen.

Girls play two pianos, sing singly and in harmony, and put on a performance that bridges the gap between dance sessions.

Two-piano arrangements are styled to give full play to abilities of the performers. Girls have good voices and put a lot of showmanship into delivery. Stick largely to pianos, altho Doris at times uses Solovox.

Vocals run heavily to current pops in line with audience preference. They do best on ballads, but could handle novelities better with a little direction. Lighting, when seen, left considerable to be desired.

Graduates of Major Bowes's Amateur Hour, they have been at the Roosevelt for six weeks, coming from the Music Box, Copley Square Hotel, Boston. Previous New York engagement was at No. 1 Fifth Avenue. Larry Nixon.

Knocks Out Tax for Bowlers; Show Policy Back in Fall

DETROIT, July 29.—Crest Show Bar, swank uptown spot, is building a second bar to meet the cabaret tax situation. Spot has a large bowling alley as well as cocktail lounge. Owner Sam Block wants his bowlers to duck tax. Result—he's building a second bar for the bowlers.

Meanwhile, the spot has a couple of pianists but no vocals, but will go back to a show policy when the remodeling is completed.

Jules Klein, Detroit Agent, Opens N. Y., Fla., Branches

DETROIT, July 29.—Jules Klein Agency, local band office, is expanding, opening two branch offices. Klein's new York Office will be at 475 Fifth Avenue, in charge of Sanford Yaeger, and a Hollywood, Fla., branch which will be in charge of Ted Sorin. Location has not yet been picked.

Klein Agency is specializing in handling cocktail units and individual musical attractions.

Johnny Kaahue

(Reviewed at Park Plaza Hotel, Merry-Go-Round, St. Louis)

Johnny Kaahue opened here July 12 for two weeks, but his Hawaiian combo was such an instantaneous hit that the management has extended his contract an additional five weeks with further options.

Kaahue gives the patrons entertainment to their liking and a style of music that is different. He is a master on the electric steel guitar. Feminine interest in the foursome is Malla, daughter of Kaahue, who in well-modulated voice sings a variety of songs to her own accompaniment on the guitar. Two young men, Russ, who features the accordion and drums, and Johnny, the Spanish guitar, fit in splendidly, both having good singing voices, and ably taking care of the comedy end. Quartet sings everything from barbershop harmony to modern songs and boogie-woogie but they excel in Latin and Hawaiian numbers. Laughs aplenty are garnered with the comedy bits in which the four get intimate with the audiences and in some cases use willing stooges from the floor to good comedy effect.

Without exaggeration, Kaahue gives the Merry-Go-Round patrons just what they like and he is already a prime favorite with the regulars at this better cocktail lounge. Frank B. Joerling.

Maestro Eddy Morgan Has Shore City Bar

ATLANTIC CITY, July 29.—Eddy Morgan, whose band held forth for many summers in the ballroom of Hamid's Million-Dollar Pier here has returned to the resort.

But instead of the maestro role, Morgan has taken over a musical bar in the Astoria Hotel, billing it as Morgan's Cocktail Lounge and Bar.

His two brothers, Harry and Barry, associated with the maestro in the new enterprise.

Jack Moss Reopens Spot

NEW YORK, July 29.—Jack Moss, owner of Jack and Rob's, Trenton, N. J., has been honorably discharged from the U. S. Marine Corps after serving almost two years. Moss reopened his night spot and is now in full swing again.

OFF THE CUFF

East:

AL BARRY TRIO started July 31 at Colonial Hotel, Hagerstown, Md. . . . TONY PURCELL at Plaza Hotel, Asbury. . . . ARDEN AND ALEXANDER out of the Taft and into Barclay's, Wildwood, N. J. . . . HARRY REISER and Frank Victor held over at Rogers' Corner, N. Y. . . . JOAN LEE'S all-girl ork may replace John Kirby at Aquarium, N. Y. . . . JIMMY POWERS, back in town with an honorable discharge from the navy in his pocket, returning to Ben Amdur's Garden Theater on Pittsburgh's North Side as manager. . . . BUNNY HOWARD, of Bunny and Beverly, is working alone at Etzl Covato's club, Pittsburgh. Partner, Beverly Bayne, is out with an injured leg.

FRANKIE LEONARD'S unit takes over at Nick's Town Tavern, Delair, N. J. . . . DON MARTIN'S Music Makers locate at Club Lido, Camden, N. J. . . . RUTH HALE and Her Two Lads and a Lassie move to the Music Bar, Norristown, Pa. . . . JOE RITCHIE'S unit carries on at Red Fox Tavern, South Merchantville, N. J. . . . FLORA WELLS brings her piano to Philly's Copacabana. . . . ROLLIC-AIRES now at Casino Cafe, Gloucester, N. J. . . . TOMMY DARRO'S unit at Hilltop Inn, Hainesport, N. J. . . . RALPH EDEN at the solovox at Brown's

Log Cabin, Pennsauken, N. J. . . . PAUL MALLORY, after months at Philly's Tahiti Bar, takes his piano to Atlantic City's Continental Cafe. . . . JULIE HOLDEN and her trio new at New Plaza Restaurant, Easton, Pa. . . . BILL SIMMERS at the organ console in the Marquis Room of the Hotel Lafayette, Easton, Pa. . . . THE THREE SUNS back at the Circus Bar, N. Y., Monday (31), after vacation. To make six Soundies, including *Twilight Time*, a The Suns original.

BILLY BUSWELL returns to Grosse's Restaurant, Cleveland, for unlimited stand and gets an a-sirer via Blue. . . . MILT PAGE at Jeninson's Pavilion, Point Pleasant, N. J., until September 5. . . . PHIL OSTROFF at Troika, Washington, indefinitely. . . . MISCHA RAGINSKY current at Brighton Hotel, Atlantic City. . . . JOE HIMBREE at Belvedere Hotel, New York, August 12. . . . SPORN and DUKOFF replace Betty Sharp at the Great Northern Hotel, New York. . . . ZIG and VIV BAKER DUO in its 17th week at Hotel Buffalo, Buffalo. . . . HOPE and GENE RAYMOND at Crystal Cocktail Lounge, Troy, N. Y., for a reported \$200-a-week deal. . . . BELA LUBLOV still at the Ritz Carlton, New York. . . . BILLY (See OFF THE CUFF on opposite page)

Jack Alexander Opens Two New Cocktaileries

PHILADELPHIA, July 29.—Jack Alexander, who operated the Hotel Majestic Musical Bar until a fire gutted the rendezvous earlier in the year, returns to the cocktaileries with two rooms—one here and the other in Atlantic City.

He unshuttered his Chez Cherie this week, with Eddie Rold, formerly managing the hotel room, at the helm, with Art Dudley and his trio for the musical fare. In Atlantic City, it's Jack Alexander's Continental Room on the Boardwalk, with an entertainment menu that takes in the Four Ginger Snaps, Ted Oliver's Trio, with Francine Daye and Pearl Williams's piano.

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

S Sweetheart of Piano and Song AUDREY THOMAS Detroit, Mich.

S "Comedy Bombshell of Song" MARIA LOPEZ Miami, Fla.

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

S THE STEWART TRIO featuring BETTY STEWART America's Foremost Girl Vibraphone Artist Portland, Maine

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

Public Wants Fun And Spots Discover They'll Pay 20% Tax

(Continued from opposite page)
looms, the percenters are walking around with rose colored glasses and Cheshire-like grins—business is not only good now but, according to a trade survey, looks terrific for the fall.

April Jobless Work Again
Cocktail units that lost it all on All Fools' Day are again in demand. Part of this the trade attributes to the USO. A number of combos thrown out of work when the tax hit got them sitting around waiting for agents to find them jobs. They went USO-ward. Result is that the recent trend toward price cutting of good, small units has again come up against the law of supply and demand. Good units around are getting their prices, and ops, who wouldn't spend real dough until they saw which way the cat jumped, are again interested and putting up for the kitty, too.

In New York, Ben Harriman's Aquarium and Metropole are doing almost as well now as they did last summer when there wasn't any tax. Grosses, Harriman explains, are bigger than last years. But net is off. Higher talent costs are partially responsible, but the 20 per cent bite also is at fault. Last year's \$10 check would give an op a tax-less take of \$9.50. Today the same tab leaves less than \$8 that stick. Yet, Harriman, in common with most lounge ops is planning on spending some heavy sugar for his after-Labor Day operations. Right now he's angling for Raymond Scott, Bobby Hackett and Eddie Condon. Such units don't come cheap, but Harriman believes that to make money you have to spend it.

Carriage Trade Pays Tax
The Madison Hotel, a carriage trade lounge, dropped all taxable talent when the That Day arrived. But management looked around and decided that customers would go for the bite. So spot is putting afternoon dancing back again nosing around for a four-piece unit that can make with the society stuff for patrons.

One of the exceptions to the let-spend-more-money-this-fall plan is the Copa bar. Before the tax went into effect Monte Proser's talent bill ran to about \$2,100 a week. Today it's about \$750. Spot admits that there is a chance that vocalizing may come back there before Christmas. But with current breakage tax ills hanging over Proser's plant there is no inclination to discuss future plans.

Splitting Tax Helps
Over in New Jersey the Colonial Inn, Paterson, finds biz better now, but it attributes this to the absorption of half of the 20 per cent tax. Entertainment here is now limited to the grill from where music is piped into the dining room. In the fall spot expects to buy a small unit which will do the dance stuff for dining-room customers. Current talent costs at the Colonial run to about \$400. Before April 1 this item cost about \$500. With the new plan spot expects to spend about \$700.

The Music Box, Paterson, also is increasing its talent budget. Last year this item amounted to only \$75. Current bill comes to about \$300. Spot is planning to open a new room in the immediate future, priorities permitting, and says it will go as high as \$800 to get the attractions it wants.

8G a Week for Talent
Back in New York, Rogers Corners says business dropped off in common with other local spots. But the 20 per cent tax gave it a hypo that looks nice in the cash register tallies. Last year Joe Rogers spent about \$8,000 a week for talent. With the new tax in effect, Rogers is still spending the same amount.

Up in Albany Don Fine's Town House began operating in December. From the onset biz was good and got better. With April 1 things slowed down to a walk and spot threw out all taxable talent. With July 1 and the 20 per cent tax, Fine brought acts back and absorbed half of the tax. Before the 30 per cent bite the Town House spent about \$400 for talent. Right now its spending about \$450. For the fall spot expects to up its act budget to close to \$1,000.

Trade admits that planning for the fall is at best a moot question. An operator if properly approached and shown a different act will spend. But if some of

Heed Waiters' Wail; House Gets New Ork

NEW YORK, July 29.—It's no longer a question of pleasing the payees only, as far as hotel bands are concerned. One leader last week noted that the ones who really beefed louder than the hotel management if the band laid an egg were the waiters. No biz, no tips equals beefs.

When the 30 per cent tax killed biz in many places, leaders found out that ork replacements were almost demanded by waiters who were waiting on five and 10 customers at dinner. They wanted action, that is a change of band, or else they would walk, and, consequently, management heeded not only the empty tables but the yelps of the men with the trays.

Two New Philly Clubs Talked for Fall Season

PHILADELPHIA, July 29.—Evergreen Farms, swank supper club in the outlying sector of the city which darkened when gasoline rationing first set in, promises to come to life next season. Nitery purchased last week by Gottlob Koenig, newcomer to the after-dark field, for a reported \$18,000.

Reports also current in local nitery lanes that the operators of Club Harlem, hot spot in Atlantic City, also plan to augment the nitery scene. Reports have it that the resort ops are hankering for a wintertime spot here for their Harlem revues. Town has been without a Grade A Harlem nitery for many years.

Salt Lake Club to Open After Fire Loss Repair

SALT LAKE CITY, July 29.—The La-Conga Club, downtown nitery, closed following after-hours fire. Loss limited to about \$2,000, but necessitated closing spot for redecorating.

La-Conga, opened under present management day destructive 30 per cent tax went into effect, survived tax and has been playing to better than good summer business. Club will reopen when repairs are complete.

Westwood Gardens Ork Shell Burned

DETROIT, July 29.—Ork shell at Westwood Gardens, one-time major outdoor dance spot, was destroyed by fire Tuesday (18). Origin was a grass fire on near-by property.

The 100-foot shell and dressing rooms were destroyed. Westwood, closed past two seasons, was formerly a big-time dance spot using name bands. The large dance floor was not seriously damaged.

Two-a-Day Mexican Vaude; 4 Acts Bike to 5 Houses

MEXICO CITY, July 29.—Five theaters in Tampico doing Sunday vaudeville are using same four acts twice a day. That means 10 appearances for each act, and the bicycling is hot and heavy to keep things going.

Theaters using vaude are Isabel, Madrid, Margot, Politeama and Tropical. Present bill has Tito Guizar, Jorge Negrete, Paco Miller and Ramon Armengod.

King Cole and Mendez Wax for MacGregor

HOLLYWOOD, July 29.—Two recording dates have been set for C. P. P. MacGregor transcriptions.
King Cole Trio will cut nine tunes, and Nilo Mendez will wax a group.

the cocktail lounges refuse to commit themselves on fall activities, there are a number who see in the coming season a bonanza in which they expect to share. And if spending dollars to bring in the pennies will give them the share they are looking for that is exactly what they intend to do. Shrewd ops have long ago discovered that you can't spend pennies to bring in dollars. You have to spend dollars to get the pennies. For if you get enough of the pennies you're up in the chips again.

OFF THE CUFF

(Continued from opposite page)
YATES current at Syracuse (N. Y.) Hotel.

TWO BEES and a Honey Bee take over at DuMond's, Philly, with Bernice Allen coming in for the piano interludes. . . . EVANS BROWN, who combines magic with music, added to the fare at the Surf Room of the Wildwood (N. J.) Manor Hotel, where the Three Aces and a Queen hold forth. . . . BILL DAVIES pounding the piano at Eddie Mitchell's, Philly. . . . THE RHYTHM BOYS bow at Russel's Circular Bar, Atlantic City. . . . JIMMY GOLDEN and his trio get the call at Nat Segal's Down Beat, Philadelphia. . . . HILDE SIMMONS, closing her pianology at the Martinique, Wildwood, N. J., moves to the Primrose Country Club, Newport, Ky. . . . PAUL MARTIN'S TRIO added at The Cove, Philly.

BILL BENNETT takes over the piano spot at Philadelphia's Tahiti Bar. . . . JESS ALTMILLER TRIO alternating with Jack Corlies at the piano, now at the Casablanca, Merchantville, N. J. . . . ARTHUR DAVIS TRIO take over at the Swan Club, Philadelphia. . . . BEN TRACY at the piano and Ruth Webb for the songs set at Chorney's new 177 Bar, Atlantic City. . . . BARNEY ZEEMAN has bought the property housing his Forrest Bar, Philadelphia, for 16 grand.

4-F Band Doubles On War Plant Jobs

MINNEAPOLIS, July 29.—Bud Strawn is one ork leader who doesn't have to worry about the draft hitting his combo.

Into its third season at Excelsior Park ballroom, all male members of Strawn's 11-piece ork hold down defense jobs during the week, playing dance dates only on Friday and Saturday nights. Then, in addition, the band is made up entirely of 4-Fs. Every member of the group is so rated by his draft board.

That is, everyone except Kay Hughs, late of the late Herbie Kay ork, who came to the University of Minnesota to study and joined the Strawn ork as canary.

For Strawn the week-ends are 24-hour days. He works all day at his war job, directs the band nights and then goes home to walk the floor with the Strawn new-born.

Return Date for Cummins At Last Frontier, Las Vegas

LAS VEGAS, Nev., July 29.—Bernie Cummins ork pulled so well at the Ramona Room of the Hotel Last Frontier that Maxine Lewis has inked the band for a return engagement in March.

Cummins bows out after 12 weeks September 21, with Kerton Hauch and ork taking over. Jimmy Joy opens about January 19, with Cummins following.

All bookings are for 12 weeks with options.

Sonny James To Reorg

NEW YORK, July 29.—Sonny James, ork leader who has been out of the army for about a year, is reorganizing his band. New combo will be 14 men, with James just fronting, not playing guitar as he did before going into service about two years ago. Lad has been in war plant since getting out, but has received an okay to front a band again. Possibility that he'll be under William Morris or MCA guidance, altho hasn't signed with either as yet.

Band will probably play Boston around August 1, then go into a New York ballroom for 10 weeks. Prior to service, James played Rialto Ballroom here and other spots in the East. He's the owner of James's Saltwater Taffy firm. Pop bankrolls the outfit.

Legiter Goes Vaude

HARTFORD, Conn., July 29.—Dow's Theater, located at the former Leiberman's Proven Pix spot, blinked out the lights after two weeks of legit summer stageshows and a redecoration expenditure of \$50,000.

Owner Al Dow this week announced spot will reopen in August with a brief flur in vaude preceding fall stage attractions.

. . . RUSS TAYLOR at the piano at Bishop's Savoy Bar, Atlantic City. . . . GENE CEDRIC returns his unit to Philly at Lou's Germantown Bar. . . . BILL JACKSON'S piano, Lil Sullivan's accordion and Kay Kyle's songs set at Buddy's Cafe, Atlantic City. . . . BILL BRADWAY'S HAWAIIAN TRIO located at Turkey Ranch, Pleasantville, N. J.

Chicago:

MELBA ALLEN, sepi pianist, booked into the Chatterbox. . . . DAVE LACEY (3) has drawn a 10-week holdover at the 1111 Club. . . . LEON CHESS playing piano at Beverly Lounge. . . . JACK HALL TRIO at Zebra Lounge. . . . NIGHTHAWKS (4) appearing at Edgewater Beach Hotel. . . . SAM BARI and His Men of Rhythm at the Tropic. . . . CHUCK WRIGHT, piano and solovox, may be heard at the Airliner.

Here and There:

BILL AKIN'S cocktail unit at Hotel Indiana, Fort Wayne, Ind., has added Joe Roberts, bass and vocalist. Combo is in 23rd week there.

AL RUSSELL, pianist at the Club Lido, South Bend, Ind., has formed a three-piece unit. . . . MADONNA MARTIN, piano, currently at the Circle Club, East Dubuque, Ill. . . . CLARENCE BROWNING, pianist, playing at Knobby Lobby, Racine, Wis. . . . BOB MOORE, piano, is at the Eastown, Milwaukee. . . . BILL MUFF is playing the piano at the Wind-up, Milwaukee. . . . JERRY NADER (6) inked for the Silver Moon, Alexandria, La. . . . DAVE HAMILTON and His Royalists with Minto Vaughn opened at Andy's, Minneapolis. . . . HICKORY NUTS drew another holdover at the Schroeder Hotel, Milwaukee. . . . DIC-DOC TRIO are at the Duluth Hotel, Duluth. . . . JERRY MURRAY, pianist, at the Red Room, Milwaukee. . . . THE CHARMEN-ELLA TRIO has been booked into the Germania Club, Freeport, Ill.

NAT JAFFE, pianist, is now playing the Graymoor Hotel, Portland, Me.

BABE RHODES has returned to Vogue Terrace, Pittsburgh, for a couple of weeks. . . . MARTY SCHRAMM'S Kings of Melody, with Janie Knight, vocalist, current at Club Brazil, Houston, Pa. Ben Anderson's Vocalaires play between dances. . . . THE TRELON, Pittsburgh, is featuring Bova and Black, Maxine, Star and the Two Marlows. Tommy McFarland is the singing emcee, with music by Piccolo Pete. . . . SEVENTH AVENUE HOTEL, Pittsburgh, has DALE HARKNESS on the piano and Linda Johnston at the organ. . . . DON METZ'S Casino, Pittsburgh, is presenting the Three Canadian toppers, Leslie, Frances and Irene, dancers; Carl and Arlene, comedy acrobats; Gary Gray, comedian, and Dale Sommers, singing emcee.

JACK WADDELL (4) held over till Labor Day at Whitcomb Hotel, St. Joe, Mich. . . . THE ESQUIRES (13) have drawn a holdover at Arcade Club, Sioux Falls, S. D. . . . BOB AND SUE FORTSYTHE, song-piano team, opened at the Studio Lounge, Galveston. . . . DUSTY BROOKS and His Four Tones held over at Hi-de-ho Club, Los Angeles.

FOUR CLEFS appearing at Melody Club, Peoria, Ill. . . . "SLATZ" HOUSEMAN TRIO at Hollywood Stage Lounge, Rochester, Minn. . . . CAPTIVATORS are at Babe's Restaurant, Des Moines. . . . HOWARD LE ROY (5) may be heard at Lakeside Club, Decatur, Ill. . . . PAUL REIMAN, piano, currently at Circle Bar, Kankakee, Ill.

FOUR BARONS held over four weeks at Town House, Reno, Nev. . . . JEAN BARGY, pianist, into the London Chop House, Detroit. . . . RONALD RICCO, sepi pianist, currently at Hotel Wisconsin, Milwaukee. . . . THREE SWINGING STRINGS will appear in the same spot starting August 7. . . . MUSIC MASTERS drew an eight-week holdover at Bamboo Room, Kenosha, Wis. . . . JACK GARDNER has disbanded his combo and is now appearing as a single at the Minnesotan Hotel, Minneapolis.

"SMITTY"

His Slides and Songs
Currently appearing Park Central Hotel
Royal Palm Room

Management:
Columbia Entertainment Bureau
1697 Broadway New York City

Magic

By Bill Sachs

THE AMAZING MR. BALLANTINE (Carl Sharpe) postals that during his New York Paramount run last week he had a number of magical visitors, including Vantine and Cazan and Kismet, all of them just returned from overseas duty with USO. "Saw Kolma at Leon & Eddie's," scribbles The Amazing, "and enjoyed his Chinese (?) act a lot. Don't do a trick in my act, but the real stuff is the basis for the phony." . . . ED RENO, that grand old man of magic, is at St. Mary Hospital, Kankakee, Ill., recovering from an operation for varicose veins. A cheery note from friends would delight him. . . . EVANS BROWN is winding up a two-weeker in the Surf Room of Wildwood Manor, Wildwood, N. J., with his music and magic. . . . MILBOURNE CHRISTOPHER V-mails under date of July 14: "Back on the Continent again, this time as the first American magician to hocus-pocus in liberated France. Still carrying my zippered briefcase of props along with the usual G.I. equipment." . . . PAUL STADELMAN, who recently started out of Chicago with a USO unit, was called to his home in Hopkinsville, Ky., from Nebraska due to the death of his wife, who was buried in Hopkinsville July 24. Stadelman rejoins his USO unit in Dallas this week. . . . ROSA ZINDRA, mentalist, is with Harry Lewiston's World's Fair Side Show, set for the season at Edgewater Park, Detroit. . . . LITTLE JOHNNY JONES, Chi conjurer, postals from somewhere in Australia under date of July 10, his birthday: "Had a nice visit last week with Les Levant, but bookings prevented a real magic session. Met Swoger, of Pittsburgh, who is known as 'Whoofie Dust' by his buddies here." Jones is Down Under with a USO unit. . . . BECKMAN, Montreal mystic, opened Monday (31) at the Silver Ball, Utica, N. Y., for a two-weeker. . . . DR. GIOVANNI, "king of pickpockets," is on a return engagement at the Bowery, Detroit. . . . LESTER LAKE (Marvello) says "Nuts to You Guys" via a coconut addressed to this scribbler and Alvin Plough, our co-worker and Ciney magic enthusiast, from Miami Beach, Fla., where Lake is regaining his figure by chasing those well-filled bathing suits over the sands.

The G. F. Shifts And Reasoning

(Continued from page 3)

It once catches the listener with Fanny Brice, he'll stay around to hear the rest of the skein. The comparable time on NBC, which offers *Gildersleeve*, Benny, *Fitch* and Charlie McCarthy, has plenty on the ratings, they admit, but they feel that their shows can compete with them. This is predicted not only on the Brice pull but on the fact that the CBS 6 o'clock show will be International Silver's *Theater of the Air*, which bucks NBC's *Catholic Hour*.

Dough Saved

Even if some Brice listeners are lost to *Gildersleeve*, some of Kate's listeners to Benny and *Fitch* and some of *Blondie's* to Charlie McCarthy, Carlos Franco, Y & R time-buyer who handled the deals, says that it will still be a profitable arrangement. By buying two one-hour segments rather than half-hour shots, the sponsor saves \$2,000. The cost of a half-hour is \$6,000 on CBS, an hour is \$10,000. If some loss does result from the tough competition, it will be more than compensated for by the money saved thru buying time in large blocs.

Clearing the time for the Sunday switches was simply a case, the agency said, of General Foods, a top buyer of time, seeing what it wanted and taking it. The trade points to the fact that most of the time cleared belonged to Y & R accounts and that helped considerably.

One of the products that the sponsor is getting set to plug extensively now and after the war is Bird's-Eye frozen food. Until the summer, Bird's-Eye had one show on the air, the Dinah Shore Thursday night 9:30-10 program on CBS. Bucking CBS on Thursdays was an all-star NBC line-up, from 7:30 to 10:30, of Bob Burns, Frank Morgan-Fanny Brice, the *Aldrich Family*, Bing Crosby, Joan Davis-Jack Haley and Abbott and Costello. That was a three-hour skein that held listeners without dialing. The logical move, according to Y & R was to take the *Aldrich Family*, a show that has proven it can stand on its own feet on any net or day of the week, and switch it. (It moves to CBS, September 1). That leaves the 8:30-9 slot open and in slips Dinah Shore (October 5) with a strong set-up to ride with. Preceding her on NBC is Frank Morgan, minus Fanny Brice, and General Foods has another \$1,000 saved thru full hour buying. Into Dinah Shore's time went (July 6) *Corliss Archer*, squeezed out of the Sunday spot by Kate Smith.

The Friday night shenanigans follow the same pattern of shift and fill-in. Into the NBC spot at 8:30, being held down for summer by the *Thin Man* and previously occupied by the *All-Time Hit Parade*, goes *Duffy's Tavern*, moved from the Blue. One of the reasons for the *Duffy* move was a provision in Ed Gardner's contract which said he would get first crack at available time on the Red or CBS. Gardner, according to the agency, wants to travel in bigger company than he felt he had on the Blue.

The *Thin Man*, Franco says, has had a good rating on its 10:30 CBS Sunday night time but it wasn't hitting the top slot in the East, user of 44 per cent of the breakfast cereals hour. The solution was to shift it to the first half hour of Kate Smith's old time (8-8:55 CBS) where it can hit the East, the Midwest and the Coast effectively. *We, the People* got the *Thin Man's* old spot, June 18, after being lifted out of its Sunday time. *Wrigley's America in the Air*, out of its Sunday slot, too, goes to Saturday, 7:30, CBS, replacing *Thanks to the Yanks*.

The trade says that it all adds up to some of the smartest and most experimental time swapping ever undertaken by an agency and its client. Only a powerful org like G. F. could have done it, they say, and they add that only a smart time-buyer like Carlos Franco could have put it over.

Everyone's happy except the boys who were forced out and the two junior nets, neither of which got a slice of the pie.

G. F. Buys a Strip

NEW YORK, July 29.—General Foods, effective October 2, takes over sponsorship of the Blue's sustaining strip show, *Hop Harrigan* (4:45-5 across the board). Young and Rubicam naturally is the agency.

Burlesque Notes

By Uno

FRANK BRYAN, operator of the Casino, Boston, has taken over Jacques Theater, Waterbury, Conn., and the Colonial, Utica, N. Y., as a start for a new burly circuit of his own. Shows at all three houses will alternate, Abe Ford, of Boston, will book. Bryan was in town last week after principals and chorines.

. . . MARY (BURNS) AND JACK SUTTER, ex-burlesquers, entertained Felise Ridgeway, secretary of the RKO-Jefferson Theater, on her recent vacation at their Hampton Bays, L. I., home. . . . SGT. NED WELSH forwards another V-letter, this one from France. . . . ART GARDNER, comic, one of the first to sign to the Hirst Circuit. . . . PALMER COTE back from overseas, where he managed and entertained with a USO unit. Due to go over again in a few weeks. . . . CRYSTAL AMES, who with Arlen Stewart, another former strip-teaser, operate a gift shop at Art Lewis's Seaside Park, Virginia Beach, Va., is mourning the disappearance of Stripper, her Boston terrier pet. Gift shop also features Roxanne as chief saleslady.

HAL WEBER and Jack Diamond are the comics in the current stock cast at the Republic, Ocean View Park, Norfolk. Other principals are Charlie Harris, Zorita, Chet Atland, Frankie Faye and Lynnie, Ethel DeVeaux, Leah Wakefield, Peggy Woods and Ned Crane, who doubles as stage manager. Producer is Dottie Edwards. There are 14 girls in line. It is the 19th successful week for the L. & C. Amusement Corporation, of which Maurice Costello is president and general manager; Charles Lewis, secretary and treasurer, and Arlen Costello, vice-president. . . . RAY SYRACUSE now backstage chief for *Searching Wind* play at the Fulton. . . . BELLE SLOAN, a Paul Lester booking, is featured emcee at the Aloha nitery, Brooklyn. . . . CAROL LORD negotiating for the lease and operation of the Arabian Nights bistro in the '50s. . . . JOSEPH C. BRADLEY, former manager of the Lyric until the Brandt Bros. took possession, is now similarly associated with Embassy News Reelers between 46th and 72d streets. . . . ABE FORD, Boston booker of burly talent, vacationed here last week.

Pubs' Nebraska Suit Decision Looks Good

NEW YORK, July 29.—Decision of the infringement suit against hotel and tavern keepers in Omaha brought by Shapiro-Bernstein and Witmark Music Corporation a year ago is expected within a short time. The final briefs by lawyers of the two music firms were filed the past week, and a decision is expected from Federal Judge Reihard. S-B brought seven suits and Witmark eight against the Paxton Hotel, Fontanelle Hotel and Peony Park dance hall, Omaha, for payments on usage of their music.

Nebraska is (according to ASCAP) the only State from which ASCAP doesn't collect performing royalties for the Society's members, but instead has turned back the Nebraska rights to the individual publishers. Shapiro-Bernstein and Witmark, in test cases which started a year ago, brought the infringement suit against the hotels and dance hall in an effort to collect performing royalties for their music used in the places named as defendants.

Result of the suit, which is expected to come down in favor of the music publishers, is figured to set up a precedent by which other publishers will have no trouble collecting performing royalties on music performed in Nebraska, even going to the point where the statute might be changed to bring the State into ASCAP's fold.

AGMA Tags Torre Unfair

NEW YORK, July 29.—American Guild of Musical Artists' board of governors has placed Francis C. Torre and the Star Opera Company on the org's unfair list. Action automatically prohibits AGMA members from accepting employment from Torre, the opera company or any other enterprise operated or managed by Torre.

Slicks Invite Flack Material

(Continued from page 5)

and even the love story and confession pubs are loosening up with radio-posed pix.

Words in the Hills

All the major nets agree that there's space in the magazine hills, plenty of it, but not all agree why they're getting the manna from heaven. To one, it was little more than an act of God, but more hep boys give reasons.

Most often mentioned theory was that radio personalities have come of age. Instead of being disembodied voices in a far off room, improved scripts, promotion and public relations have made even the run-of-the-mill guy living, breathing, human. That situation has existed before, they agree, but only for top personalities like *Amos 'n Andy*, Ed Wynn (*The Fire Chief*) and *Major Bowes*. The upper brackets always got space. Today, the name doesn't have to be big to get into mags like *Redbook*, *American*, *Cosmopolitan*, *Coronet*, *Reader's Digest* and a host of other monthlies as well as the weeklies. Once the personality becomes fixed in the listener's mind, these flacks say, the man at the dial wants to know whether he wears the top or the bottom of his pajamas in bed, how he brushes his teeth, and all the personal things that can go into a good fan piece. This holds true for the commentators, too, who are now accepted as authorities by the listeners.

A second theory offered, says that tele is the opening wedge, a case where the baby industry is pulling the parent along. They approach it this way:

Companies like DuMont and B. & K. started live broadcasting. Newspaper comment began to fly, the public wanted to know more about video. At first, pic outfits like *Look*, *Life*, *Click* and *Parade* gave it to them. Then the slicks moved in and there was hardly a magazine in the country that didn't run a tele article. Once they got into it and discovered that it was no ogre, out to take away their advertising bread and butter, and once they realized that readers interested in video would go for radio, too, they opened up. Another stimulant to the change is the fact that at least two magazines, *American* and *Look* have produced their own tele shows using GE facilities. And the video now-perfectionist battle was no deterrent either.

New Mags Radio Pitch

Another theory that bodes well for radio has it that the new magazines are using their interest in the airways as a proof to agencies and readers that they are progressive. When *Argosy* went slick, its promotion said that it would devote 50 per cent of its space to radio and video. That radio-mindedness, they said, was their way of proving that they were on their toes. And *Reader's Scope*, a new digest reported to be very progressive in its policies, had three radio pieces in its last issue. Among them was a complete reprint of Norman Corwin's *Untitled* script. Script reprints, according to one flack, will be a regular feature of the magazine.

Free Mag Publicity

A final theory was advanced by a publicity man who likes to look at things thru a pair of long green glasses. He says that the biggest reason why there is more space is the fact that, for one issue at least, a mag running a radio story gets, strictly for free, the services of a net press department. And web flackery, he says, is more generally accepted around the country than magazine praise agency. The same cold hearted guy feels that there is a shortage of good copy because of the war. As a result, mags are turning every which way for stuff. And radio can supply it.

Yet, no matter why it's all come about, the fact remains that the space is there, and it's being filled.

B-VH and B&H Into MPPA

NEW YORK, July 29.—First meeting in some time of the board of directors of Music Publishers' Protective Association was held last week. Burke-VanHeusen Music and Brown & Henderson Music were admitted as members. B-VH was recently admitted to ASCAP. Brown-Henderson just returned to the publishing biz a couple of weeks ago.

COSTUMES
Rented, Sold or Made to Order for all occasions.
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BOSTON, MASS.

THE FINAL CURTAIN

BANKS—Dr. Charles O., organist and composer, 48, in Adelphia Hospital, Hospital, Brooklyn, July 21. He was a member of ASCAP and the American Guild of Organists. Survived by his widow, Mrs. Edna Salomon Banks; a daughter, Educha, and a brother, Frank E. Banks.

BARTLETT—Mrs. Katherine Trenholm, 45, radio columnist, in Staten Island Hospital, New Brighton, Staten Island, N. Y., July 23. From 1919 to 1932 she was radio columnist for *The New York Sun* under the name of K. Trenholm. Survived by husband, Col. Geoffrey Bartlett; a son, Trenholm; her mother, Mrs. Kate Trenholm Abrams, and a brother, Maddox Trenholm.

BEST—Monica, organist, recently in Detroit after protracted illness. In recent seasons she was at Edgewater Park Roller Rink, Detroit, until illness forced her hospitalization in April. She was also formerly at Madison Gardens Rink and theaters in Detroit. Survived by two children.

CARNEY—J. F., amusement promoter, at his home in Lowell, Mass., July 21. Survived by his widow, Ethel F.; four daughters, Mrs. Frank E. Carey, Arlington, Va.; Mrs. Mary Quinn, Mrs. Walter Jones, and Gladys Carney of the WAVES; two sons, John F. Jr., army, and Raymond of Lowell; six grandchildren; two brothers, James J., Newark, N. J., and Edward L., and a sister, Mrs. Warren P. Rlordan, Lowell.

CASWELL—W. A., 78, former drummer at Shea's and Royal Alexander theater orks, Toronto, and the Kitties Band there, July 9 in that city. Survived by his son, Elmer Cleve, vaude musician, and a sister, Mrs. Stevenson, Gulph, Ont. Interment in Necropolis Cemetery, Toronto.

CASELL—Mrs. Gertrude, 28, radio actress and script writer at Philadelphia stations, killed when she stepped in front of a train in that city July 20. Her husband, Lester, survives.

DOSS—Ethel, 16, July 25 at Bloomington, Ill., of a gunshot wound. She was the daughter of Bert and Agnes Doss, former circus aerialists. In addition to her parents she leaves a sister, Jeanice.

FAIRBANKS—Richard M., 60, president of Station WIBC, at his home in Indianapolis, Ind., July 26.

FLEMING—Harold (Sonny), 17, killed in training at Naval Air Training Center, Norman, Okla., July 23. He was the son of Doug Fleming, comedian, of the act, Dot and Doug Fleming, and Sarilda, Cleveland theatrical costumer. Also survived by a brother, Douglas Jr., navy air corps, and a sister, Marie Uhren, Cleveland. Interment in Cleveland.

GERRY—David M., former dance band leader and director of Repasz and Imperial Tetques bands, in Knoxville July 26, where was employed by Stone & Webster engineering firm. He promoted Williamsport, Pa., engagements for James Strates, Johnny J. Jones, Frank West and other shows. Survived by his widow, Anna, and a son, Eldredge in the armed service. Services and interment in Williamsport, his home city.

GWYTHYR—Geoffrey M., 51, actor, in Bryn Mawr Hospital, New York, July 25. In 1934 he was manager of the Comedy Theater, London, and produced *The Private Road*. He also composed music for several shows.

HALL—Robert V., former circus bandman, at his home in Fond du Lac, Wis., July 21. He did a one-man-band act and at one time had a dog and pony circus on the road. Survived by a son, Pfc. Ray V., Oshkosh, Wis., now with the marines. Service at Candish Chapel, with interment in Estabrooke Cemetery, Fond du Lac, July 24.

HOUSER—Emma, wife of Pearly Houser, canvasman on the Barnum & Bailey, Downey, Cole Bros., and Barnes Shows during the past 35 years, at her home in Columbus, O., July 10. Interment in Waverly, O.

HOUBE—Mrs. William C., concessionaire with hot waffles at fairs throughout Ohio, at her home in Cincinnati July 5 following a lengthy illness. Survived by her husband and a daughter, Mrs. Victor Stephenson, both of Cincinnati, and a son, Lieut. William C. Hoube, transport pilot now in England.

JOHN—Thomas W., paperman and wild life exhibitor, in Outwood (Ky.) Government Hospital July 25. Interment in Murphysboro, Ill., his home city.

JONES—Robert H., 36, carnival operator, following a heart attack at Roanoke, Va., May 31. Survived by his widow, Patsy, with Pepper's All-State Shows. Services from Kenners Funeral

Home, Roanoke, with interment in Memorial Hill Cemetery, Dalton, Ga.

KINTZING—Frank T., 72, theatrical agent, in Lynwood Nursing Home, New York, after a two-year illness. Began his career in managerial field with the Herald Square Opera Company and later went with Richard Herndon, who presented plays in Belmont Theater, New York. During the first World War he was connected with the American tours of European attractions, such as the Paris Symphony Orchestra, the French Army Band, the Diaghileff Ballet Russe and the Symphony Orchestra of the Royal Academy of Saint Cecilia. More recently he had been associated with Laura Recktenwalt in the management of Coast-to-Coast tours of the Manhattan Opera Company. A Mason and an Elk, Kintzing also belonged to the Association of Theatrical Agent and Managers and National Variety Artists. Surviving are a sister, Mae, and a brother, R. C. Kintzing.



ABNER K. KLINE

August 3, 1942

In Loving Memory

VIRGINIA

KUHLMAN—William J. (Bill), 60, president of the Aurora Amusement Company, which operates Geauga Lake Park amusement resort, between Cleveland and Akron, was killed when an automobile struck his car in Maple Heights, near Cleveland, while he was en route to his home in Geauga Lake, O., July 26. He was pronounced dead on arrival at Bedford Hospital, Cleveland. He developed Geauga Lake Park from an apple orchard, with a ballroom as the first unit in the recreation site opened in 1920. A Roller Coaster was added five years later, and from then on there were additions to equipment that made it one of the leading play spots in Northern Ohio. Survived by three sisters, Mrs. Anna Cross, who resides at the park; Mrs. Hattie Schryer, Cleveland, and Mrs. Elizabeth Gray, California, and a niece, Mrs. Harvey Schryer, who will be the active director of the park.

IN MEMORY OF
PAUL LORENZO
"Gone But Not Forgotten"
VICKI LORENZO

MCCARTY—Barclay V., MGM publicity staffer, 43, at Fifth Avenue Hospital, New York, July 24. Started publicity career with Warner Bros., then went into legit publicity. He was associated with *Life With Father*, *Three Men on a Horse*, *Brother Rat* and *The Boys From Syracuse*. Was a member of the Association of Theater Managers and Agents, and of the Lambs' and Players' clubs. Survived by his widow, Mrs. Virginia Cotler McCarty, and his mother, Mrs. Barclay McCarty.

MCCARTY—Charles, 63, musician and author, in Hollywood July 24. An actor in his early days, McNell later played the tenor banjo with Isham Jones's orchestra in Chicago. He wrote several books of instruction on stringed instru-

ments. Survived by his widow, Mrs. Myrtle McNeil. Services at Little Church of the Flowers, Glendale, Calif., July 26.

MITCHELL—Prof. Roy, 60, drama teacher, at his home in Canaan, Conn., July 27. He was in charge of experimental dramatic work in the College of Fine Arts of New York University and author of several books on the theater. At one time was director of the Greenwich Village Theater, New York. Survived by his widow, Mrs. Jocelyn Taylor Mitchell; two brothers, Aubrey and Guy, and a sister, Mrs. Elton Johnson.

MITCHELL—Robert Roy, 64, former singer, July 15 at Atlantic City Hospital after a short illness. He was formerly with the Boston Symphony Orchestra. There are no survivors. Services in Atlantic City, with interment in Greenmount Cemetery, Hammonton, N. J., July 18.

MORGAN—William B., 20 Century-Fox rep, 39, in New York Hospital, New York, of cerebral tumor July 23. He was the film company's home office rep supervising Spain, Portugal and North Africa. Went to 20th Century-Fox in 1937 as assistant to the European manager and later that year became managing director of France. In 1943 he was appointed to the position he held until his death. Survived by his widow, the former Louise Sureth, and his mother, Mrs. John Lavender.

REUBEN—Carmen, soprano, in Columbia-Presbyterian Medical Center, New York, July 26. Her last concert appearance was in Times Hall, New York, March 15, this year. Survived by husband, Paul Schumm; mother, Mrs. Rose Reuben, and a sister, Mrs. Ouida Meyer.

SCHNEIDER—Charles T., 82, theatrical costumer, in New York July 24. His concern, the Schneider-Anderson Company, costumed many of the successful extravaganzas of the '20s. Funeral in Elmhurst, L. I., N. Y. Survived by a son, Col. Frank V. Schneider, overseas.

HERBERT AND BLANCHE VICTORIA
(Smith)
Mourn the loss of their loving son
RAYMOND
Age 19 Years
Who died of wounds he received June the 9th
in Normandy Invasion while serving with
the British Glider Troops.

STADELMAN—Mrs. Beulah Boxley, 36, wife of Paul Stadelman, magician and ventriloquist, now with a USO unit, following a long illness at the home of her mother, Mrs. P. W. Boxley, Hopkinsville, Ky., July 21. In addition to her husband and mother, she is survived by two sons, Paul Howard and Pfc. Robert; and three sisters, and two brothers. Services from Wood, Fuqua & Davis Funeral Home, Hopkinsville, July 24, with interment in Riverside Cemetery there.

STEVENS—Frank I. (Pop), former ride foreman with the I. T. Shows, following a three-year illness in Attleboro, Mass., July 23. Survived by his widow, Florence E. Services and interment in Attleboro.

SWING—Alice Mead, 84, mother of Raymond Gram Swing, radio commentator, at Lenox Hill Hospital, New York, July 24. Survived by another son, Herbert Swing.

TONE—Dr. Frank, 75, father of Franchot Tone, film and stage actor, at his home in Niagara Falls, N. Y., July 26. Survived by his widow, the former Gertrude Franchot; two sons, Franchot and Frank J. Tone Jr.

Marriages

BARKER-HAYWARD—Jeffrey Thomas Baker to Susan Hayward in St. Thomas Episcopal Church, Hollywood, July 23. Both are screen stars.

GALLAGHER-PATTERSON—Tommy Gallagher, merchant marine, to Neva Patterson, vocalist with Walter Perner's ork at Hotel Roosevelt, New York, July 2 in New York.

HANNI-HARRINGTON—Samuel Hanni, nonpro, to Mrs. John (Red) Harrington, widow of the operator of the office store for John D. Sheesley, of the

Mighty Sheesley Midway, in Riverside, Calif., June 14.

NEWLIN-JOHNSON—Harold (Buck) Newlin to Margaret Johnson in Macon, Mo., July 23. He is foreman of Chair-o-Plane and she has her own concession with the John McKee Shows.

Births

A son to Mr. and Mrs. Joseph Beaudreau, of the Motordrome personnel on the O. C. Buck Shows, in Utica (N. Y.) Hospital July 24.

A daughter to Mr. and Mrs. Nick Condos in Wilshire Hospital, Los Angeles, July 26. Mother is Martha Raye, stage and screen star, and father is member of Condos Brothers dancers.

A son, Randy William, to Mr. and Mrs. Tex Helman at Macon, Mo., July 18. Parents are concessionaires with John McKee Shows.

A daughter, Juliet, to Mr. and Mrs. Ronald Colman in Cedars of Lebanon Hospital, Los Angeles, July 24. Mother is Benita Hume. Parents are movie stars.

A son to Mr. and Mrs. Johnny Fitzmaurice July 17 in Doctor's Hospital, Philadelphia. Mother, known as Jean Burman, is a dancer with the Jeanettes.

A daughter, Roberta Elaine, to Mr. and Mrs. Murray (Blimp) Blank in New York July 20. Father is trumpet player in Mouse Powell's ork.

UNIONS, EXPERIMENTS

(Continued from page 23)
a b. o. It cannot send out any publicity, written or oral. Legitimate inquiries, however, may be answered. It can use no scenery, no costumes, no props and no lights. Whether or not they must limit their group to members of one or another of the 4 A's is something yet to be worked out, but that is definitely the unions' desire.

In any event, if they do anything on the downstairs stage, the Fact-Finding Committee will be there to see that any concessions they may offer are fulfilled. Last, should Genus put on a play with an eye to a Broadway sale, it shall be stipulated in the bill of sale that the producer will pay to a theatrical charity the conceded difference between full scale union cost which such an experiment would have entailed and what was paid. This might amount to anywhere from \$500 to \$1,500.

Readings Only
It all sums up to the fact that Genus, Inc., can give readings. But if they dabble in regular showbiz they've got to have all the unions, like everybody else.

Some criticism has been brought to bear that the unions don't have their eyes on the organization of the summer theater. A spokesman for the committee insists that they pay little attention to it as long as it stays put in the country. When, however, it moves into a town, where there is actual competition with commercial theater, directly or indirectly, the unions have organized it and intend to keep on doing so.

Equity, of course, is the only union which has taken any really active part in the strawhat picture as a whole. Their activities have been aimed for the most part to protect their members from a pushing around by mushroom barn plants. Very little change has been made in the stock contracts covering A and B companies. But the draft and war conditions have forced a slight loosening of the rules. Where it was formerly necessary for a manager to keep at least six permanent players on the pay roll thru two consecutive bills, in order to come under a stock classification, as of last June 14, an actor can now job in the barns from week to week. Rehearsal time, however, must be paid for.

So from a bird's-eye gander at the whole picture, it doesn't appear that drama experiment is taking much of a union beating. Likely, the Fact-Finding boys will make a mistake now and then, and there will be renewed howls of anguish. But on the whole, it is a practical and fair solution of one of showbiz's major problems. It discourages crack-pot schemes and clamps down on chislers and keeps the professional theater on an even keel.

Naturally, the committee functions only in New York. Equity and ATAM are the only unions in the group which have straight national jurisdiction. Concessions outside of the New York area would have to be acceptable to the local bodies of the other orgs. However, the decisions arrived at by the New York committee are becoming the pattern for the rest of the country.

Dominion Spots Heavy on Uptake

WB Registers One for Book

Sullivan org hitting record results in East—cars limited and help shortage keen

VALLEYFIELD, Que., July 29.—Wallace Bros.' Shows of Canada, playing their 14th week of the season here, have so far had one of their biggest years, said Owner-Manager J. P. (Jimmy) Sullivan. Show opened in Windsor, Ont., in April and showed there five weeks, doing more business than any time within the last five years that openings have been there.

Next spot was Sarnia, Ont., where a synthetic rubber plant employing 5,000 men and women had just been completed. Show went from there to London, Ont., which topped any spot the show had played in years as a still date, with 14,000 paid admissions Saturday night and a Kids' Day with 8,000 youngsters from 10 a.m. until 7 p.m. Chief Knight booked the show for a return date Labor Day week, for the police playground fund, as the location on which the carnival showed is being put into shape for a playground, sponsored by the police department. Route was then St. Thomas, Niagara Falls, Peterboro, Guelph, Brantford and Hamilton, (See Wallace Wins in East on page 34)

WM Featuring Lighting Effects For Fairs Route

BATH, Me., July 29.—With the World of Mirth Shows' fair season just around the corner department heads and crews have been working to put the midway in tip-top shape. Charles Kidder, building superintendent, finished two modernistic fronts for the Gay Tease Follies and Pin-Up Girls Revue.

Dim-outs now being history on the seaboard, Manager Max Linderman ordered relighting of the midway upon its former brilliant scale. J. L. Edwards, chief electrician, and crew have completed added lighting effects and the extra two Diesel plants, carried for emergency but not used last season, are now operating to furnish juice for the (See WM Featuring Lights on page 34)

Aqua Only Fair For CA Stand

MINNEAPOLIS, July 29.—Despite good weather every night except one, Al Wagner's Cavalcade of Amusements had only fair biz in its stand at The Parade in conjunction with fifth annual Minneapolis Aquatennial July 21-30. Show was ready to go July 20 along with the preview of Aqua Follies. Altho publicity set the opening date for July 21, the show attracted 1,500 on Thursday.

Friday night about 2,800 went thru the 20-cent gate. Management looked for a big Saturday after the Aquatennial parade, but as the last floats neared the reviewing stand a downpour drenched 350,000 parade watchers, chasing them to shelter. As a result, attendance Saturday night was away off. By Sunday the lot was put into good shape. Paid attendance was over 6,000, with an estimated \$4,000 on gate, rides and shows. Monday and Tuesday nights had about 2,500 to 3,000 attendance each. Wednesday night was hurt by a torchlight parade thru the loop.

Heading up the Cavalcade here were Al Wagner, owner-manager; Robert L. Loh- (See Minn. Is Fair for CA on page 34)



HERE'S THE BOMBER, "Showfolks," which has been widely exploited by Capt. R. H. (Bobby) Cohn, air corps intelligence officer of the squadron. The Billy Mitchell medium bomber, which has seen plenty of action in the Pacific, is dedicated to the Pacific Coast Showmen's Association, Showmen's League of America and Michigan Showmen's Association, of which Captain Cohn (left) is a member. With him is Lieut. Danny Balzano, New York, 22-year-old pilot, who takes "Showfolks" against Jap installations.

ACA Drive Brings Membership to 109

ROCHESTER, N. Y., July 29.—The membership drive of the American Carnivals' Association, under supervision of President James E. Strates, is proving unusually successful, said General Counsel-Secretary Max Cohen.

He reported that since the 10th annual meeting last December in Chicago, 25 shows have been added to the roster, making total membership of 109. Of the new members about half have affiliated with the ACA since opening of the season. The association is in its 11th year.

Secretary Cohen indicated that he would confer with President Strates in Utica, N. Y., on association activities in an effort to lend further impetus to the campaign.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Nodland, Ind.
July 29, 1944.

Dear Editor:

We have the most exhausted people in the business. It keeps the department heads tired from trying to get the work done. As a matter of fact, the job of trying to keep someone else busy interferes with the foremen's loafing. We have the most tired gal-show performers en route. They won't dance unless the musicians play. The windjammers claim that they are tired of playing when someone should be dancing. The band leader claims that, as tired as he is, he always tells them to play and that if they don't, he has filled his part of the contract.

Imagine our motordrome riders squawking about being tired on big days! How can they get tired? Ain't they riding all day? Had they been pedaling the motorcycles on the straight wall, it would be different. Last week the ticket taker who meanders from horse to horse on the Merry-Go-Round, tried to tell the office that he was all in. Get that one? He, like the drome riders, was riding all day and getting for free what the patrons were paying for. It is just a matter of mixing business with pleasure.

We have electrically operated bellows, electric drills, electric trip-hammers, iron

Wind and Fire Take Property

CINCINNATI, July 29.—A tornado struck the Ozark Shows at Sallisaw, Okla., July 27, blowing down the Ferris Wheel, some other rides and some concessions, with damage of \$5,000 to the uninsured property, according to a wire to The Billboard from J. R. Marsh.

Word from the Lawrence Greater Shows at York, Pa., was that Merry-Go-Round equipment to the value of \$4,000 was destroyed by fire en route from Dover, N. J. A semi caught fire and before the blaze could be extinguished all 36 horses, chariots, top, side-wall, sweeps and quarter poles had gone up in smoke. Iron parts were badly scorched. Organ and scenery was on another truck.

Crafts Far Out Ahead in 1st 26; Bond Drive Big

SACRAMENTO, July 29.—First 26 weeks of this season have had grosses far exceeding those of previous comparative periods for Crafts 20 Big Shows, reported Jack Shell. Only two nights have been affected by rain, and those only partially during February dates near the Mexican border. Operation under present restrictions is still somewhat handicapped, but everyone seems to manage somehow.

One of the season's largest days was chalked in Richmond, Calif., when gates opened to a Sunday matinee crowd which increased hourly until midnight closing. The week was beyond what had been expected because of cool nights at the opening and being predated by four carnivals and two circuses. Among a huge influx of war workers in near-by shipyards and war plants were hundreds of amusement-hungry patrons.

In Vallejo, Calif., under auspices of the Labor Temple, the opening was poor. Show used the AFL ball park, badly located for parking facilities. The weekend brought increased attendance, but not enough to offset the poor gate in the fore part of the week.

Mrs. O. N. Crafts staged a one-woman blitz during the Fifth War Loan drive, (See Crafts Far Out Ahead on page 34)

Class A Loop Ups Frolicland

Saskatoon fair one of best for Conklin—Regina spurts 35 per cent over 1943

SASKATOON, Sask., July 29.—Winding up its tour of the Class A fair circuit, Frolicland, directed by J. W. (Patty) Conklin, president of the Conklin Shows, had its best local engagement at Saskatoon Exhibition July 24-29, early business being especially heavy.

Increased gate attendance and upped grosses for grandstand and pari-mutuels were reflected in Frolicland receipts. Presentation of the fun zone was lauded by officials of the city and the exhibition.

The Conklin Shows will go from here for a Winnipeg engagement and then to Fort William, Ont., for the Canadian Lakehead Exhibition.

Tax Amendment Helps

REGINA, Sask., July 29.—Business for the Conklin Shows' Frolicland at Regina Exhibition, July 17-22, showed an increase of 35 per cent compared with last year's, reported President J. W. (Patty) Conklin. He reported the biggest Saturday in the four years the show has played Regina. Moon Rocket was top grosser among rides, and among shows Alfie Phillips' Swimcade and Bob Lee's Globe of Death were neck and neck. President Conklin is pleased with business over the Class A circuit, considering the fact that the show is moving in 12 railroad cars.

On July 1 the federal government discontinued the compulsory savings portion of the income tax, thus putting a little more folding stuff into the pockets of Canadians. The move had great bearing on business in Calgary and Regina and was expected to help at Saskatoon, it was said.

Col. F. J. James, president of Regina Exhibition Association, commented favorably of the brand of midway entertainment presented by Frolicland and the courtesy of its employees.

Tony Carr, a high diver with the Swimcade, who sustained a fractured left ankle during a performance, was hospitalized and left for Toronto July 25. The accident occurred on his first day of diving after having recovered from (See Regina Ups Frolicland on page 34)

Lot Switch Is Okay For Buck After Polio Spread Blanks Date

AUBURN, N. Y., July 29.—Yorkville, N. Y., was a successful spot for the O. C. Buck Shows July 17-22, Friday and Saturday being heavy. Show was booked in Corning, N. Y., under the American Legion Post. Territory was well billed and newspaper ads and publicity had been released. Saturday morning a special meeting of city officials and the State health officer was held with the advance representative of the show, Roy F. Peugh, and after considerable discussion on the advisability of bringing the show into the area because of a spread of infantile paralysis, it was decided to call off the date.

Plans were made to move into Auburn for the benefit of the World War Veterans' Post. With no billing and only newspaper and radio, the show opened to a fair crowd, with Tuesday night turnout good, altho a blackout marred late attendance. Mrs. Jesse Rogers and daughter, Doris, joined their father on the Motordrome. Jimmie Hurd has built new stages and has several new acts in the Side Show for the fairs. A new lettering job has been done on all trucks.

Last Sunday our lot layout man, who (See BALLYHOO BROS. on page 34)

Showmen's League of America

Sherman Hotel, Chicago

Ladies' Auxiliary

Membership application of Mrs. Fizzle Brown, proposed by Nan Rankine, has been received. Cornelia Curtin donated a \$25 War Bond, which will be one of the awards on the books out for summer activities. All books should be forwarded to Lee Gluskin, 921 Eastwood Avenue, Apartment 614, Chicago. Books still out on the crocheted pocketbook, donated by Evelyn and Mrs. Edward A. Hock, should be forwarded to Chairman Mrs. Henry Belden, 6136 North Knox Avenue, Chicago.

Letters came from Madaline E. Ragan, who is in Detroit; Nan Rankine, Anna Dumas and Cornelia Curtin. Grace Goss lettered she had her trailer back again and was enjoying it. Mr. and Mrs. William Carsky and baby, Lynne, have visited several shows in and around Michigan. Frances Keller, past president, has visited numerous shows in this area. Mrs. L. M. Brumleve, past president, left for Fredonia, Wis., to visit relatives for the remainder of summer. Mrs. Henry Belden, Alice Hill and Esther Feike are busy with their concessions in Riverview Park, Chicago. Dues for 1945 are due and payable September 1. Marie Brown and Mrs. Delgarian Hoffman, past presidents, are busy with their concessions in Arlington Park. Ida Chase, past president, is expecting her son, Bruce, in town shortly. He is a marine.

Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, July 29.—Board of governors meeting Monday night was attended by Harry Fink, J. Ed Brown, Arthur Hockwald, Joe Glacey, Harry Rawlins, Joe Krug, Joe Mettler, Eddie Tait, Harry Hargrave, Walter Newcomb, Sammy Dolman, Bill Hobday, Ray Rosard and John Backman, Harry Fink presiding in absence of Chairman Ed Walsh. Eddie Tait resigned as treasurer, due to out-of-town activities, and John Backman was appointed for remainder of the year. President Ted LeFors discussed the annual Hi-Jinks to be held later in the season at Venice, Calif. Harry Hargrave was named chairman for the affair. Otto Paul Franke, H. F. (Howdy) Walker and Mickey J. Lukanitsch were voted life members. Lee Smith was inducted.

Regular meeting later was presided over by President LeFors. Ben Beno, Harry Rawlins and Sammy Dolman were invited to the rostrum. Beno, who has completed his second trip around the world in the Army Transport Service, will be released from duties August 6. Dolman, back from a vacation, is now with the Joyland Shows. Board of governors and members gave Mike Krekos, owner of the West Coast Victory Shows, a standing vote of thanks on the success of his building fund drive. Total is expected to exceed the anticipated amount.

Ladies' Auxiliary

At the meeting July 17, 26 members were present, and letters were received from Lucille Dolman and Gladys Morris, who contributed to the Cemetery fund. Lalia Pepin was reported ill. Bank Night award went to Leta Johns, and door prizes, donated by Ruby Kirkendall and Vivian Horton, went to Mother Minnie Fisher and Helen Smith. Norine Ernst,

National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, July 29.—The secretary again visited the Endy Bros.-Prell Shows, this time at Fall River, Mass. Vice-President Dave Endy assisted the secretary to collect dues of over 40 members. In a stop at Dick's Paramount Shows at Westerly, R. I., he was away on business, but Mrs. Gilsdorf did the honors. Eddie Mann had just arrived from Jacksonville Beach to take charge of the Bernie Weiss interests.

Sam and Irving Berk, in from the West, will spend a short vacation in the mountains. Leo Bistany sent a generous contribution to the general fund. Others heard from include William C. Crosby, Albert Farley, Robert A. Lawrence, Luther C. Heck, John Gecoma, William H. Brown, Michael Roman, A. Joseph Geist, John Kravitz, Nathan Faber, T. Ganim, E. E. Cooper, Patrick Connelly, Louis Rifkin, Bilgh Dodds, C. J. Babka, Max Cohen, Edward Goldman, George Berman, Frank Peit, Max Gruberg, Harry Kreisner, Dave Lodge, Joe Basile, Myer Pimentel, Sam J. Golden, Homer L. Wood, Victor A. Bonomo, William Davis, Nelson Beardsley, Sam and Joseph Prell, Charles E. Day, George Keretes, Sam Murphy, Charles Powell, Sam Burd, Norman F. Littlefield, Frank Robinson, D. D. Simmons, Milton Paer, Phil Cook, Abe Prell, Archie Paer, W. E. (Red) Hicks, Danny Schnair, Ernest Felice, Charlie Gerard, John J. Conway, Alex Janpol, Andrew Stryker, Jules Lasures, Harry Foreman and Sam Torres.

Pfc. Eddie Kallin, back in town, honorably discharged after two years in service. Lieut. Bert Kaye, also out of the service, is handling the front of a show in Luna Park, Coney Island, N. Y. Letters came from Corp. Ed Turbin, Pfc. Harry Brennan, Pfc. Oscar Ratnoff, Sgt. George Bernert and Bill Powell, the last named being in the South Pacific. Member A. J. King is in New York Hospital, Westchester Division, White Plains, N. Y.

Heart of America Showmen's Club

Coates House, Kansas City

KANSAS CITY, Mo., July 29.—Mrs. Cliff Adams and son, Jimmie, returned from a trip to California. Tommy Cook, Jimmie Marshall, Mr. and Mrs. Al Campbell, George Carpenter, Ivan Mikeelson and W. Frank Delmaine have been in the city on business. Mr. and Mrs. Chester I. Levin, Midwest Mercantile Company, entertained a number of HASC members at their country home with a buffet lunch on the lawn July 16. Among those present were Harry Altshuler and family; Mrs. Freeman and daughter, Nadine; Mr. and Mrs. Toney Martone, Frank Capp, Mr. and Mrs. L. K. Carter, Bill Hopson, Al C. and May Wilson, Mr. and Mrs. Buck Ray and family and Slim Johnson. May Wilson, chaplain of the Ladies' Auxiliary, was taken to Bell Memorial Hospital here July 19 for a major operation. Slim Wadsworth resigned as night manager of the Coates House cigar stand. Harry Altshuler, HASC treasurer, sold over \$12,000 worth of War Bonds during the recent drive. Charles Horn has returned from Charles Rotolo's Elite Exposition Shows. Silver Jubilee and Banquet and Ball committees will soon announce the program for the week of December 25.

recipient of a flacon of perfume, donated by Madge Buckley, turned it over to the bazaar. Others who gave bazaar articles were Ruby Kirkendall, decorated coat hangers; Peggy Rasmussen, necklace; Madge Buckley, two dozen handkerchiefs; Anne Stewart, hangers and material. Helen Smith distributed tickets to a broadcast by KECA July 26 for the Home-Makers' Club. August 17 will mark the next house party to be given by Marguerite Aldridge and Stella Linton at the former's home. After a short business session lunch was served by hostesses Norine Ernst, Rose Rosard, Mabel Brown and Elsie Suker. Hostesses selected for the next meeting were First Vice-President Mary Taylor and Edith Bullock, reported Vivian Horton.

LAWRENCE GREATER SHOWS

FAIR
KUTZTOWN, PA.
Week Aug. 14th

Want for These Fairs and Fairs in Virginia, North and South Carolina, Then Florida for Winter.

CELEBRATION
FOUNTAIN HILL, PA.
Week Aug. 21st

Minstrel Show (Organized) With or Without Outfit, Monkey Show, Animal Show and Grind Shows. Reasonable Percentages.

RIDES

Merry-Go-Round, Roll-o-plane, Octopus, Spitfire or Fly-o-Plane. Will book another Number 5 Wheel to work with ours.

FAIR
FLEMINGTON, N. J.
Week Aug. 28th

CONCESSIONS
All concessions open except Bingo, Custard. Will sell X on Arcade. (Kerr, I answered you.) Want Lot Man.

FAIR
CARBON CO. FAIR
LEHIGHTON, PA.
Labor Day Week
Sept. 4th

ALL ADDRESS PER ROUTE LEBANON, PA., THIS WEEK.

BUCKEYE STATE SHOWS

WANT FOR THE FOLLOWING FAIRS:

PORTAGE, WIS., AUG. 3-6; FARIBAUT, MINN., AUG. 10-13; MEMONIEE, WIS., AUG. 16-20, AND FOR ROUTE OF OUTSTANDING CELEBRATIONS AND SOUTHERN FAIRS

RIDES: WILL BOOK OR BUY ANY NON-CONFLICTING RIDES.

WANT RIDE HELP FOR ALL RIDES (Top Salaries).

SHOWS: WANT WELL-ORGANIZED GIRL REVUE (have New Top, Front, Stage, etc.). Capable Talker for Minstrel Show. Sailor Katzy can place good Ticket Seller and Tattoo Artist.

CONCESSIONS: Will book Legitimate Concessions of all kinds, particularly Popcorn, Candy Floss, Frozen Custard, Photos, Novelties and Snow Cones. Good opportunity for well-framed Arcade. Want Counter Man and Relief Caller for Bingo.

Would like to hear from Man and Wife to take charge of Show-Owned Cook House. A splendid opportunity for a Couple that knows what it is all about.

ALL REPLY: MIKE ROSEN, Manager, Portage, Wis., Then Per Route.

JOYLAND MIDWAY

IMLAY CITY, MICHIGAN, STREET CELEBRATION, AUGUST 9 TO 12

Sponsor, Rotary Club. On main streets. First celebration in this county.

WANT legitimate Concessions of all kinds that work for dime. Can place Pit Show, Fun House, Penny Arcade. Ride Help, top salary. WANT seven-car Tilt, will pay cash. Wire

R. T. Wade, owner; C. J. Bennett, mgr., Hotel Webster Hall, Detroit, Mich.

Groves Greater Shows Want

For Jennings, La., July 31-August 12, Auspices Fire Dept. Agents for Ten Cent Stock Concessions, Jingle Board, Ball Games, Penny Pitch. Can place Ride Help on Merry-Go-Round, Ferris Wheel, Chairplane. Can place few Ten Cent Stock Concessions. All replies ED GROVES, Jennings, La., July 31-August 12.

HELLER'S ACME SHOWS WANT

Ferris Wheel Foreman and Second Man. Place Grind Shows. Want Fun House Manager, good proposition to right man; Useful Help on Rides, top wages to all. Want Grind Stores. Want Custard, Popcorn, Peanuts, Diggers and Rotarys. Long season, good treatment, playing defense area only. All address Port Reading, New Jersey, this week; next week, West Orange, New Jersey.

HARRY HELLER, Manager.

Virginia Greater Shows

AMERICAN LEGION CELEBRATION, Cambridge, Md., August 7 to 12. Want at once and for the balance of season. Will sell X on Peanuts and Popcorn. Want Photo Gallery, High Striker, Scales and Guess Your Weight. Will buy Fun House. This week, Bel Air, Md.

WANTED MOTORDROME HELP

Ralph Justus, Please Join.

Address

EARL KETRING

Johnny J. Jones Exposition

Muncie, Indiana

THE SCOTT EXPOSITION SHOWS WANT

FOR THE BIG TAZEWELL, VA., AGRICULTURAL FAIR AND HORSE SHOW

And Following 13 Fairs:

Beckley, W. Va., week July 31	Canton, Ga., week Sept. 25
War, W. Va., week Aug. 7	Monroe, Ga., week Oct. 2
Tazewell, Va., week Aug. 14	Sandersville, Ga., week Oct. 9
Abington, Va., week Aug. 21	Eastman, Ga., week Oct. 16
Pennington Gap, Va., week Aug. 28	Americus, Ga., week Oct. 23
Knoxville, Tenn., week Sept. 4	Albany, Ga., week Oct. 30
Sevierville, Tenn., week Sept. 11	Valdosta, Ga., week Nov. 6
Cartersville, Ga., week Sept. 18	Waycross, Ga., week Nov. 13

Want Hillbilly Show, Side Show Acts, Managers and Talkers for following: Beautiful Unborn Show, small Animal Show, No. 2 Girl Revue. Chorus Girls and Musicians for Colored Minstrel. Ticket Sellers and Talkers. Top salaries. Need a Novelty Ride with transportation; good proposition. Want capable Rat Game Agent. Concession Agents that are sober, communicate. Bingo, Counter Man, Grab Joint Help. Will book clean Cookhouse and another Grab and Juice. Wire now to place your Concessions. No X. Want Assistant to Second Man that can post. Will place Free Act for balance of season. Ride Help and other Useful People in all departments. Leo McDaniels, communicate with Smokey Jones. Get in touch with us quick. We have the CONTRACTS.

B. M. SCOTT, Manager.

Days 13 NITES	Starts August 7	AMERICAN LEGION GALA FAIR	Closes August 19	Days 13 NITES
Free War Bonds—for Benefit Legion Recreation Fund—Exhibitions				
AMERICA'S LARGEST WAR PROJECT				
Projects Own Post 199 Sponsors				
Located at Elzia Gate—Heart of Project				
OAK RIDGE, TENN.				
60,000 WORKERS				60,000 WORKERS

JOHNNY J. DENTON SHOWS

ON THE MIDWAY

WANT SHOWS of all kinds with own equipment and transportation. Mechanical, Side Show, Girl Shows, Monkey, Animal, Half-Half, Freaks, Hillbilly. Wire what you have—we have some tops.

WANT RIDES—Any Flat Ride, Roll-o-Plane, Kid Auto, Fun House with own transportation. Long route big celebrations and fairs to follow this.

CONCESSIONS ALL KINDS—Bingo, Cookhouse, Grind Stores, Diggers. Everything open. Wire, no time to write.

HELP—Want Help all departments. Bing Hilderbrand, Bob Horton, Freddie Stockton, Slim Green, wire. Man for Allan Herschell Hilo Fun House. Wire, no time to write.

JOHNNY J. DENTON SHOWS, Harriman, Tenn.

CALEDONIA FAIR

CALEDONIA, N. Y., AUGUST 7 TO 12, 1944

Want Extra Ferris Wheel, Roll-o-Plane. Shows—Snake, Fat or any other Grind Show. Cookhouse, Grab, Stock Concessions. Ride Help that can drive and are sober.

THE WORTHY SHOWS, Inc.

AMERICA'S SECOND BEST

Address MARTIE SMITH, General Agent
Gowanda, N. Y., Until August 5

J. R. EDWARDS SHOWS

This week, Byesville Home Coming; Willard Firemen's Jubilee, week August 7th to 12th. Want Legitimate Concessions. Can place Corn Game this week and next week. Will book Tilt-a-Whirl, Octopus and Roll-o-Plane. Can place Merry-Go-Round Foreman. Address all mail and wires J. R. EDWARDS, Byesville, Ohio.

Want—CUMBERLAND VALLEY SHOWS—Want

Fairs starting Tracy City, Tenn., Week of August 14th

Want to book Octopus, Roll-o-Plane, Tilt-a-Whirl, Spittfire or will buy same. Shows with or without outfit capable of getting money. Complete outfit for organized Minstrel Show with Band and Talker. Salary and percentage. All legitimate Concessions open except Bingo and Cookhouse. Griddle Man wanted. Address all mail and wires to

ELLIS WINTON, Mgr., Lewisburg, Tenn. (this week); then as per route.

WANTED FOR MANAHAWKIN, N. J., AUGUST 7 TO 12

50,000 to Draw From. Other Spots to Follow. Booked Until November. Can place Candy Apples, Popcorn, Guess Age, Guess Weight, Novelties or any Grind Store working for ten cents.

SAM TASSELL

Suite 200, Shubert Theatre Building, Philadelphia, Pa.

P.S.: Can place Merry-Go-Round, Kiddie Rides, Roll-o-Plane, Octopus.

WANT—ALL AMERICAN EXPOSITION—WANT

Legal Adjuster, Jess Bradley, wire. Ride-o Foreman, Merry-Go-Round Foreman, Minstrel Show Performers and Musicians, Train Help. Top salaries paid. Frank Zorda wants Side Show Performers. Peanuts and Popcorn open, Bingo and All Concessions open. Gadsden, Ala., week July 31; Anniston, Ala., week Aug. 7. FRANK WEST, General Manager.

WALLACE WINS IN EAST

(Continued from page 32)

all Ontario. Hamilton gave the second biggest week of the season to date. Next week the show plays Ottawa, Ont., and then its first fair, St. Hyacinthe, Que. In Brantford John Cronin, show secretary, was married to Ethel McIntyre, Lindsay, Ont.

Owner-Manager Sullivan has been doubly busy, as Al Brown, formerly general agent, is still in the RCAF. Help situation is acute and all shows and rides work shorthanded. Show is carrying eight rides, six shows and 30 concessions, all concessions owned and operated by the office.

Rides and foremen: Kiddie Ride, Jimmie Wallman; Spittfire, Kenneth Campbell; Octopus, Harve Roy; Merry-Go-Round, Clifford Miller; Ferris Wheel, Louie Miller; Speedway, Pete Decoteau; Tilt-a-Whirl, Pete Suderski; Roll-o-Plane, "Tiny" Jamison.

Shows: Follies, Mrs. B. Williams, assisted by Violet Chriplers, Mary Atwater, Joyce Revier, Doris Jamison, Billie Clark; Posing Show, Buck Williams, manager; performers, Patricia Williams, Jackie Ludie, Theresa Delesobil, Fernande Phillon, Isabel Waters, Doris Campbell; Ten-in-One, Hermes, the Magician, assisted by his wife; Iron Jaw Smithy; tattooer, Albert Parker; Joe-Joe, elephant boy, and three other acts; Snake Show, managed by Frank Hall; Illusion Show, also managed by Frank Hall; Monkey Show, which so far has topped the other shows, managed by Dorothy Lewis.

Staff: J. P. (Jimmy) Sullivan, owner-manager; D. W. (Whitey) Tait, general manager; John Cronin, secretary; Phil Cronin, manager of concessions; Thomas Murphy, legal adjuster; Joe (Scotty) Welsh, formerly of the Black Diamond Shows, electrician; Arthur Ross, assistant electrician; Peter Gruchialo, supply foreman; Harry Drullard, master mechanic; Yorkey Martin, boss canvasser.

Show is traveling in 12 cars (that is all allowed for the duration), three sleepers and nine other cars. Even with a shortage of help and uncertain railroad moves, the show has not missed a Monday night. Cecil Stobbs, manager of Leamington (Ont.) Fair, has been advancing the show for the last six weeks, but left last week to prepare for the '44 Leamington Fair. This is the second year in the last eight years in which the show did not go west.

REGINA UPS FROLICLAND

(Continued from page 32)

two broken ribs suffered in Calgary. Comedian "Corky" Kellam, of the same show, who was in a hospital earlier in the week because of a leg infection which set in at Brandon, handled announcing in Regina but didn't perform.

Leader-Post press office on the grounds was under direction of Bruce Peacock, The Billboard correspondent. Midway was given considerable newspaper space. Shows made a quick teardown and left for Saskatoon, last stop on the Class A circuit, at 6:30 a.m., July 23.

CRAFTS FAR OUT AHEAD

(Continued from page 32)

selling nearly every individual on the midway a bond. She passed a total of \$40,000 and is still going strong. O. N. Crafts has been busy the past two weeks pinch-hitting in the purchasing department. General Manager Roy E. Ludington declares he is still in the market for a lot stretcher after putting 50 concessions and a score of rides and other attractions on two-by-four lots. Norman Prather has the Athletic front completed with neon tubing, making all attractions now covered in neon.

R. H. Sheppard, electrician, has completed all requirements and installations requisitioned when he took over the department several months ago. Roy Schulenburg and a fast-stepping crew are handling the neon floodlight towers. Roy Sheppard, general superintendent, keeps all rides running despite scarcity of parts and supplies.

MINN. IS FAIR FOR CA

(Continued from page 32)

mar, general agent; A. J. (Whitey) Wells, concession superintendent; Tom M. Allen, special agent; Sammy Smith, trainmaster; Mrs. Hattie Wagner, cookhouse; W. B. (Bill) Naylor, publicity; Eddie Hollinger, Frank Love, Karl Eaton, office; Slim Chandler, general superintendent; Jimmy Phillips, ride superintendent.

Among visitors were Senator William Dahlquist, Thief River Falls, Minn., where show jumps to play the fair; Bill Gesell,

chairman of Winona (Minn.) carnival committee; Raymond A. Lee, secretary of Minnesota State Fair, and Carl J. Sedlmayr, co-owner of the Royal American Shows. Show came in with 22 rides, 15 shows, 40 concessions and an arcade. Tops in money were New Orleans, Gay Paree, R. L. Lohmar's Hollywood Midgets, Milo Anthony's Side Show; Bob Randi's Marine Show and Jap Atrocity Show, Tom Bush's Funhouse, Doc Hartwick's Stella, Mrs. Hartwick's Wild Life Show and Mrs. Dodson's Monkey Show.

BALLYHOO BROS.

(Continued from page 32)

boasts of never using a tapeline, was stepping off a 100-foot side-show location. The long walk made him too tired to finish and he fell out at 80 feet. A native gave him a lift in his wheelbarrow. The barrow's wheel was two feet in circumference. Our lot man rode on the wheelbarrow and counted the wheel's revolutions, thus finishing his job. Now he is asking for a wheelbarrow with a wheel 10 feet in circumference because he is too tired to count the revolutions of a two-foot wheel. When the shows closed last fall our people were too tired to rest and had to take jobs, which made them more tired this season. Will have to end this news item, as I am too damned tired to finish it.

MAJOR PRIVILEGE.

WM FEATURING LIGHTS

(Continued from page 32)

extra lights. Roy Hunter, in charge of the neon wagon, has finished most of the effects for towers and fronts.

Trainmaster Wallace Cobb and crew gave the train a new coat of paint, color scheme for coaches and baggage cars being orange trimmed with brown and the flatcars in aluminum. Jack Arnett, chief painter, has new and old fronts glistening with flash and color. Rides have been overhauled and repainted.

Earl Purtle, who operates the Fly-o-Plane and Roll-o-Plane, left to prepare his lion Motordrome for fairs. Glenn Porter's Side Show is offering a strong line-up, with Dianne as annex attraction. While Porter is overseas in the army his three shows are operating under individual managers. Bob Buffington reports a good band and stage cast for his Harlem Minstrel.

New acts to join Mabelle Kidders' Gay Tease Follies are Vi-Mar Duo, Violet Ortez and Margie Thomas, roller skaters, and the Sage Brush Duo, Bud and Mary Robinson. New banners arrived for the Side Show, Illusion Show, Snake Show and Bug House. Regardless of long jumps, the show hasn't missed an opening night in eight weeks.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 25 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.

No. 2 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.

Large Numbers Board, 8 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical \$75.00

2,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25

M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.

2,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25

2,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.40 per M.

Round Gray Cardboard Markers, 1800 for... 1.00

Thin Plastic Markers, brown color, M... 2.00

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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WANTED

Rodeo Stock, Cowgirls, Cowboys, Circus Acts, Novelty Acts, High Acts and Rodeo Musicians. August 4, 5 and 6, Flint, Mich. August 10, 11 and 12, Grand Rapids, Mich. Many dates follow. Wire or call

JOHN DAROS SHOWS

DURANT HOTEL FLINT, MICH.

FROM THE LOTS

Endy Bros.-Prell

Pawtucket, R. I. Week ended July 15. Location, Lindsey Field. Auspices, American Legion Post. Weather, fair. Business, good.

First time for the show to play Pawtucket. Lot was a mile and a half from center of the city. Good billing, daily newspaper stories and use of Station WFIC helped to give a good Monday opening. Business picked up nightly, Friday and Saturday being the largest, with over 10,000 people on the lot Saturday. Emanuel Zacchini observed his 35th birthday July 12 and Mrs. Zacchini arranged a surprise party after the show. A birthday cake with 35 candles was served after the meal and he received many gifts. New iron lung used by Doc R. Garfield on the bally of his Hall of Science is attracting crowds and business has shown a decided increase. Ralph N. Endy supervised crews repainting the entire show. David B. Endy, Bill Tucker and the writer made a trip to Fall River, Mass. Cash Miller is buying more animals for his Wild Life Exhibit.

H. E. STAHLER.

West Coast Victory

Roseburg, Ore. Week ended July 22. Auspices, American Legion Post; 20-cent pay gate. Weather, good. Business, big.

This spot on the Rogue River, nationally known for good fishing but not as a good carnival town, broke attendance records, altho the grounds were nearly two miles from the main street. Ed Kemp gave it heavy billing, also using country routes. At the annual show picnic in a beautiful grove on the Rogue River on the afternoon of July 20 the entire personnel attended and the management furnished plenty of food, including 10 turkeys and two roast lambs and chickens, and was ably as-

sisted by Mr. and Mrs. John Miller and cookhouse crew. Manager Mike Krekos was toastmaster.

Bend, Ore., July 11-15. Pay gate, 20 cents. Weather, hot. Business, good.

This town was not as good as last year, when there were some 70,000 soldiers on hand, there being only about half a division in the vicinity now. A showmen's friend, Tom Carlin, passed away here in December and Manager Krekos and some of the show personnel visited his grave and placed a wreath. A. J. Budd, Circus Side Show, and John Branson, Gorilla Family and Snake Shows, reported good business. Ming Toi Right, of girl show note, reported her husband, Ted Right, in a sanitarium in Portland, Ore., convalescing from a heart ailment. She is managing the show during his absence. General Agent W. T. Jessup spent a few days at Belknap Springs in the Cascade Mountains. Manager Mike Krekos went on a fishing trip here with friends and returned with the limit of trout. Show carries a full crew and with Swede Wilson as mechanic, makes record time.

W. T. JESSUP.

Allen & Nickerson

Zanesville, O. Week ended July 22. Auspices, VFW Post. Location, streets and lot adjoining City Auditorium. Weather, hot and dry. Business, excellent.

With a location two blocks from the main street, good weather and a go-getting committee, the show had one of its best weeks of the season in every department. Crowds came early and stayed late, and Saturday was akin to the "big day" of the average fair. Tie-up was made with the local radio station and newspapers were liberal. Charles (Shonker) Katz, former assistant manager of Downie Bros.' Circus and now a local business man, assisted the writer with details and was a frequent visitor. Frank Bowman, another ex-frouper, also visited regularly. Committee extended Co-Manager S. W. Nickerson and invitation to return next year.

WALTER B. FOX.

Dodson's World's Fair

Grand Island, Neb. Week ended July 22. Location, Burnett Park. Auspices, American Legion Post. Weather, fair. Business, satisfactory.

Following a smaller show did not appear to hurt business. Special Agent Ed Bruer changed the location to Burnett Park, in the heart of the city, and this proved one of the advantageous factors. Opening was on time Monday night despite an acute shortage of extra help. Visitors included John Grutbill, superintendent of streets of Omaha, and Mrs. Grutbill, on to spend a few days of his vacation with Ed Bruer and President M. G. Dodson, and Frank J. Lee, press representative of Cole Bros.' Circus, and Mrs. Lee. A supper given men by the women of the Victory Club was sumptuous and served in the Gay Paree top Friday before the midway opened. Fried chicken and tasty salads evidenced the co-operation of club members, who prepared and served the feast. For the fair circuit everyone is getting in overtime in repainting equipment. Jo-Jo Lyles, show's decorator, was so severely burned on the hands here as to require medical attention. Floyd Smith, in charge of the main entrance, who was injured here, expects to remain in a hospital about 10 days before rejoining the show.

PAUL BARRON.

DUPONT, O., July 29.—Maurice W. Myers, son of Mr. and Mrs. W. S. Myers, of Myers Concessions, Dupont, has been promoted to the rank of technical sergeant. He is in radio and communications service with the Ninth Air Force

NEW JERSEY STATE FAIR, TRENTON, N. J.

Starting Sunday, September 10th, to 16th Inclusive
7 BIG DAYS AND NIGHTS

Choice Space Being Sold Now for All Legitimate Merchandise Concessions. Address Cellin & Wilson Shows, as per route. All Eating and Drinking Stands, Address Harry La Breque, Manager, N. J. State Fair, Trenton, N. J.

SHARON, PA.

Downtown Location, Budd Field, First Show in the City This Summer.
WEEK AUGUST 7TH

WANT—Fly-o-Plane, Whip, Tilt-a-Whirl and Spitfire.
WANT—Silodrome, Fun House, Penny Arcade, Glass House and Grind Shows of merit.

WANT—Line Girls for Paradise Revue and Young, Attractive Girls for Posing Show. These are not OBJECTIONABLE Shows but real attractions.

WANT—Foremen for Merry-Go-Round and Octopus.
WANT—Skilled Carnival Workingmen in all departments.

Can Place All Legitimate Merchandise Concessions That Work for 10c.
ELEVEN MAJOR FAIRS AFTER THE NEW JERSEY STATE FAIR.

All Address This Week: East Liverpool, Ohio

CETLIN & WILSON SHOWS

WORLD OF MIRTH SHOWS

14—OF THE EAST'S BEST FAIRS—14

SIDE SHOW—Can place Freak to feature and Working Acts. All winter's work. Address Whitey Sutton.

WANT Foreman for Chair-o-Plane.
CAN PLACE Musicians and Performers for Minstrel Show. All address Bob Buffington.

CAN PLACE Girls for Dancing Show. Address Mabelle Kidder.
JACK ARNOTT can use Two Letterers and Spray Gun Man in paint department.

HAVE Beautiful Outfit for Fat Show. Have a Fat Girl here now. Will turn outfit over to someone who can line-up another fat girl or fat boy. CAN always use all kinds of good men in our profession, especially good Ride Men.

ALL SALARIES PAID OUT OF OFFICE.

MRS. LINDERMAN wants to hear from Red Hall immediately.
MAX LINDERMAN, General Manager, Bangor, Maine, this week; Hallowell, Maine, next week.

WANT

WANT

DICK'S PARAMOUNT SHOWS, INC.

RIDE HELP: Second Man on Ferris Wheel and Chairplane. Top salaries; sure pay. Semi drivers preferred. TRUCK MECHANIC.

CONCESSIONS: FROZEN CUSTARD, Ball Game, Penny Pitches, Cork Gallery, Scales, Guess Your Age, PENNY ARCADE.

SHOWS: Have complete Sideshow, new Top and Banners. Want Manager and Acts. ART DORNER, get in touch with me. Wild Life Show. Funhouse. Posing Show.

Write or wire R. E. GILSDORF, Stratfield Hotel, Bridgeport, Conn.

ELLMAN SHOWS WANT

For a circuit of eight fairs all in Wisconsin, starting at Stoughton, August 4th, then Wausau, Mondovi, Janesville, Slinger, Plymouth, Luxemburg, Beaver Dam.

Shows, Concessions, Ride-o Foreman for 12 Car.

ELLMAN SHOWS, RAY SWANNER, Mgr.,
Stoughton, Wis., August 1st-6th.

DEE LANG'S FAMOUS SHOWS

OFFERS THE FOLLOWING FOR SALE

1 Khaki Fly, very good condition, 20'x17½'; 1 Khaki Fly, very good condition, 16'x17½'; Country Store Concession complete with octagon top, sewed awning all around, beautiful concession, only slightly used. Built by Walter White, complete outfit. 1 Merchandise Wheel, good condition. Several Kegs of Cement Coated Nails, for nail concessions; 1 400 Ampere 3 Pole Switch Box, brand new, with refillable fuses. Quite a few parts for Chevrolet Trucks and Big Eli Trailers. All subject to prior sale.

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Care The New Downs Amusement Park, 8620 South Broadway, St. Louis 11, Missouri
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New and Used
CARNIVAL and SKATING RINK

Write for Prices

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100 CENTRAL AVE. ALTON, ILL.

TARPAULINS

New Waterproof Covers, 9x12 ft., \$8.10; 12x14 ft., \$11.75; 15x20 ft., \$20.25.

CANVAS New — Various Weights & Widths Plain and Waterproof

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H. F. HARVEY SHOWS

OPEN AUGUST 14th IN ARKANSAS

Booking Shows, Rides and Concessions that do not conflict. Can use Man to take over Chair Plane. All replies:
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The Compound That Won't Wash Out. Fire—Water—Weather—Mildew Resisting. Now Available in 5, 10 and 50 Gallon Containers. Colors, Blue, White, and O. D. Priority Temporarily Lifted. Write Today. Exclusive Distributors for Wm. Hooper Sons Co. to Outdoor Show Trade.

UNITED STATES TENT & AWNING CO. 2315-21 W. HURON ST., CHICAGO 12, ILL.

MIDWAY CONFAB

Communications to 25 Opera Place, Cincinnati 1, O.

FAIR weather?

JUMBO FINN reported he had closed with the Rogers Greater Shows in Golconda, Ill.

MR. AND MRS. BOB HALLOCK, of the Johnny J. Jones Exposition, were Chicago visitors last week.

MRS. KORTES LOROW stopped over in Chicago last week on her way to New York City to join the WAVE.

J. C. (TOMMY) THOMAS, general agent of the Royal American Shows, visited the Aquatennial in Minneapolis.

RUBE LIEBMAN, now with Floyd King's Wild Life Show, starts his fair season for Barnes-Carruthers next week.

M. PIMENTEL penned from Washington that his wife's condition in Brady Foundation Hospital, New York, was good.

HOW times does fly! It has been only three years since the epidemic of paying off in brass ended.

LOUIS J. BERGER, general agent of Hennies Bros.' Shows, hopped into Chicago last week to spend a few days at home.

DURING the Great Sutton Shows engagement in De Kalb, Ill., Johnny and Janet Wuetherick spent a day with Harry and Nellie Talley, Aurora, Ill.

gan Showmen's Association, has been elected vice-president of Local 38, Stagehands' Union, Detroit. He is currently at the Downtown Theater there.

FROM the amount of noise heard on midways, it is safe to conclude that no one is asleep at fair time.

OPERATING his concession with the F. E. Gooding Amusement Company for the past 12 weeks, James H. Drew Jr. penned from Indianapolis of starting fairs with Bee Miller, fishpond, and L. O. (Curly) Willows and Donald E. Ernest, string game.

BESSIE RAMEAU, who returned to Buffalo after spending two weeks in Boston visiting her former co-workers, Chickie Dale and wife, Gladys, both of whom are in war work, also renewed acquaintance with Eva Ring, former tab show performer.

CONTRIBUTIONS of \$75 to the Red Cross Fund of the Showmen's League of America were reported last week. C. F. Zeiger United Shows contributed \$50 and Vince McCabe \$25. Donation of \$83 credited to Ray Marsh Brydon recently should have been credited to Brydon's employees.

MADALINE RAGAN and her husband, Ray Herbers, pitchmen, visited the World of Pleasure Shows in Ecorse, Mich. Jackpots were cut up with Babe Keating and her husband and a lunch was served in

One More Rap

ROGER WARREN, of the commissary department of Crafts 20 Big Shows, is all smiles because he can again buy apples on the market. When he recently ran up against a scarcity of hamburger meat during a late rush hour he met the situation by driving several miles, getting a butcher out of bed and returning with the much-demanded supplies. Then he found that the burger stand had been getting by with limited stock and, to avoid squawks, with this sign overhead: "Account Hitler These Hamburgers Are Litter."—**JACK SHELL**.

and Whitey Campbell, Mr. and Mrs. C. V. Stem and Happy and Myrtle Chapman.

PHIL COOK, formerly with the W. C. Kaus Shows is now associated with the Endy Bros.-Prell Shows. Charlie Powell, general agent of the Endy Bros.-Prell Shows returned to the shows for a visit, bringing back more contracts. Walter (Doubles) Tyski is back on the shows after being hospitalized in Newark, N. J., for five weeks. Vernon Korhn, Endy Bros.-Prell secretary, has purchased a new truck to transport his concessions.

BILL RISDEN typed he was back on the microphone lecturing on Dick Dillon's Mechanical Working World, called Defenseless City, after 10 weeks in Geauga Lake Park, O., assisting Slim McCain in management of Dillon's concessions. He reported business there was excellent, due to a large number of war workers. Mechanical Show is with the Blaine Gooding Unit, with John (Pappy) Sweeney in charge. Dillon's Auditorium, East Liverpool, O., is operated part time during summer.

SOME managers believe their trainmasters to be so good that they can jack up a tunnel to let the high wagons loaded on flatcars pass.

NOTES from the Arcade Shows from Bowie, Tex.: Shows had a good opening and business held up well. Brownie Bishop made a business trip to Temple and Waco. Marvin McAnless is recuperating in Southwest Clinic and Hospital, Lawton, Okla. Sadie Emswaller, who was given a surprise birthday party, received many beautiful gifts. Bob Moon joined with a Girl Show. Mickey E. Key has the Hula Show. Hedy Jo Star reported good business. Fletcher and Gene Tetts are helping their mother, June Tetts, on the front gate.

A NEW high-license ordinance for carnivals and other outdoor shows was to be up for final passage by the city council of Sacramento August 4, reported Art Craner. It provides that no suspension or remittance may be had by any lodge, service or other group, thus affecting sponsorships. Craner went from San Francisco to the capital city and attended a meeting of the Republican State central committee and visited the governor's office and other State offices on matters affecting amusement business and concerning legislation to come before the 1945 Legislature. He is a member of a State-wide committee studying repeal of alleged unworkable laws and inconsistent sentence laws.

MANAGER GATE, of the Gate & Banner Shows, denies that he was talking politics when he said that there were too many aldermen on his pay roll.

MR. AND MRS. HYMIE COOPER, of the Cavalcade of Amusements, returned to Minneapolis from Chicago, where they bought equipment for their second pop-

PENNY PITCH GAMES
 Size 48x48", Price \$30.00,
 Size 48x48", With 1 Jack Pot, \$40.00,
 Size 48x48", with 5 Jack Pots, \$45.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price\$13.50

BINGO GAMES
 75-Player Complete\$5.00
 100-Player Complete 7.00

1/3 Deposit on All Orders.

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 Samples of the 4 Readings, Four for 25¢.
 No. 1, 35 Pages, Assorted Color Covers... .35
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NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Policy.
 1200 Dreams. Bound in Heavy Gold Paper
 Covers, Good Quality Paper. Sample, 15¢.
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound 25¢
PACK OF 79 EGYPTIAN F. T. CARDS,
 Answers All Questions, Lucky Numbers, etc. 40¢
 Signa Cards, Illustrated. Pack of 36 15¢
 Graphology Charts, 9x17. Sam. 5¢, per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P. 25¢
"WHAT IS WRITTEN IN THE STARS." Folding
 Booklet, 12 P., 3x5. Contains all 12 Analyses.
 Very Well Written, \$5.00 per 100; Sample, 10¢.
 Shipments Made to Your Customers Under Your
 Label. No checks accepted. C. O. D., 25% Deposit.
 Our name or ads do not appear in any merchandise.
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SIMMONS & CO.
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 228 W. 42d Street, New York City
 Open 1 P.M. Daily
WANT NOVELTY ACTS OF MERIT.
 State salary and all details in first letter.
 Open all year round.
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WANTED TO LEASE
 Complete Carnival or five or more Rides for season 1945. Modern equipment only, with or without transportation. Have contracts for best city lots and still dates and guarantee good fair circuit. Furnish reference, bond or cash deposit. Capable, sober and reliable; four years with present show, leaving on own accord. Open for proposition for balance this season, ahead or back. Write full details.

R. E. (BOB) STEWART
 General Delivery, until Aug. 19th, Tazewell, Va.

WANTED TO BUY
STREAMLINED KIDDIE TRAIN RIDE

LEO CARRELL
 Care Johnny J. Jones Shows
 Muncie, Ind., this week

BINGO COUNTERMAN WANTED
 Fifty dollars per week and bonus. Experienced only. Wire

W. A. STACY
 Cavalcade of Amusements
 Thief River Falls, Minn.

FOR SALE
 ONE TEN CAR AUTO KID RIDE
 In Operation on Dixie Belle Show Now.
 Perfect Condition. Price, \$400.00.

PAT BRADY
 DIXIE BELLE SHOW, Mt. Vernon, Ind., This Week

FOR SALE
 Lindy Loop, 8-car, double seats, complete with engine and ticket box, in A-1 condition. Can be seen in operation now.

CHARLES GERARD
 900 Grand Concourse
 Bronx, New York



WHO'S INTERVIEWING WHO in this picture? Press reps are always familiar figures around midways, and these days the gal scribblers are, of course, heavily in the majority. When the Cetlin & Wilson Shows played Uniontown, Pa., a photog caught Co-Owners Issy Cetlin (left) and John W. Wilson, and with them, but not taking a note, is Mrs. Lovett, star reporter of the Uniontown Morning Herald.

CONCESSIONAIRES on the Sunset Amusement Company, T. M. Henderson surprised his wife, Etta, with a 27-foot trailer during the engagement in Albia, Ia.

RAY W. SHARPE, ride superintendent of Thompson Bros.' Rides and formerly with the Steblar Greater Shows, was admitted to the Loyal Order of Moose Lodge, Renovo, Pa.

NO LONGER with the California Amusement Company, Col. Milton Hale reported he was operating his educational reptile exhibit independently, routed to Oregon, Idaho and Utah.

PEARL FOX, wife of Tommy Fox, concessionaire on the World of Mirth Shows, is convalescing in the House of Calvary, 1600 McCombs Road, New York City, and would like to read letters from friends.

H. C. (WHITEY) UNDERWOOD, recently appointed secretary of Meridian (Miss.) Fair, while on business in Cincinnati last week called at *The Billboard* offices. He was formerly with circuses and carnivals.

BERTHA (GYP) McDANIELS, operator of the Arcade and Rocky Road to Dublin on the Johnny J. Jones Exposition, was week-end guest of Mr. and Mrs. Claude R. Ellis in Cincinnati when the show played Springfield, O.

MAC McMILLEN (Ferris Wheel Mac), former first vice-president of the Michi-

the Keating house trailer. Mrs. Keating has the palmistry booth, with Aszora assisting.

NOTES from the Zacchini Shows, week of July 16, from Saxton, Pa.: Firemen's Festival presented the show and business was excellent. Bruno Zacchini was welcomed back after a trip to the Carolinas. Free act, featuring Starina, aerial ballet, drew crowds nightly. Visitors included Mrs. R. H. Nelson and family, New York, and Cento Loyal, from the Ringling circus.

FOR musical historians let it be noted that there are still Merry-Go-Round organs that are playing "My Darling Nellie Grey."

CHARLES S. REED, general agent of the Great Sutton Shows, was discharged from Veterans' Hospital, Hines, Ill., July 21 after spending three months and 21 days there, during which he underwent two major throat operations. He is visiting in Dresden, O., home of Mrs. Reed, where he will spend several weeks before returning to the show, now playing in Illinois.

WHILE Scott's Exposition Shows played Mullens, W. Va., Marie and Smokey Jones celebrated their fourth wedding anniversary, holding open house to the show personnel. Guests included Barbara and Mynona Hill, sisters of Marie; Mrs. Babe Scott and mother, Turner and Henrietta Scott, Garrett Scott, Ernest Sylvester, Shiek Rosen, Mike and Mary Moore, June

WINNERS!!!

1944 BIG ELI Fourth of July Contests

Rank	Wheel Mod.	Location	Receipts
1st	No. 10	N. Dak.	\$981.25
2nd	No. 12	Oregon	\$28.50
3rd	No. 5	Oregon	\$91.00
4th	No. 5	Oklahoma	\$95.60
5th	No. 5	Manitoba, Can.	\$75.00
6th	No. 5	Manitoba, Can.	\$75.70
Total			\$5047.10
Average per wheel for the day			\$41.18

All size BIG ELI WHEELS are real money-getters. These are the largest reported receipts in 32 contest years.

ELI BRIDGE COMPANY
 800 Case Avenue Jacksonville, Illinois

"Merrily, We ..."

WHILE the Gate & Banner Shows were en route the bottom fell out of the electrical truck. Reports are that the electrician and his helper, who were asleep on the truck floor, had to roll the cable 30 miles.

corn stand. She reported Minot (N. D.) Fair gave her the biggest week since starting in popcorn and candy business six years ago. A son, Bob, was hospitalized three days in Bemidji, Minn., result of an accident which occurred en route from Duluth to Minot when a Penny Arcade truck owned by William Schnepfe left the road, overturning three times. He is back with the taffy apple stand. Another son, Dick, joined in Minot after spending some time in South Carolina with his grandparents, who are with the Chatham Amusement Company.

J. C. JOHNSON, Chicago, vice-president of Show Folks of America, Inc., who was a guest of the San Francisco Chapter at a special meeting July 17, explained the aims of the organization and complimented the new San Francisco lodge on its progress, reported Art Craner. Orangized three months ago, the San Francisco unit has over 400 members, with new ones coming in at the rate of over 25 a week. Located in the Marian Building, 1179 Market Street, larger offices and clubrooms are being sought. Mary E. Ragan, president, is assisted by First Vice-President Frank Forest. Judge Albert Roche is third vice-president and legal advisor. M. (Whitey) Monette is second vice-president; Milt Williams, treasurer, and the well-known Harry P. (Polish) Fisher, chairman of directors.



PVT. JAMES L. EVANS, 937050, son of Mr. and Mrs. E. C. Evans, of the O. C. Buck Shows, formerly working for them on the Penny Arcade and popcorn concession, is serving with the marines in the South Pacific.

Tampa. Her brother, Pvt. Edward Burchfield, recently returned from Italy. Sgt. Norman Edwards, stationed in England, and S/Sgt. Elton Edwards, Fort Monmouth, N. J., are her uncles.

PFC. WILLIAM L. DAVIS, paratrooper, recently enjoyed a six-day visit with his parents, Mr. and Mrs. C. D. Davis on the Mound City Shows in Carrollton, Ill. Kenneth Davis, navy physical instructor, is stationed at Bainbridge, Md.

PVT. GLENN PORTER, who has Side Show, Snake Show and Illusion Show with the World of Mirth Shows, is serving overseas. His address is c/o Postmaster, New York, 34709404, A. P. O. 178.

In the Armed Forces

PVT. H. J. BODE, 392136840, former talker with the West Coast Shows, Bantly's All-American, American United, Crafts and others, is stationed overseas, APO 711, care of Postmaster, San Francisco.

PVT. KATHRYN BURCHFIELD, 412957, WAC Training Center, 3d Co., 22d Regt., Fort Oglethorpe, Ga., formerly with Mrs. Hody Jones, of the Johnny J. Jones Exposition, is the daughter of Mr. and Mrs. Richard Schwanz, formerly with the same show and now with Mrs. Reid's Playland,

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., July 29.—Acceptance of applications from DeLuxe Amusements, filed by Joseph L. Bury, and from Lew Henry Rides, presented by Louis Henry, owner, bring total membership to 106. Activity in personnel memberships saw 26 additional issued to George Clyde Smith Shows for a total of 56. Endy Bros.-Prell Shows subscribed 119 for a total of 120, jumping into first place. Additional cards were also issued to Fred Allen Shows and Worthy Shows. Standings in the personnel membership race: Endy Bros.-Prell Shows, 120; James E. Strates Shows, 117; George Clyde Smith Shows, 56; J. J. Kirkwood Shows, 34; Worthy Shows, 34.

Tom Hochter's Rides, showing at Gates, N. Y., under auspices of volunteer firemen, were visited July 14. One ride was in operation. Opportunity was given to confer with Owner Tom Hochter on industry problems. This was the 16th visit this year, better than the 1943 visitation record. Visitors at ACA offices have included Elmer O. Putney, formerly of Worthy Shows, and David Roy Barnes, C. & V. Shows.

Maine is insisting that all out-of-State trucks and semis be licensed for a full year before being permitted to come into that State, and the association, looking into the situation, will do everything possible to help correct it. The secretary would appreciate hearing from member shows desirous of being included in the visitation program. Visits scheduled include James E. Strates Shows, Worthy Shows, World of Mirth Shows, Holman's Rides, C. & V. Shows, Endy Bros.-Prell Shows, O. C. Buck Shows, J. C. Weer Shows, Coleman Bros.' Shows and Mighty Sheesley Midway. All non-member shows contacted with reference to memberships have been furnished with a copy of the association's 1943 annual report.

Complete

WHEN a single gal joined a show with a house trailer, a ball game and a dog, some of the midway sheiks decided that she had everything.

"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

EYERLY AIRCRAFT CO., Manufacturers, Salem, Oregon

KING REID'S NEW YORK FAIRS

KING REID SHOWS will be on the midway at the following seven New York Fairs. We will be pleased to place Legitimate Concessions of all kinds. Can also use any Independent Rides or Shows of Merit. Get booked now for all fall. Avoid last minute disappointments and hop-scotching.

August 8-12—TIOGA COUNTY FAIR, Owego

August 15-19—AFTON FAIR, Afton

August 22-26—SANDY CREEK FAIR, Sandy Creek

August 29-Sept. 1—DUTCHESS COUNTY FAIR, Rhinebeck

Sept. 3-7—MADISON COUNTY FAIR, Brookfield

Sept. 11-16—VERNON FAIR, Vernon

Sept. 18-22—COBLESKILL FAIR, Cobleskill

Address: KING REID, as per the above route.

FOR SALE 8 RIDES and 9 CONCESSIONS FOR SALE

Can Be Seen in Operation, As All Are Booked in Amusement Park in Middle West. All Rides Are Portable and in A-1 Condition.

\$30,000.00 CASH FOR ALL

Address: Box D-250, Care The Billboard, 25 Opera Pl., Cincinnati, O.

JIMMIE CHANOS SHOWS WANT

FOR CENTERVILLE, IND., 4-H FAIR

Bingo, Pitch Till You Win, Bumper Joint, Ball Games, Photo, High Striker, Custard, Root Beer or any legitimate Concessions. Other celebrations to follow: Hoytville, O., Homecoming; American Legion Labor Day Celebration on Streets, Versailles, Ohio. This week, St. Marys, O.; next week, Centerville, Ind. P.S.: Want Chairplane Man. Want to buy Octopus, will pay cash.

JIMMIE CHANOS, St. Marys, O.

PLAYTIME AMUSEMENTS

NOW BOOKING FOR

Marshfield, Mass., Fair, August 29-September 4; Hopkinton, N. H., Fair, September 4-5-6; Plymouth, N. H., Fair, September 10-12-13-14.

"Grind" Stores Only, No Sticks.

Eddie Davis, Wire Me.

E. W. BURR, Box 206, Quincy, Mass.

WHEELS OF ALL KINDS

Tickets—Paddles—Laydowns
Complete KENO Outfits

CARNIVAL SUPPLIES AND EQUIPMENT
GAMES, STRIKERS, ETC.

Still Available
EVANS' BIG PUSH

Write for Catalog

H. C. EVANS & CO.

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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.

FOR SALE

Loop-o-Plane, A-1 condition, complete with fence and ticket box. Booked on permanent location, but can be moved. Best offer takes. Contact O. W. "HOPPY" MOORE at Oceanside Beach Amusement Center, or write Box 779, Oceanside, Calif.

ALL WINTER'S WORK IN FLORIDA WANT

Tilt-a-Whirl, Ferris Wheel and Roll-o-Plane Operators; First or good Second Men will do. No tear down or set up. Rides are in operation. Address:

ED ROTH

Flag Park Jacksonville Beach, Fla.
P.S.: Harry Floss, can place you with or without Concessions.

WANTED

TO JOIN ON WIRE—Ferris Wheel Foreman for Number Five Ell Wheel. Must be able to wire small Show and drive semi. Salary \$75.00 per week. Can also use capable Chairplane Foreman. Wire

HARRY KAIN
LEE, MASS.

WANTED AT ONCE

Experienced Ferris Wheel Operator. Good proposition to sober, reliable man. No tear downs. 15 more weeks Columbia Amusement Park. Permanent winter location; Florida follows. Wire

SAM WEINTROUB
West Columbia, S. C.

RIDES WANTED

For Southern Fairs and Soldier Camps. All winter's work in the money towns. WILL LEASE RIDES OR BUY FOR CASH, WITH OR WITHOUT TRANSPORTATION. WANT #5 FERRIS WHEEL, TILT-A-WHIRL, MERRY-GO-ROUND, CHAIR-O-PLANE AND ANY RIDE THAT CAN LOAD ON TRUCKS.

Address:
GEORGE HALL
Cara Hall Bros. Shows MONROE, LA.

ROLLOPLANE

WANTED

WARREN, OHIO, FREE FAIR—AUG. 7-12
GREATEST DATE IN MIDDLE WEST.
Address inquiries:

F. E. GOODING AMUSEMENT CO.
1300 Norton Ave. COLUMBUS, OHIO

WANT ELECTRICIAN

For 7 Rides, 30 Concessions and 5 Shows. Job guarantees \$60.00 a week. Wire
BOX D-256, The Billboard, Cincinnati 1, Ohio.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 25 Opera Place, Cincinnati 1, O.

Aqua Fete Is Big for Free Bills; Just So-So for Paid

MINNEAPOLIS, July 29.—Fifth annual Minneapolis Aquatennial, July 21-30, drew heavily to all its free entertainment, while paid shows appeared to be getting only lukewarm support, despite the fact

they were of high caliber. Opening day-light parade Saturday (22) drew some 350,000 to reserved sections and to curbsings to watch the march. A similar turnout was out for the torchlight parade Wednesday (26).

Al Sheehan's *Aqua Follies*, best of the five annual water shows yet presented, got off to a slow start but reported picking up in attendance as the week continued to its climax—crowning of Queen of the Lakes Sunday night (30). Altho seating capacity is 5,000 in the Theodore Wirth pool amphitheater, attendance on the first few nights, including midnight show Saturday (22), ran 3,500 to 4,000. Saturday night's regular show was affected by heavy rain at the end of the parade and lasting until 8 p.m.

Barbershop quartet contest, athletic events and outdoor religious program attracted sizable crowds. Cavalcade of Amusements on the carnival lot drawing only fair crowds. Aquatennial-sponsored music festival, which opened Sunday in Lake Harriet orchestra shell, had War Bond sales totaling \$43,473 thru Tuesday. Mayors of Minnesota Day on Wednesday drew representatives from 150 State communities and wound up with a milling contest and barbecue sponsored by WCCO-CBS. Theme of the Aquatennial, "On to Victory," was carried thruout.

East Texas Festival Plant Is Prison Base

LUFKIN, Tex., July 29.—Where carnival companies and concessionaires once held forth and all East Texas gathered at the annual Texas Forest Festival prisoners of war are now holding forth.

Texas Forest Festival Association has leased the grounds here to the War Department and Texas Timber Salvage Corporation for a sub-prison camp to house prisoners being used in timber salvage operations. Exhibit buildings have been converted into barracks, livestock building into a dining hall and Texas woods exhibits building into offices for military authorities. Field in front of the big grandstand, where rodeos and other events were held, now is a soccer field for prisoners.

Lease is indefinite, and President Jean Shotwell and Manager W. R. Beaumier said it was hoped to have the grounds available for a renewal of the festival in 1945.

Minn. Picnic Pulls 100,000

MINNEAPOLIS, July 29.—About 100,000 attended the 23d annual Southside Community Picnic Tuesday afternoon in Powderhorn Park here. Frank Erickson, picnic association president, said attendance was gratifying and that proceeds of rides and concessions would be used to send needy kids to summer camps. Raney United Shows operated the rides. Mrs. Henry E. Dahl, entertainment chairman, arranged the program. Henry Malchow was emcee.

JAMES P. GALLAGHER reported that the St. Rocco Celebration at Weona Park, Pen Argy, Pa., will have free acts, concerts and band concerts.

Outdoor Notes

—By Virginia Kline—

SALEM, Ore.—Robert Patterson, youngest son of James Patterson, Paola, Kan., is now Maj. Robert M. Patterson, stationed at El Toro, Santa Ana, Calif. James, the oldest son, is a flying instructor and, with his wife, is at Love Field, Dallas. Milly Lou Patterson Alexander, with her husband, Jim Alexander, and their two children, Ota and little Jim, are in Vicksburg, Miss. Received some good pictures of the Bud Cross family, Bud with Mrs. Cross, the two sons and daughter and the family dog in one picture, and another with the same group and Bud's father. The family, who are in the park at Port Arthur, Tex., this summer, find time to take trips in a swanky speedboat also shown in the pictures.

Mr. and Mrs. Harry Chipman, who live in Yakima, Wash., have acquired a park location near there and plan some big things. Frank Delmaine, vet secretary and treasurer of the Tivoli Expositions Shows, hinted in a recent letter that they still have trouble now and then with boys going over the hill with money supposed to go to other places. L. H. (Bill) Williams wrote from Mission Beach, Calif., that he was having a fine summer and enjoying life. He always manages to find time for a little fun, while he is one of the hardest workers I know.

The Siebrand Shows were in Baker, Ore., 400 miles from Salem and too far to go on limited gas and with train services none too good. West Coast Victory Shows are coming closer, so we may get to visit a show yet this summer.

Stationery of the different shows is an interesting study, as it is about as varied as any class of business stationery that I have seen and is attractive and eye-catching. Charles S. Rose, of the Rose Enterprises, with headquarters at Milwaukee, has bright, modern paper. Colors are blended in futuristic style, and heading is one that has taken thought and planning. That of the Zeigler Shows, Seattle, is yellow and red, and the red border reminds me of the motto popular always with shows: "Any color, just so the color is red." The F. E. Gooding Amusement Company has a light beige paper with soft brown lettering, just the right touch of dignity for the president of the Showmen's League of America. Crafts Shows, North Hollywood, Calif., have a full heading of attractions and colors are mostly those popular with shows, but arranged especially well to show up on the white background.

73 YEARS GRANGERS' (Fair) PICNIC 73 YEARS WILLIAMS GROVE PARK

Mechanicsburg, Pa.

AUG. 28 TO SEPT. 4, INC.

"In the Very Heart of Nation's Greatest Army-Navy and Defense Units."

Can Place Shows, Concessions and Other Midway Attractions.

Particularly interested in 10-In-1 or other large front Show for main attraction. Very attractive proposition to good flashy Show.

Need a Couple More High Class Outdoor FREE ACTS.

Write, Phone or Wire
ROY RICHWINE

WANTED—FRIDAY-SATURDAY, SEPT. 8-9

Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Kiddy Rides and Other Carnival Attractions.

Paid Attendance — Sponsored By
Cheviot Westwood Kiwanis Club

85TH ANNUAL GREEN TOWNSHIP HARVEST HOME FESTIVAL

JOHN J. O'ROURKE

3706 Davis Avenue, Cheviot, Ohio
Phone MONTana 3200

Minerva, Ohio, Annual Homecoming

In City Park, August 14th to 19th
WANT

Shows, Motordrome and some legitimate Concessions. Shows can work following weeks at East Palestine, O., Street Fair, and Canfield.

CHAS. HART, Shows
LARRY FALLON, Concessions

ALL TYPES OF CONCESSIONS For Rent

ELKS' BENEFIT
Week of August 14
Apply B. PALTRO, 316 Main St., Ashbury Park, N. J. Phone: Ashbury Park 5880.

FIFTH ANNUAL MEXICAN FIESTA

NORTH BALTIMORE, OHIO
September 13-14-15-16-17
Can Use Legitimate Shows, Penny Arcade, Concessions.

HARRIS RIDES

Telephone 2301 - 2705
TOFA N. ETOLL, Sponsor
IRWIN SCHALL, Lot Manager

WANTED

RIDES AND FREE ACTS FOR
4TH ANNUAL GRAND RIDGE HOMECOMING
SEPTEMBER 2D, 3D AND 4TH
No Concessions Open.
LLOYD M. RINKER, Chairman
Box 132, Grand Ridge, Ill.

WANTED

Capable Bingo, Rat Game and Pan Game Help.
ROY E. LOLLAR
Care Virginia Greater Shows
Bel Air, Md., until Aug. 5

TURNER SCOTT WANTS

Shum Skillo and Roll Down Agents. Long season, 14 fairs. Frenchy La Rue, wire. Address:

TURNER SCOTT
Care Scott Expo. Shows
Bockley, W. Va., this week

World of Pleasure Shows

SAGINAW, MICH., AUGUST 7-12

First Show Inside the City in 8 Years.

WANT: Neat and Attractive Grind Shows, Monkey Show, Large Animal, Wild West or 10 in 1 to feature. Exceptional proposition to capable Side Show. Can place merchandise concessions of all kinds. Ride Help on all rides.

JOHN QUINN, MGR.

Fowlerville, Mich.-Muskegon, Mich.

August 2-5 August 14-19

ROYAL AMUSEMENT CO. WANTS

Bingo, Photo Gallery, Dart, Guess-Your-Age and Weight, and Grind Merchandise Concession. Book Kiddie Ride and Flat Ride. Shows with own outfit. Playing Tobacco Markets, Industrial and Army Camp Territories.

Florence, S. C., Downtown Location, Week July 31; Lake City, S. C., Follows.
Auspices Chamber of Commerce.
Write or Wire DICK HARRIS, Manager.

WANT—ROYAL UNITED SHOWS—WANT

Rides, Shows, Legitimate Concessions of all kinds. Capable and sober Ride Help at top salaries, as well as Agents for Slum Joints. Also Front Man for Girl Show. Best Celebrations and Fairs, including Albert Lea, Minn.; Waterloo, Iowa, Cattle Congress; Mitchell, S. D., Corn Palace. All replies to

ROYAL UNITED SHOWS, 129 N. 4th St., Minneapolis, Minn.

BIG ONE REBOUNDS IN AKRON

B-R Doing Big Biz on Coast

TACOMA, Wash., July 29.—Phenomenal business—that was comment here July 26 of William B. Antes, press agent, at conclusion of a three-day stand on the South Tacoma lot for the Beatty-Russell circus. Antes said biz had been big ever since the show pulled out of Los Angeles and headed north.

In Tacoma the six-performance stand was better than average. This was second time Russell Bros. had played here, but first for combined shows. Second stand was much better than last year, Antes said. Show had plenty of paper out in advance, including 24-sheets.

Antes said that the Ringling catastrophe hadn't hurt biz "enough to notice it."

The *Billboard* correspondent here thinks show should and would have done better biz if a better lot had been picked. Grounds used last two years by Russell-Beatty and Arthur Bros. is off beaten path, next to a pickle factory and hard to get to. Ground is anything but pleasant for customers to walk over. The natives are used to big shows playing the railroad lot.

Press and city officials did more than their share to pull the coin for box-office. Tacoma fire department had fire truck and crew on lot at all times.

Show left here for smaller spots, bowing in Seattle July 29 for a nine-day stand.

Pepple Writes Of Polack Dates

TULSA, Okla., July 29. — T. Dwight Pepple, general agent of Polack Bros. Circus, when here, stated that the Polack organization is the pioneer in playing summer dates. From the beginning the show has worked both summer and winter. However, in the early days it was presented in front of grandstands in the summer. During the past three years it has played very few outdoor dates. Year before last it had three—Reno, Nev.; Astoria, Ore., and Bremerton, Wash. Last year it only had two—Reno and Astoria. Show again played Bremerton, but in a building. The only outdoor date this year was evening of July 4 in Rose Bowl, Pasadena, Calif. All other dates are indoors.

Polack is now playing its 18th town for the 1944 season alone. They follow: Flint, Mich.; Hammond, Ind.; Louisville; Cincinnati, Columbus and Dayton, O.; Sacramento, San Francisco, Oakland, Fresno, Los Angeles, San Diego, Long Beach, Pasadena, San Jose, Stockton and Santa Rosa, Calif. These have already been played.

The following are contracted: Eureka, Calif.; Seattle; Vancouver, B. C.; Bremerton, Wash.; Portland, Ore.; Salt Lake City, Denver, Fort Worth, San Antonio and Tulsa, making a total at present writing of 28 cities. All in all, when 1944 dates have been played total will be 32 cities. Polack feature acts have a 40-week play or pay contract during the year.

The date in Columbus, O., is with the Grotto; Salt Lake City, the police; Fresno and Long Beach, Calif., the Scouts (Masonic organizations on order of Grotto); Pasadena, firemen. Vancouver, B. C., will be the fifth engagement in Beacon Theater. Outside of Hammond, Ind., business has been from 25 to 40 per cent better than last year. However, Hammond was a profitable date.

Two Cancel Keene, N. H.

KEENE, N. H., July 29.—Two circuses which were scheduled to show here have canceled their bookings, according to Mayor Richard L. Holbrook. Bailey Bros. show was to have exhibited last week and Wallace Bros. had a tentative date for August 2.

Mex. Rains Call Them In

MEXICO CITY, July 29.—Practically all Mexico's wagon shows have been driven off the lots because of heavy rains. Most of them will resume in the fall. Best circus and carnival biz in Mexico is from September to July, when there is hardly any rain. Only a half dozen shows now remain in the field.

Big One Donates \$10,000

HARTFORD, Conn., July 29.—Chairman Allen, of the Hartford Chapter of the Red Cross, announced receipt of a donation of \$10,000 from the Ringling circus which will be used for needs arising from the circus disaster.

RB Claims Are \$2,500,000

HARTFORD, Conn., July 29.—Total claims in the Ringling fire here have reached \$2,500,000 and several incomplete investigations being made were continued by Judge Yellin until August 11. The death toll rose to 166 July 26.

Williams to Direct Shows

CHARLESTON, S. C., July 29.—Circuses by junior chambers of commerce will be held here; Augusta, Ga.; Raleigh, N. C.; Charlotte, N. C.; Savannah, Ga., and seven in Florida, all to be directed by Edwin N. Williams.

RB Booked for Milwaukee

MILWAUKEE, July 29.—Ringling circus will play in front of the grandstand at State Fair Park here September 8-10. Circus request for use of Breese Stevens' Field in Madison September 11 was refused by the city property and purchases committee because it was contended that erection of equipment would ruin sod for football.

Week Stand for RB in Miami

MIAMI, July 29.—Announcement has been made here that the Ringling circus will play a week stand at the city owned Burdine Orange Bowl early in November, before closing at Tampa. Stadium seats 22,000 and is an ideal spot for the Big One.

CORP. GEORGE (RED) WHITE has been transferred to New Guinea and his address is APO 33, care Postmaster, San Francisco. He was formerly with circuses, his last being in the Side Show of the Ringling circus. His wife, Barbara, a WAC, who also had been with the big tops, has been transferred from Colorado Springs, Colo., to Bolling Field, Washington. He is an aerial photographer in the army air force. White met an old friend who was on the Barnes and Ringling shows—1st Lieut. W. A. (Bill) Helbling. The latter's wife, Josephine, handled snakes on the Big One.

UNDER THE MARQUEE

Communications to 25 Opera Place, Cincinnati 1, O.

ASKING the way to a circus lot is a quick way to learn how widely opinions differ.

A FULL reel 20-minute moving picture of behind the scenes of the Ringling circus is skedded for a three-day showing at Bill Exton's Roosevelt Theater, Kenosha, Wis. Picture was made at Sarasota quarters.

CHARLES R. McCARTHY was guest of Beers-Barnes in East Syracuse, N. Y.

F. B. MARTINE is trainmaster and boss hostler on Dailey Bros. Circus.

REMEMBER when patrons looked at our property men and wondered if haircuts were rationed?

FRED K. MOULTON, who has been on publicity with George Pughe on the Polack show, handled the promotion for Polack in Eureka, Calif.

Two Morale Boosts Received by R-B

SARASOTA, Fla., July 29.—Among the many letters that the Ringling circus has received were a couple of nice morale boosts, published herewith:

A lad of 12 from Richmond, Va., wrote: "I was sorry to learn of your misfortune. The chance to see a circus is something that every boy should have. It is part of the America which the boys are fighting for. I am buying all the War Bonds and Stamps that I can. Am sending you 25 cents and hope that all children will do the same." James A. Haley, vice-president, replied to the boy, thanking him and assuring him that if they need financial help, he will be the first port-of-call. His War Stamp money was returned to him.

Letter from a San Antonio circus enthusiast read, in part: "Have granddaughters, six and three years old. The oldest and I are old customers of yours. The other is anticipating her first trip. We are grieved about your catastrophe. Attached hereto you will find a cashier's check for \$3 for which deliver to use on your next trip here \$3 worth of credit on tickets we will need to see the circus." Bev Kelley replied to this one: "Your letter encourages us a great deal and we appreciate your confidence in us. We mean to go out again this year. I am returning your check, inasmuch as it is unlikely we shall come as far west as San Antonio this year. We'll try to keep the banners flying and the band playing long past the time when your granddaughters bring their grandchildren to see The Greatest Show on Earth."

Cole Capacity At Des Moines

DES MOINES, July 29.—Cole Bros. Circus had two capacity evening crowds here July 21-22, with three-quarter filled at the matinees. Manager Noyelles Burkhardt reported the show did good business at Austin, Minn., and Mason City, Ia., on the two previous days. The R-B fire seemed to have little effect here on Cole and a front-page story day before showing which explained safety measures being taken and inspections by fire marshals, was believed to have helped. Col. Harry Thomas also did a good job on broadcasting over KRNT and KSO to help attendance.

State Fire Marshal John Strohm praised the Cole management in carrying out safety measures he had ordered. Strohm said he had received fine cooperation. No smoking signs were posted in both big tent and Side Show.

The Side Show grossed \$1,000 more than the first day a year ago, according to Arthur Hoffman, and second day's business was still better.

Three Trains Resume Route

Performance to hold close to Garden premiere—Detroit and Chi on schedule

SARASOTA, Fla., July 29.—Present plans are for Ringling Bros. and Barnum & Bailey Circus to leave here tomorrow morning at 9 o'clock via the Seaboard Air Line so as to arrive in Akron August 3 for one-day rehearsal in the Rubber Bowl prior to the season's reopening, the show to be there August 4-6. From there it will go to Detroit, then Chicago.

Rejuvenation of the big-top performance arrangement to conform with the new outdoor set-up consists of a string of 24 three-quarter poles, about 50 feet high, to handle lights, cloud swing and other aerial acts.

Previous system of three rings and two stages will be duplicated under the new set-up, but the entire performance will be given facing one direction instead of oval shape performance under canvas to accommodate spectators on both sides of the big top.

According to George W. Smith, general manager, performance will be staged as near as possible to one side of stadium and ball parks to be used for remainder of season.

Twelve flats, formerly used to carry big top, poles and seats, will be left behind in quarters, cutting train from 70 to 68 cars. Show will travel in three sections, with second section light. Big top canvas and seat personnel will be retained by the show and transferred to other departments. Smith said that this would alleviate critical man-power shortages in several departments.

Pat Valdo, program director, emphasized that the performance would remain the same as at the premiere in Madison Square Garden, New York, with only changes made to conform with physical equipment changes.

Flameproofing Tests On RB Satisfactory

SARASOTA, Fla., July 29. — Flameproofing tests, conducted at the Ringling quarters for newsmen and photographers showed that the initial purpose of the chemical compound is a success. For nearly a minute, a flaming blowtorch was applied to a section of chemically treated Side Show tent. As the first flame touched the canvas it began to glow bright red. Glow continued as long as the blowtorch was applied, but when removed, the flame and glow died out, leaving only a blackened burnt-edged hole in the fabric. Conducted by L. L. Heffner, chief chemist for the William E. Hooper Company, Baltimore, the test was performed for newsmen and executives of the circus who in general agreed that if tents and sidewall withstand similar or lesser tests, the circus canvas hereafter will be flameproof.

Heffner, who has been working on flameproofing compounds for the past 11 years, is inventor of the substance. Since the first patent was granted in 1936 no civilian concern has been allowed use of the substance. Army, navy, marine and maritime services have used the compound for several years, Heffner said. Approved by the army, navy and maritime specifications, general usage has been with canvas truck covers, lifeboat covers, tarpaulins and army tentage.

George W. Smith, general manager, said efforts to obtain the compound had been made by the circus as far back as a year ago, but that because of governmental priorities the circus had never been granted use of the substance until recently when Edward Kelly, assistant manager, obtained 1,200 gallons for (See R. B. Flameproofing on page 41)

WALLEDA tent, of the CFA, in Madison (See Under The Marquee on page 41)

DRESSING ROOM GOSSIP

Ringling-Barnum

When the show came to Sarasota from Hartford, Conn., work was started immediately in preparing to resume the tour. The band and acts are working out every day. Sunburns are quite the fad around quarters; everyone is working in the open. After work night bathing is the order of the day, with beach parties held two or three times a week. The Ram-Doodle Club held a beach party and weekly get-together last Sunday night. Tex Copeland, former showman now in the army, has been made a life member. Sleeping cars and cookhouse are open. As most of the showfolk live in Sarasota, many are living at home and quite a few are staying in the cars.—DICK MILLER.

Cole Bros.

Nice people with the show and the nice things they do. George Davis serving coffee and rolls to the workmen in bed on that long run. Jo Jo Monark playing the part of the good Samaritan on those cold and rainy nights. Evelyne Wilbur, wife of show's boss property man, being a mother to the prop boys and looking out for their general welfare. Edna Collins, Mary Lou Burkhart, Nena Thomas, Dorothy Lewis and Mrs. Zack Terrell doing men's work in that chair wagon every night. Corky Plunkett acting as Con Colleano's rigging man. Hank Linton setting up those

chairs. Mrs. Luckey and Mrs. McFarlan saving the boys' money, so they will have a little when the show closes. Don Robinson is happy since Marna joined. She is a top dancer in the ballet. It was a big day in Mason City, Ia., for Whitey Govro. He had his entire family on the lot.

The writer took a stroll thru the Side Show and for this writer's money, it is one of the best looking outfits seen in many a day. Manager Arthur Hoffman reports a fine bunch. Harvey Langford has a good minstrel band, Eunice House is back with Harvey's band and Shufflin' Sam's blues are over. Harvey has a new home in St. Louis. Tom and Alice Privett, who were over here last year in the Wild West, are now playing rodeos and are doing well for Joe Greer. Mr. and Mrs. Frank Kindler gave a party at their home for the following: Con and Winnie Colleano, Jean Allen, Eddie Woeckener and Dr. Mulligan. To Grace Hanneford, this one I missed.

Visitors: Frank Friedman coming from Minneapolis to spend a day with the writer and wife; Sumner Sunny Peterson; Rose Fleming, daughter, and grandchildren; Mr. and Mrs. Kindler and Dr. Mulligan. Lieut. Parley Bear is overseas. Gloom was cast over the dressing room when Slayman Ali informed us that his son had been killed in the Pacific. **FREDDIE FREEMAN.**

Beatty-Russell

A tragedy struck the show at Chehalis, Wash., July 13, when Gabe Tucker, elephant man, was killed by Lucy. The bull was sentenced to spend the rest of her days at quarters of the James E. Wallace Circus, Tangent, Ore. Clyde Beatty and Brownie finally caught a fish, their 13th attempt. Andy Hilliard, Aberdeen, Wash., circus fan, along with Ed Friedley, also of Aberdeen, took Clyde and Brownie to one of their hide-a-ways and the boys came back with plenty of rock bass. In order to help celebrate the occasion, most of the performing personnel, particularly clown alley, helped the fishermen eat the food.

George Perkins likes to get his clown white off early. One night he washed up before spec, but most of the time he waits for the halfway mark in the show. Bert and Marie Pettus have the baby concession. They have play pen and all necessary equipment for little Lee and Tommy. Thelma and Doris, the show's Albino twins, are "wild animal fans." They always manage to make the menagerie at feeding time. Harry Hammond has transferred his activities to the grease stand. Larry Vogue loves his public so much he sits on the ring curb during the clown fight and watches the facial reactions of the audience. Visitors: Harper Joy, CFA, from Spokane; Cecil Montgomery and Blackie, from the James E. Wallace Show; Jack Bragen and Anna John Budd, Douglas Shows; Andy Hilliard, Ed Friedley, Louis Nova and John Howard.

To the Big Show: From the personnel of the Beatty-Russell circus to the Ringling show, our deepest sympathies.

DICK LEWIS.

Arthur Bros.

Show has been out 19 weeks and had the first Sunday off in Boise, Idaho. The boys were repainting the show. Everyone gave the picture shows a big play. The Silverlake baby was christened Martin Arthur Silverlake; Ruben and Anita Olvera were the godparents. The lot was beside a river. One should have seen the life-saving squad come out in full force with ropes, chains, etc., when some one yelled they were drowning. Were their faces red when they found it was only a hoax. Many of the Siebrand carnival personnel visited again, as did the La-Pearls, who are vacationing in Boise. Just before the night show in Glenns Ferry a storm came up and blew down the big top and side show. No one was hurt.

Show moved to Gooding, where the top was repaired and a matinee given on time. Two days in Twin Falls on a beautiful lot. An act that should be in clown alley—Cal Hicks and Mel Henry trying to read the radio script at a broadcast with one pair of eyeglasses between them. Tena Henry was called home because of her mother's illness. Lorena Escalante has been on the sick list, and Maurice Marmolejo has taken her place in the flying act, doing comedy. Elmer

Sugarcrown passed his physical and will soon be off to join the army. Mr. and Mrs. Al Beck bought a beautiful new streamline trailer. Pinch-hitting for one of the wire acts, the Guiterezs, Nine Tamar and Maurice Marmolejo did a swell acrobatic act which surprised everyone. —GRACIE HANNEFORD.

Unique Lunch Club Is Mecca of Outdoor Showmen in Chicago

CHICAGO, July 29.—If an outdoor showman is stopping over in Chicago and wants to get in touch with another showman, he is likely to be told "You'll probably find him at the Atwell Luncheon Club at 1 o'clock.

Unique among luncheon clubs, the Atwell Club has been in existence since 1930 and it's the mecca of outdoor showmen visiting in the Windy City. Its 125 members are from all parts of the United States. Most of them are active in show business or affiliated with it in one way or another, and at the luncheon table show owners, press agents, performers, billposters, general agents, managers and newspapermen make a cosmopolitan gathering, all having interests in common.

The club started during speakeasy days, when half a dozen kindred souls used to stop at the studio of Harry Atwell, circus and theatrical photographer, to pick Harry up on their way to lunch in the Hotel Sherman coffee shop. The little gathering gradually became informally known as the Atwell Club and after a couple of years it was suggested that a regular club should be formed. Billy Blencoe, then with a show printing house, volunteered to print some cards and so the club was born—no dues, no obligations; just a social gathering at lunch "rain or shine, every day at 1 p.m., except Sunday." A couple of years later it was suggested that members should pay dues, as there were occasional assessments to buy flowers for a sick member or one who passed on, and to provide an honorarium for the club's waitress at Christmas time. As showmen known to the members dropped in they were invited to join, and from year to year the roster has grown. Some members get in town only a couple of times a year, but when they do they'll find 10 or 15 fellow showmen around the luncheon table "cutting it up" or cutting each other up, for they must be able to "take it" if they don't want to spend an uncomfortable hour.

While purely a social club, the Atwell Club has made liberal donations to the Red Cross and to the Mustering-Out Fund of the Showmen's League. Each member is assessed \$2 for the Red Cross and many have contributed additional amounts.

Most of the original members were affiliated with the circus. The circus still predominates, tho there are members from various other branches of show business. Members who are or have been affiliated with the circus include H. A. Atwell, president; Harry Bert, Mickey Blue, F. A. Boudnot, Frank Braden, Ray Marsh Brydon, Noyelles Burkhart, Clyde Carlton, Ralph J. Clawson, Orrin Davenport, George D. Davis, Bert Doss, C. W. Finney, George Flint, Theo Forstall, Forrest Freeland, Capt. Anthony Greenhaw, Robert E. Hickey, Homer D. Hobson, Arthur R. Hopper, Al Humke, Edward A. Johnson, Omer J. Kenyon, Fred H. Kressmann, R. J. Leander, Frank J. Lee, Sam J. Levy, R. L. Lohmar, J. C. McCaffery, Jack Mills, Polly Morrissey, William B. Naylor, J. D. Newman, Robert K. Parker, T. Dwight Pepple, Irv J. Polack, Earle Reynolds, Nat D. Rodgers, R. O. Scatterday, Earl Shipley, Billy Senior, Gerald Snellens, Charles Sparks, Bob Stevens, Sam Stratton, Al Sweeney, J. C. (Tommy) Thomas and Sam Ward. Several of those mentioned are now with carnivals, a few in motion pictures. Prominent carnival members include Floyd E. Gooding, president of the Showmen's League; Dennie Pugh, Nate Miller and Harry Hennies. Joseph L. Strelbich, secretary of the League, is a member.

Prominent members from other fields include W. H. Hohenadel, editor of *The White Tops*; J. R. Hannon, publisher; Jack Ryan, publicity director for NBC; Ray Hunt, Sunday editor of *The Chicago Daily Times*; Burt L. Wilson and Don Howland, collectors of circus material; Paul F. Van Pool, soft drink distributor of Joplin, Mo.; Dr. H. H. Conley, circus fan and widely known physician of Park Ridge, Ill.; E. Paul Jones, Dallas pub-

With the Circus Fans

By The Ringmaster

President THOMAS M. GREGORY
1014 Hardesty Blvd.
Akron, O.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

Capt. C. E. Stan Rogers writes: "Have been with the Air Surgeon's Office since first of the year, setting up camouflage courses in the Convalescent Training program of AF hospitals. Have been all over the East from Miami to Massachusetts and as far west as South Dakota. Moving to a job in Washington.

A group from Madison, Wis., fans caught night show of Mills Bros. Circus in nearby Stoughton. Member Dorothy Zimmerman rode an elephant in spec. Those present were Dean and Mrs. Thomas, Mr. and Mrs. Sverre Braathen, and Mr. and Mrs. Robert Zimmerman.

Following the evening performance of the Big One in Hartford, Conn., July 5, Ben Perkins, Holyoke, Mass., president of the Fred Bradna Tent, Boston, was host to an informal party held at Hotel Bond in that city, with a number of the show personnel as special guests. His guests were Theol and Ray Marlow and their daughter Sara; Bea Mason, Kitty Clark, Margie Naitto, Father Ed., Mr. and Mrs. Sam Cheiffetz, Lieut. Bernard Lewitt, Maj. Hal Lewis, and William Montague.

A special meeting of the Bluch Landolf Tent, Hartford, was held in that city July 11. Following dinner at 6:30 p.m. the meeting was called to order by President Carlos S. Holcomb. An informal discussion of the circus tragedy was held and among other matters it was voted to send a letter of sympathy to Robert Ringling, president of the show. Also it was voted to send a contribution of \$50 to the "Circus Fire Victims Fund," being sponsored by *The Hartford Times* and to be administered thru the Red Cross.

Pfc. Wally Beach was home on a furlough at Springfield, Mass. With Joe Beach and Charles Davitt, he caught Wallace Bros. Circus, also Bailey Bros.

Harry W. Hatsing, CFA, and wife of New Britain, Conn., entertained the Wallendas at a picnic supper at their home night of July 13. Those attending were Karl, Helen, Karla, Lee and Martha Wallenda. Past President Judd, accompanied by his wife, attended and Judd entertained with circus movies, including pictures taken this spring at Madison Square Garden. New Britain fans who were on the lot during the fire were Judd, Hatsing, Day and Nordgren.

After the evening performance of the Cole show at Aurora, Ill., CFA Director Bob Clark arranged a gathering which was attended by Bert and Corinne Deard, Col. and Nena Thomas, Ethel and Freddie Freeman, Mr. and Mrs. Joe Antalek and baby daughter, Hannah and Otto Griebing, Whitey Govro, Ruth Ray, and Fans Ruth and Bob Clark, "Pat" Patterson, Dick Muhlig, and Mary and Herm Linden.

Mr. and Mrs. W. H. Hohenadel, Rochelle, Ill., spent July 15 and 16 at the home of Mrs. Eva Tormey, Madison, Wis. On Sunday evening, together with Mrs. Tormey, they were dinner guests of Mr. and Mrs. William Jackman.

AL HUMKE, Anderson (Ind.) promoter, was in Chicago last week to line up talent for another rodeo and thrill show.

JAMES COGSWELL will start his outdoor season (fairs and celebrations) week of August 5 in Chicago at the St. James Church Festival.

WHEN asked why he opened the ticket wagon and not the doors of the big show before he allowed his side show to open, an early-day overland circus operator replied: "A fire might break out up town and everyone rush off of the lot. I was caught that way once."

SHORTY SYLVESTER, employed in a war plant in Akron for two years, is in a hospital for an operation.

licity man; Gene Whitmore, editor *American Business*; Jack Duffield, fireworks expert, now in the army; G. L. Wright, head of Publishers' Business Service; C. A. Marsh, of the C. & O. railroad; Jerry Doyle, Washington newspaperman; Pat Purcell, Minneapolis sports writer, and Fr. John J. Rengel.

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ELEPHANT MAN.
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Bill Posters and Helpers. Union shop. Good working conditions. No labor trouble.
Wire or Write

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TWO-CONDUCTOR WEATHER

PROOF WIRE, 18-Gauge, Stranded,
\$10.00 Per 1000.
SINGLE-CONDUCTOR (as Above),
\$5.00 Per 1000.

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2928 N. Kenneth Ave. CHICAGO, ILL.

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Suitable for Indoor Circuses and Fairs.
ERNE YOUNG AGENCY
155 N. CLARK ST. CHICAGO 1, ILL.

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Flying Rigging, complete, indoor or outdoor, with net, guy lines, fly bar, catch trap, pedestal, etc.
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CIRCUS FAN PHOTOS

of the 1944 Railroad Show. Dalley Bros. Circus. 15 Post Card Size Photos of Flats, Stock Cars, Lead Stock, Elephants, Unloading, Lot and Backyard Spec. Price \$2.00 Set. Very good. Also 1944 Cole Show Set (10), \$1.50. Guaranteed to please.
W. A. UTHMEIER, Box 48, Marshfield, Wisc.

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Complete Aerial Horizontal Bar Rigging and Net. All in excellent condition; net practically brand new. For further particulars write
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Communications to 25 Opera Place, Cincinnati 1, O.

ROY VINCENT left LaRue's Rodeo and will be off the road for the duration. He is working for the 107 Riding Academy, Cleveland, taking care of officers' and privates' horses.

A MATCHED roping contest will be held at Midland, Tex., Labor Day between Toots Mansfield and Troy Fort. Clyde Burk is yet to be matched with some competent opponent. There will be other roping events.

MAJOR winners at Canada's largest indoor rodeo at Kimberley, B. C., were: All-round cowboy, Jim Tegart; saddle, Jimmy Barton, Bob Lauder; bareback, Jimmy Barton and Fergus McKenzie; steer riding, Jim Tegart, Jack Cook; calf roping, Harry Riddell, Peter Beaudoin.

SECOND wartime version of the KIT reunion rodeo will be held August 7 and 8 at Dalhart, Tex. A parade will be held opening day. The reunion proper will not be held this year.

A COWGIRL contest in which entries will be judged on appearance and ability to ride has been added to the Bear Club Annual Rodeo at Waco, Tex., August 15 to 19. Entries will be \$2 each which will be added to \$125 as prizes.

PLANS are completed for the first annual Treasure State Rodeo to be held at the Montana State Fairgrounds, Helena, August 1 and 2. The two-day show, sponsored by the American Legion, will feature \$1,000 in prize money. Leo Cremer's complete show will be presented. In addition there will be \$2,000 in special acts. As an extra feature there will be an amateur bronk riding contest. Peter J. McHugh has been named chairman of the rodeo.

IN SADDLE bronk riding at the recent annual rodeo at Coleman, Tex., G. K. Lewallen, was first. He also was the bareback champ. Les Hood was second in bareback riding and Wart Baughman, third. Second in bronk riding was Texas Kidd Jr., and third, Leo Thorn. Other winners: Bull riding, Lewallen, Hood; calf roping, Royce Sewalt, first; Toots

Mansfield, second; third and fourth split, Ted Powers and L. N. Sykes. Steer wrestling, L. G. Gibbs, Sewalt, Gene Canender, Vic Rogers.

WINNERS at the two-day Stettler, Alta., stampede were: Chuck wagon race, Ralph Innocent, O. Strandquist, Jim Ross, C. Lundseth; saddle bronk, Sammy Sisson, W. Lindstrom, U. Doan, A. Brown; bareback, A. Boyce, A. Chick, A. Remington; calf roping, W. Lindstrom, R. Noble, O. Wilkner; steer riding, O. Armstrong. More than 10,000 persons attended. Managers were T. Kirby and R. Tighee. Stampede was sponsored by the Elks.

FINAL results of the Calgary (Alta.) Stampede held July 10-15. Finals in championship bucking horse riding with Association saddle: Bill Linderman, Jerry Ambler, Mitch Owens, Johnny Tubbs. Men's wild steer decorating contest: Pud Adair, Dick Andrews, Paggett Berry, Homer Pettigrew. Men's wild steer bareback riding: Muff Doan, Jimmy Sloan, Jerry Ambler, Mitch Owens. North American championship calf roping: Amby Camlin, Bill Hancock, Pat Burton, George Pambrun. Bareback bucking horse riding contest: Mitch Owens, Jimmy Schumaker, Bill Linderman, Harry Thomson. Attendance was 285,458, an increase of 19,608 over 1943. Officials: President, R. W. Ward; secretary and general manager, J. Chas. Yule; chairman stampede committee, J. B. Cross; arena director, J. M. Dillon; arena judges, Bob Carry, Pete Le Grandeur, Frank Sharp; calf starter, George H. Beatty; tie judge, Herman Linder; chief chute judge and flagman, Norman Edge; chute judges, Joe Fisher, Lorne Thompson, J. Van Weazel, Allie Streeter; judges, J. J. Bowen, Jack Fraser, Archie Boyce; in charge of stock, Dick Cosgrave; announcer, Warren Cooper; field announcer, Frank D. Sparrow; best bucking horse, Jonas Rider, "Highwood"; best roping horse, Oral Zumwalt, "U. S. A."; champion North American all-round cowboy, Bill Linderman; champion Canadian all-round cowboy, Wally Lindstrom; most colorful cowboy attire, Jimmie Schumaker.

A SPECIAL wild buffalo riding act, calf-catching contest for 4-H boys and distinguished visitors will mark the 21st annual Days of '76 at Deadwood, S. D., August 4-6, it was announced by A. A. Coburn, executive chairman. These features will be in addition to the rodeo, with all the pre-war events, historical parade, pageantry of the gold rush days, Trial of Jack McCall, carnival and bands. The entire show, rodeo, parade and street scenes will be filmed in technicolor by Warner Bros. for use in their feature, *World Sports Parade in Color*. WMAX, Yankton, will make a recording of the show for broadcasting which will carry to a nationwide audience the story of Deadwood and the '76 gold rush.

FINALISTS at the Raymond (Alta.) two-day stampede were: Saddle bronk, Art Lund, Duffy Stewart, Frank Many-fingers, Mel Fingstead; calf roping, Jack Morton, Floyd Peters, Steven Fox, Sandy Porter; steer decorating, Frank Good-striker, Vern Franklin, Frank Many-fingers, Waldo Ross; boys' amateur bronk riding, Herbie Doenz, Pat Wolf, Alex Eagle Plume; bareback bronk, Reg. Kessler, Vern Franklin, Elmer Gorham; boys' steer riding, Harry Lafferty, Raymond Helgerson, Buck Ball. Grandstand bleachers were lengthened to accommodate an extra 3,000 persons. Arena director was Herb Lund.

THE KEN CLUB at Maple Creek, Sask., sponsored a successful two-day stampede which attracted good crowds. Arena manager was Don Perrin. Winners were: First day, saddle, Jimmy Wells; Muff Doan and Jerry Myers (split), Jimmy Robinson and Ernest Emery (split); calf roping, Al Galarneau; Ken Brower and Fred Galarneau (split), R. S. Mitchell; steer decorating, Paggett Berry, Jim Robinson, Jimmy Wells, Larry Reaney; bareback, Muff Doan, Blair Holland, Fred Yarschenko; cow riding, Stewart Millie; Muff Doan, Jimmy Wells; wild horse race, Fred Yarschenko, Tony Buffalo Calf; cow milking, Fred Gladstone, Tom Peake; second day, saddle, Carl Olson, Jimmy Wells, E. Emery, Muff Doan; calf roping, Paggett Berry, Tom Hodgson, Fred Gladstone, Fred Bradford; steer decorating, Carl Olson, Jimmy Wells; Larry Reaney and Paggett Berry, split; bareback, Muff Doan, Gordon Cook; Muff Doan and Gordon Cook, split; cow milking, Fred Gladstone, Bob Page; finals, bronk riding, Carl Olson, Muff Doan, E. Emery, Jerry Myers; calf roping, Paggett Berry, Fred Gladstone, Ken Brower, Tom Hodgson.

UNDER THE MARQUEE

(Continued from page 39)
son, Wis., has issued an invitation to Ringling circus to play their performances at an athletic park.

ART MYERS, musician, formerly with Wallace Bros. and other circuses, is not trouping this year, but is vacationing at home of his brother in Los Angeles.

"OUR pusher is a politically minded man," opined a scat man. "He's always yelling for more planks."

J. D. NEWMAN, Cole Bros.' general agent, left Chicago early last week for San Antonio, where he will visit J. Ben Austin, retired circus agent, before going to the West Coast.

JUNIOR Chamber of Commerce, Charleston, S. C., will have a circus, under direction of Edwin N. Williams. Show will be staged in Johnson-Hagood Stadium, same as last year.

BOB EUGENE Troupe reports that this is its best season since leaving the Ringling show—jumps are short, no Sunday work. Troupe is now in its 11th consecutive week of the season.

OPEN windows of show sleepers on hot nights bring midnight sounds of the train being loaded. And how!

STANDING in front of a den of lions in a menagerie, a rustic asked: "When do they bellow? My wife told me to ask you what them speckled varmints wuz."

WILLIAM CONWAY and Al Butler, of the Ringling advance, conferred with Arthur Hopper in Chicago last week and are now busy lining up Midwest spots for the show.

CHARLES CARLOS and his rabbit-chasing greyhounds opened season's engagement at Hamid's Pier, Atlantic City, assisted by Josie LaFrance.

SADIE BEERS, of Beers-Barnes Circus, celebrated her birthday anniversary at Warwick, N. Y., by giving a party in her trailer between performances and received many gifts. Doris Davis had a surprise visit from her husband, Walt, who was stationed in Miami in the coast guards but was recently transferred.

A FEW "circus war" tactics occurred in Rome, N. Y., when Wallace Bros. and Bailey Bros. played there within a few days of each other.

WORD from C. E. Nichols is to the effect that in Akron are Frank Mahary, with No. 1 car of Ringling show; Lee Connaroe, No. 2 car, and Si Semon, car No. 3, heralding the reopening of the Big One there.

WORD comes from Tip O'Neil that Joe Reynolds, brother of Jim, Bill and Henry of the Ringling show, flew to Hartford, Conn., from New York City as soon as he received news of the fire. Joe, at one time, was with the Big One, but is now with the American Airlines at La Guardia Field. He is a dispatcher for the military section on overseas flights for the U. S. Army. Joe is leaving second week in August for six months foreign service as a company representative. He had his son, Joe, with him on trip to Hartford and met many old friends on RB.

MR. AND MRS. J. B. SWAFFORD, granddaughter, and Gertrude Swafford visited Wallace Bros. at Lynn, Mass., reporting full house. J. B. renewed acquaintances with George Fox, Walter Rogers, Deacon MacIntosh, Specks Cau-

tin, and Mickey Guy. Swafford was general agent of the show three seasons. He recently finished his fifth season as chief doorman at Shubert Theater, Boston, and has been shifted to the Majestic for the summer. Will again be at the Shubert when it reopens.

MECHANICVILLE, N. Y., was a two-day stand for Beers-Barnes and biz was just fair; rained both days. Kenneth Van was there and received an order for new center poles. George Willis Beers was bitten by a monkey. C. Hammond, Harry Legland and Mallory visited Ray Brison.

NOW that school vacation has been on for some time, the punk workers are having their day.

REX M. INGHAM'S traveling zoo closed a week's engagement at Lynchburg, Va., July 22; business fair. Polio scare hurt kid trade somewhat. At Charlotte visitors were Rev. James Fowler and family, Concord, Ingham's former pastor at Ruffin; John Tomkins and Fred L. Ames, U. S. Society of Zoology; Jethro Almond, tent showman; Dewey Scott, owner Scott's mules; Frank Halthcox; Smoky Strickland, of Charlie Monroe's hillbilly outfit. In Lynchburg Marks Shows day and dated and visits were exchanged. T. A. (Red) Schulz and Fab Lorraine were daily visitors, as was Mrs. D. B. Shores, former agent for Ingham on his Congress of American Indians, now in government work. Another visitor was Buddy Brooks, Bantly Shows.

RB FLAMEPROOFING

(Continued from page 39)

flameproofing canvas to be used by the Side Show.

The compound looks like liquid chalk or thick milk and is applied with a paint brush. The canvas has a grayish appearance after the compound has dried, which, according to Heffner, will last as long as the canvas it usable. Heffner said the compound would prevent fire from spreading but did not make the fabric indestructible. He also said that the process was waterproofing. Heffner is supervising application of the chemical to tents and other canvas to be used by the show when the tour is resumed August 4 with a stadium opening at Akron.

Patent for the chemical flameproofing has been turned over to the government, royalty free, for the duration of the war and six months thereafter, Heffner said. All concerns or agencies other than the government must receive official sanction before the compound is released. Assistant Manager Kelly said he spent nearly a week in Washington before a final okay was granted for use by the circus. According to Smith, whose initial tests have proved satisfactory, "We need not worry about future fires. The circus-going public can enjoy the show without a worry about danger."

Big One's Detroit Dates

DETROIT, July 29. — Arrangements were concluded here Tuesday for the Ringling circus to show in the University of Detroit football stadium, August 8-20. Al Butler, contracting agent, handled arrangements. The stadium has a potential seating capacity of at least 25,000, depending upon how seating and exit arrangements are laid out. Opening night will be a War Bond show, same as last year, with admission to bond purchasers only. Arrangements to use the Cleveland stadium have been tentatively called off, because of conflict with softball schedules.

WANTED—BOSS CANVASMAN

Good salary. All winter work in Mexico.

RALPH CLAWSON, Mgr. WALLACE BROS.' CIRCUS

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CIRCUS ACTS WANTED JR. CHAMBER OF COMMERCE CIRCUS

CHARLESTON, S. C., WEEK AUGUST 21ST — THREE TO FOLLOW

Lions, Elephants, Bar Act, Double Trapeze, Dog and Pony, High Thrill Acts, Acrobatic, Wire, Seals, Perch, Troupes that can do two or three. Address: EDWIN N. WILLIAMS, Managing Director, Francis Marion Hotel, Charleston, S. C.
(Will Book Acts for Six Shows in Eight Weeks in Florida Starting October 20th.)
(Chicago Representative: John H. Billsbury Agency)

WANTED
GIRL SKATING ACT
Long season
RALPH CLAWSON, Mgr.
Wallace Bros.' Circus
Route: Buffalo, N. Y., Aug. 2-3-4; Jamestown, N. Y., Aug. 5; Oil City, Penna., Aug. 6.

ACTS WANTED
Thru August and September
NORTHWESTERN AMUSEMENT COMPANY
2395 University Ave. ST. PAUL, MINN.

LARRY SUNBROCK
Broke all attendance records at Fort Wayne, July 22-23.
At Terre Haute Memorial Stadium, July 29-30.
Sunday, August 6, at Toledo, O., Fairgrounds. Office at Commodore Perry Hotel.
Also Sunday, August 6, 2nd Unit will play Evansville, Ind., Bosse Field. Office: Hotel McCurdy, Evansville, Ind.
Yes, that's right—two big shows same date—Toledo and Evansville. I will be at Toledo all week. CALL me.

MONROE BROS.' CIRCUS
WANTS
Agent with car, Animal Acts, People in all departments. Answer by wire.
Davis, So. Dak., Aug. 3.

WANTED
Trick Riders and Ropers for fairs. Clown to work Mule. Lady to work Dogs-Ponies, and High School Circus Acts that double. Can place Hillbilly Band.
Write **STRICKLIN BROS.' CIRCUS**
Care H. O. Lippincott
127 11th Street Newark, Ohio

FIRE HITS WHALOM, SUMMIT

Damage 50G at Fitchburg Spot

Two employees injured as flames sweep midway—ride and cars burn in Akron

FITCHBURG, Mass., July 29.—Fire of undetermined origin swept a large part of the midway at Whalom Park early last Saturday causing injury to two men and property damage estimated at \$50,000. John Massera, of Haverhill, Mass., operator of the Dodgem, suffered severe burns on the back while escaping with four others from a small cottage adjoining the ride. He was removed to Burbank Hospital. Fire started in the bowling alleys and spread rapidly to the other buildings. Part of the loss was covered by insurance.

Buildings leveled by the fire included 12 bowling alleys operated by Walter Fletcher, of this city; Dodgem, operated by John Massera, Haverhill; small cottage adjoining Dodgem and occupied by the Massera family; Penny Arcade and Pretzel ride, operated by Barney Williams, Manchester, N. H.; bumper and ball games, operated by Andrew Stone, Lunenburg, Mass. Shooting gallery, operated by Pvt. Franklin Asselta, Gardner, Mass., now with the army overseas. (See Fire Hits 2 Spots on opposite page)

Edgewater Clicks Under New Chief; Tops 1943 by 30%

DETROIT, July 29.—Season's business at Edgewater, only amusement park within the Detroit city limits, is running about 30 per cent ahead of 1943 to date. Increase has been well spread over all departments, with rides and concessions doing about equally well. New ride installed this year, the Silver Streak, leased by John Quinn, carnival operator, has proved one of the best paying attractions in the park, outside of the Coaster. Edgewater management is in the hands of Ralph E. Ammon, former manager of the Wisconsin State Fair. He is assisted by his brother, C. H. Ammon.

Picnic business has been increased considerably this year, with special picnic promotion in charge of Lloyd Hammond. The park is 100 per cent union operated as far as the help is concerned. This fact is significant in that it allows them to get a large share of the business which the unions can give.

Construction has been held to a minimum at Edgewater this year, following an extensive program last season. (See Edgewater Clicks on opposite page)

Syracuse Enna Jett Now County Project

SYRACUSE, July 29.—Former Enna Jettick Park property, recently turned over to Cayuga County, reopened last week under name of Emerson Park in honor of Fred L. Emerson, Auburn, N. Y., shoe manufacturer and prey of the Enna Jettick plant which donated the property to the county.

Victor Stark, superintendent of new venture, is cleaning up park after a two-season closing. Only sizable structure being left is dance pavilion; all others are being demolished and premises landscaped.

Enna Jettick, a natural for many seasons, now goes into county set-up for picnics and free bathing privileges. Fate of dance pavilion not known at this writing.

Suburban Park, in near-by Manlius, N. Y., opened the season recently under direction of Fred Sears, with three rides going, and dancing week-end nights to a local combo. Biz fair week-ends with midweek nights away off.



IN THE CENTER of the photo is shown the burned area in Whalom Park, Fitchburg, Mass., after the \$50,000 fire which swept a large part of the midway early on July 22. Park operation has continued and study has been made of the ruins by fire inspectors in an effort to determine cause of the blaze which razed a number of structures in the Bay State playground.

S. Jersey Spots Get Lushest Biz Since War Began

ATLANTIC CITY, July 29.—Last Sunday (23) saw the biggest crowd here since the start of the war. With more than 250,000 visitors and vacationists crowding the resort, the turnout topped the July Fourth holiday, when the crowd was estimated at 200,000. Transportation and hotel facilities were taxed to the limit, and there was an acute food shortage.

In miniature, the Atlantic City scene was repeated thruout all the resorts in Southern New Jersey. Ocean City, near by, reports its biggest boom in 30 years, with all the hotels and rooming houses booked solid thru July and August, with all indications that the regular season will extend well beyond Labor Day.

Weather Hypos Canadian Biz

ST. JOHN, N. B., July 29.—A stretch of warm, sunny weather has hyped patronage at parks and beaches thruout the Eastern provinces, thus offsetting, in part, the unseasonably cold winds, rain and even snow which prevailed generally thru May and June. Fog, usually a business dampener, was less evident in July than for many years during that month.

CONEY ISLAND, N. Y.

By Uno

Joe Bonsignore has thrown open what he labels "A New Thompson's Roller Coaster" to replace Thompson's Scenic Railway which was almost totally ruined by fire last fall. Reconstruction included remodeling of the old ride with a more complete and unobstructed view of operation from the Surf Avenue front. New model is also speedier. Bonsignore's other Island ride, Bob Sled, on the Bowery, continues the same big-paying proposition it has been ever since its removal from the New York World's Fair.

New this season on the Boardwalk and 21st Street is a roller skating rink, 200 by 90, capacity 1,000, operated by Louis Camardella, 25 years in the field and who has another rink on Empire Boulevard, Brooklyn. Coney site was formerly a Child's eatery. Manager is Charles Martaglio.

MISCELLANEOUS.—Ronnie Gaye is new emcee at Tirza's Wine Bath girls

Automobile Crash Fatal to Kuhlman

CLEVELAND, July 29.—Northern Ohio lost one of its most beloved amusement figures in the death thru an automobile accident of William J. (Bill) Kuhlman, 60, president of the Aurora Amusement Company, which operates Geauga Lake Park amusement resort between Cleveland and Akron.

Returning to his Geauga Lake home Wednesday night (26) Kuhlman's car was hit by another automobile in Maple Heights, near here. He was dead on arrival at Bedford Hospital.

Active direction of Geauga Lake Park will be taken over by Kuhlman's niece, Mrs. Harvey Schryer.

Coney and Rockaway Continue Hefty Pull

NEW YORK, July 29.—For the fifth time this season attendance at Coney Island passed the 1,000,000 mark last Sunday (23). Rockaway Beach fared even better, with a crowd for the day estimated at 1,425,000.

Acute shortage of gas hit the outlying resorts. Jones Beach, almost exclusively served by auto, chalked up only 50,000 visitors, about half its normal gate for a scorching Sunday.

Erie Waldameer 50% Above 1943; Dance Biz Down

ERIE, Pa., July 29.—Attendance and business in general is up 50 per cent at Waldameer Beach Park, according to Alex Moeller, general manager. It was pointed out that business in 1943 represented a sharp decrease from the previous year, due to the ban on pleasure driving and local OPA enforcement that continually checked auto visitors to the park.

The return to normal this year is also partially credited to a steady presentation of free-acts. Two acts were used over the Fourth of July holiday, Snyder's Performing Bears and Fondaw and Gladys, aerialists. Current attraction is the Auroras, who work on a spiral tower.

Business at Rainbow Gardens, Waldameer ballroom, is definitely off. Manager Moeller is proceeding cautiously with bookings and is spacing dance dates to insure satisfactory business. Local are carrying the week-end dates.

It is announced that the large summer colony surrounding the park will be enlarged with the addition of 100 new cabins. Forty cabins have been purchased from the recently closed government arsenal project at Meadville, Pa., and they are being moved to the park property.

New rides, including a giant Ferris Wheel, are helping to attract crowds and are doing good business. Free acts will be continued for the rest of the season and replace entirely the free fireworks displays used for several years.

Miami May Get Modern Funspot

MIAMI, July 29.—A group of investors are incorporating, according to Edward B. Fleming, attorney, and will provide Miami with a long-needed amusement park this winter.

If the city commission acts favorably on the application for location, with a possibility that rezoning may be necessary, the funspot should be ready for an anticipated big winter season.

Various rides, a roller rink, dance hall and bandstand are planned, the aim being to make the new park as modern as anything in the country.

Seccaium Booming; Chester Big Draw

BUCYRUS, O., July 29.—With this area humming with war activity, Seccaium Park here is enjoying a boom season, running way ahead of the 1943 figures, according to R. A. Jolly. Remainder of the summer is expected to hold to the early-season play, what with a number of large industrial picnics set for the week-ends thru August.

Seccaium's dance business is right on par with the general park traffic, with Bob Chester, last week's name-band feature, jamming the dansant on a one-nighter. Maj Hallett comes in for a one-nighter August 3. Dick Zahn and his 10-piece combo have been engaged for the Saturday night dances. Manager Jolly is setting a name band a week, when available.

Routt Preps for Ky. Fair

LOUISVILLE, July 29.—Ted Routt, manager of Community Park, across from the main entrance to Churchill Downs race track, where the Kentucky State Fair will be held this year, has started on rearranging the park in order to be able to accommodate as many attractions as possible during fair week, August 28 to September 4. About 80 per cent of the space used by the park this summer will be set aside for the use of attractions booked in for fair week. Routt says.

The Pool Whirl

By Nat A. Tor

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

The Mailman Rings

M. Hayes, of St. John, N. W., writes as follows: "Bill McNulty, former swim champ, swim director for the socialites at Bar Harbor, Me., and appointed swim instructor in the navy by Franklin D. Roosevelt, assistant secretary of the navy in World War I, believes it is harder to get into the war services than get out. A man of long and wide experience in swimming, he offered to enter the navy to teach swimming and lifesaving. He was told he was over 38, hence could not be taken on. The man who told him is Gene Tunney who, by the way, is well over 38. McNulty then offered to go with USO anywhere, but preferably overseas. USO told him that the lack of a college degree barred him. He wants to know why his inability to produce a rah-rah certificate should stop him from instructing and entertaining the soldiers and sailors. He feels that anybody with the background he has should be of great value in stiffening morale among the servicemen and in providing them with knowledge that might save their lives." McNulty halls from Boston.

A swim pool building, 84 by 154 feet, which has been completed at Halifax, N. S., for the Canadian Navy, is likely to be made available for the public after the war. The new building is in connection with but detached from a new gymnasium building, also for the navy, and the contract price was \$638,000.

Sky Ballet at Palisades; Olympic Sports New Bill

NEW YORK, July 29.—Victoria Zaccini, the "Human Rocket," terminated a three-week engagement at Palisades (N. J.), Park Sunday (23). Hollywood Sky Ballet, aerial thrill act, opened there Monday.

Olympic Park, Irvington, N. J., is presenting a new show in its open-air arena. On the bill are Henry Robinson's Elephants; Trip and Fall, comedy acrobats, and Al Libby and Betty, comedy bike act.

Park Amusement Co. Elects

CHICAGO, July 29.—Park Amusement Company held its semi-annual meeting last week and elected officers for the ensuing year. Ray E. Thomas replaced J. F. Jones as president, and Ruth Royce succeeded A. L. Hinkley as secretary. J. J. Stevens remains as treasurer. Ray Marsh Brydon was re-engaged for another year as general representative. Chicago offices have been established at Hotel Sherman. Brydon reports that all units of the company have been enjoying a good season in parks.

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Atlantic City

By Maurie Orendenker

ATLANTIC CITY, July 29.—George E. Roberts is presenting Pamahasika's Famous Pets, bird and animal show, at Central Pier's outdoor stadium. Raymond Scheetz's magic show is also featured on the bill.

Hamid's Million-Dollar Pier has set aside Friday's as Jitterbug Night in its Ballroom of States. Cash prizes are awarded and winners and runners-up are eligible to enter the final Jitterbug Jamboree to be staged after Labor Day.

The Boardwalk parade, returning to the September Beauty Pageant for the first time since the war, will be a tribute to the armed forces and the nation's war effort, Gerald R. Trimble, chairman of the parade committee, revealed. Because of the patriotic nature of the parade and the fact that all the floats will be designed to promote the war effort, priorities have been granted for materials.

Mayor Joseph Altman revealed that he had received a telegram from Dorothy Lamour accepting his invitation to be a member of the board of judges at the beauty pageant in September.

Mangan Eastw'd Dance Mgr.; Kutzen Bosses Roller Rink

DETROIT, July 29.—Eastwood Gardens, ballroom at Eastwood, has been placed in charge of James Mangan, assistant manager for the past five years. Frank Kutzen, former manager, is now managing Eastwood's roller rink. Assisting Mangan are his sister, Grace, and Robert Walker, reservations manager.

Policy is much the same this year. As in the past, only beer and wine are served at the tables in the garden proper, with liquor served only in the cocktail lounge.

Spot continues its policy of playing name bands. Sonny Dunham, current, will be followed by Vaughn Monroe.

HARRY GREENBAUM, clown, is doing bally on the midway at Edgewater Park, Detroit, as well as acting as manager of the Laugh House.

EDGEWATER CLICKS

(Continued from opposite page)

new lower midway has been completed and the rides moved accordingly. Free-act policy is again being featured, with each act booked in for two weeks by Barnes-Carruthers, Chicago. Current is Irah Watkins's Circus.

Edgewater roster is as follows: Charles R. Rose, president; Ralph E. Ammon, vice-president and general manager; C. H. Ammon, office manager; Harry Brown, ride superintendent; Ralph Williams, refreshment manager; Lloyd Hammond, picnic promotion; Everett Meyers, grounds superintendent; Mrs. F. Moyer, bookkeeper; Mrs. Ethel Emerson, head cashier; Albert Griffith, chief of police.

Rides: Earl Evans, assistant ride superintendent; Ed Taylor and Noah Barr, Coaster; Tom Bettis, Bug; Tom Devine, Dodgem; Elmer Mahoney, Roll-o-Plane; John Thompson, Octopus; George Washburn, Ferris Wheels; Homer Black, Tilt-a-Whirl; Louis Benedict, Bomber, and John Schleick, maintenance.

Gilbert Axell, roller rink manager; Harry Greenbaum, Laugh House manager of the House That Jack Built.

Concessionaires include Jack Dickstein, 18 games; De Wa Company, Russell Walker, manager, three kiddie rides and Flying Scooter, with Ralph Watkins as superintendent; John Quinn, Silver Streak, with Melvin Whalon as manager, and August Pagliughi, arcade.

A policy inaugurated this year that is clicking nicely is 12-Cent Night on Monday, when all rides except the Coaster and Dodgem are sold for that price.

FIRE HITS 2 SPOTS

(Continued from opposite page)

was partly damaged. Sparks also damaged awnings and decorations on Kiddyland rides, approximately 500 yards from the main fire. Dance hall, roller skating rink, Roller Coaster and other rides were undamaged.

The fire raged out of control for more than an hour as the flames spread rapidly. Firemen from the three communities concentrated all efforts at preventing the fire from spreading to other buildings. A strong wind blew sparks and embers toward the water front and

endangered the old Whalom Inn, used formerly as the bingo concession, and a number of smaller concession buildings along the water front.

Henry G. Bowen, president of Whalom Park Amusement Corporation, who estimated damage at \$50,000, stated that the corporation owns all buildings rented to operators of concessions and owns the bowling alleys leased to an operator. All buildings are partly covered by insurance, according to Bowen.

Harold D. Gilmore, Whalom manager, announced that the amusement center will be open for business as usual. Both officials stated that it will be impossible to rebuild the buildings or replace the destroyed equipment in time for operation this year.

AKRON, July 29. — Fire of undetermined origin destroyed the Pretzel ride building and cars at Summit Beach Park here early Wednesday (26). Park was not in operation at time of fire, and loss is completely covered by insurance, according to James V. Sawyer, Summit Beach president. Ride will be rebuilt as soon as materials and cars can be obtained, Sawyer said.

Summit Beach has been enjoying the best season in its history. Goodyear Tire & Rubber Company has just held its picnic there, and Goodrich, Goodyear Aircraft, Firestone Tire & Rubber and a number of other large industrial picnics are skedded for August.

CONEY ISLAND

(Continued from opposite page)

vanla, which was forced to close because of gas shortage.

Helen Ryan, at Feltman's, has shifted from Krazy Kastle to something new in this area, the making of voice-recording

disks, operated by Mark L. Sanders, who confesses that the business is entirely foreign to him. . . . Tanya, dancer at Rosen's, is a Buddy Fryer find out of Canadian niteries. Co-dancers are Sonia, ex-burly show girl, and Sally Morley, recently of Tirza's. New bally girls are Rita Mason and Elinore Hamilton. . . . Leon Asben and Jerome Schiffrin, Islanders for the last 25 years, have opened a new Hebrew National Kosher eatery on Surf between 14th and 15th streets. Another on the boardwalk is operated and owned by Schiffrin. Other Asben-owned eat shops are the Famous Bar and Grill and the spaghetti parlor, both adjoining the National.

The McCullough brothers' dad, James J., back in 1890, had as many as 18 shooting galleries operating. . . . Two attractions named Ajax are confusing to associates. One is the "King of Sword Swallowers" at the Mammoth, who says he came by the title first, and the other is a strong man and an accordion maker and player at Wonderland in Luna. Both unrelated to the lightning god of ancient history. . . . Lane's Irish House, only real Celtic spot among the many and really operated by a Celt, has for entertainers, after 7:30 p.m., Jack Galvin, at the solovox; Jack Ponton, Sheehan and Barrett, Hughie Wall, Danny Miley, Jack Tully, Al Alexander, Joe O'Day, Bill Hanlon and the Sheridans. . . . Blue Bird Casino, with Blue Lu Barker and His Four Swingsters and J. C. Johnnie and the boys, continue to compete with Fred Sindel's Stable on the next Surf Avenue block, featuring the Little Four, colored harmonizers; Vince Blue Mondees, one-man band and singer, and Jerry Montana's four-piece ork, with Billee Lover and Lorraine Parker, canaries. Coming in is Don Seat's ork.

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INDOOR MINIATURE GOLF COURSE!!!

MUST BE IN GOOD CONDITION!

Please advise in first letter about price, specifications, square feet required, and any other information necessary to shorten completion of deal.

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Western Canada Scans Future

Execs Advance In A Circ Plans

Provision made for return of Edmonton to loop—ops are guests at Saskatoon

SASKATOON, Sask., July 29.—Plans to keep members of Western Canada Association of Exhibitions abreast of post-war times were discussed at the semi-annual meeting of the Class A Circuit Thursday in the Hotel Bessborough here during the run of Saskatoon Exhibition.

Dates were set for 1945 fairs in Brandon, Man.; Calgary, Alta., and Regina and Saskatoon, Sask. Consideration was taken of the possibility that the war may end before fair time next year and provision was made for tentative dates for Edmonton (Alta.) Exhibition, should its plant be returned to the fair board by the Dominion Government in time to make proper plans.

President W. Davidson and Secretary-Manager (Miss) B. M. Benson represented Brandon; President R. Ward and Manager Charles Yule, Calgary; President Lee Williams and Manager Charles Wilson, Edmonton; Col. F. J. James and Manager James Grassick, Regina; Prof. Grant McEwan, president and honorary manager, Saskatoon. Other delegates accompanied these officials. Members attending the session were luncheon guests of the management of Saskatoon Exhibition.

SRO Grandstand Watches Grand Go To Canadian RC

SASKATOON, Sask., July 29.—Before the largest crowd ever to attend a grandstand performance at Saskatoon Exhibition a check for \$1,000 was presented to the Canadian Red Cross Society.

It constituted a contribution of \$500 from Western Canada Association of Exhibitions. Sum of \$100 was given by each of the member fair boards in Brandon, Calgary, Edmonton, Regina and Saskatoon. Sum of \$500 was from J. W. (Patty) Conklin, president of the Conklin Shows and director of Frolicland at each of the exhibitions.

Accepting on behalf of the Red Cross Society, Secretary D. Bushe, of the Saskatoon Chapter, paid tribute to the patriotic generosity of the fair boards and President Conklin.

Moose Jaw Has Over 22,000 At Fifth Wartime Exhibition

MOOSE JAW, Sask., July 29.—Admissions to Moose Jaw Exhibition, July 5-8, totaled 22,421. Six grandstand performances and four harness and running race programs drew 11,950 cash customers. It was the ninth annual and fifth wartime fair.

Grandstand attractions were handled by the Hamilton Agency, Winnipeg, and midway was provided by the E. J. Casey Shows, Winnipeg. Secretary-manager is J. C. MacDonald.

Red Lion Has Biggest Day

RED LION, Pa., July 29.—Altho Wednesday night was lost and Thursday Kiddies' matinee was washed out at 3:30, the 26th Annual Red Lion Gala Week Fair, July 17-22, had a 30 per cent increase in attendance over 1943, said Manager R. M. Spangler. Monday, Tuesday, Friday and Saturday nights attendance showed a marked increase over 1943, and Saturday night the gate was largest in the history of the fair. W. C. Kaus Shows on the midway had 7 rides, 5 shows and 37 concessions, and General Manager Russell C. Owens reported a successful week. Ride-O and Ferris Wheel led rides in receipts and Minstrel Show topped the shows. Great Alabans were featured free attraction. Plans are already on for 1945.

Sask. Stress On Ag Is Top

Exhib is lauded by officialdom for value — revue and Frolicland big assets

SASKATOON, Sask., July 29.—Saskatoon Exhibition, July 24-29, stressed agriculture to heavy attendance. L. F. McIntosh, minister of public works and acting minister of agriculture in the provincial government, officiated at opening exercises in place of Premier Douglas, who was called to Ottawa. "This exhibition serves a very useful purpose in wartime and peace," said Minister McIntosh. "It possesses untold educational value."

Despite heavy rain on Monday, early attendance was in excess of last year's. Livestock entries were best balanced and largest, with insufficient accommodations for a large number of cattle. Saddle horse class was excellent. Featured were a sale of breeding pigs and a demonstration of repairs and adjustments to make farm machinery last during wartime, given by national manufacturers.

Wednesday had an all-time-record (See Sask. Stresses Ag on page 56)

Regina Gate Up 10,048

REGINA, Sask., July 29.—In almost perfect weather, the 62d annual Regina Exhibition, July 17-22, had 89,254 paid admissions, an increase of 10,048 over last year. Besides paid admissions hundreds of men and women of the armed forces were admitted free. Grandstand attendance was 64,168, an increase of 14,869 over last year's.

Only day that showed a gate decrease was Tuesday, when 11,335 paid admission, compared with 18,113 on Tuesday in 1943. Tuesday last year was Children's Day; this year Monday was Kids' Day and a considerable increase in attendance was recorded over 1943. Total for the first two days was over the total for the similar period last year. Total pari-mutuels take was \$295,399. It is believed the \$300,000 mark could have been hurdled except for rain on the last afternoon. Total was over 30 per cent more than in 1943.

Business of the Conklin Shows' Frolicland was up 35 per cent. Grandstand (See Regina Gates in Boost on page 56)

N. E. Barometers Are To Number 165

It is good news that 165 fairs are scheduled for the summer and fall in New England this year—good news because successful fairs and plenty of them constitute one of the reliable barometers of economic health in the agricultural sector of New England life.

In the great majority of cases the fairs are to be held between August 1 and the end of September, but October seems destined to keep things going even longer in Maine and New Hampshire, Massachusetts, as usual, leads the list with 121 fairs on the program.

Appropriately enough, the growers of crops and the raisers of cattle, hogs and poultry want to take a careful account of their positions as the European war shows signs of reaching a climax. Far-reaching readjustments are to be expected from that fact, tho, of course, they will scarcely be felt this year in the realm of agricultural planning and animal husbandry. The fairs should provide excellent opportunity for a canvass of prospects for next winter and spring.—The Boston Globe, July 24.

Langdon, N. D., Has Winner

LANGDON, N. D., July 29.—The 36th annual Cavalier County Fair here, July 17-19, hung up a new attendance record and was a big financial success. Each night, except the last, broke records.

Grandstand bill included WDAY, Fargo, N. D., radio entertainers, Circus Follies Revue and the revue of Jule Miller, Northwestern Amusement Company. William T. Collins Shows were on the midway. Wit Thoma provided music for dancing nightly. Horse races were afternoon features.

Rockettes and Coley Bay Ready To Play Route

CHICAGO, July 29.—Montana Kid and Coley Bay, with the Campbell Sisters, have been set by Alpha Demaree as feature of a unit which will play fairs for George A. Hamid, Inc.

The act, which has been a night club hit, will be combined with 32 Rockettes by Hamid. Rehearsals start August 11 in Batavia, N. Y., and seven or eight fairs will be played.



HIGH POLE
Write today for particulars

Beautiful lighting effects.

The Hollywood Thrills

THE BILLBOARD, CINCINNATI 1, O.

AROUND THE GROUNDS

CINCINNATI.—Clarence A. Peters, who was elected secretary of Hamilton County Agricultural Society, operator of the annual Carthage Fair, succeeding D. R. Van Atta, who resigned because of pressure of his business, will have Frank B. Roudebush as assistant secretary, succeeding the late Elvania Blum. Other officers remain: Former Gov. Myers Y. Cooper, president; Lawrence P. Lake,

vice-president; George K. Foster, treasurer. Roudebush has been a board member 16 years and is a former president of the society.

TRENTON, Mo.—Grundy County Fair, which will be resumed here this year after a lapse of a number of seasons, will be sponsored by the agricultural committee of the Chamber of Commerce, said Fred O. McGuire. Tivoli Exposition Shows will be on the midway and free acts will be presented.

VINTON, Ia.—A 4-H Club Show will be held on the grounds here, sponsored by Benton County Fair Association, to take the place of the annual fair, which has been discontinued for the duration. Royal United Shows will be on the midway.

FLORENCE, Ala.—Broken attendance records are expected by Secretary C. H. Jackson at the 10th annual North Alabama State Fair here. Buildings are getting a new paint job. Prices will not be advanced. Free acts will be provided by the Gus Sun Agency and an organized carnival will be on the midway.

MILWAUKEE.—William T. Marriott, Wisconsin State Fair manager, reported that George McKerron, 92, Pewaukee, Wis., would round out 75 consecutive years of attendance when he attended (See Around the Grounds on page 56)

WANTED

Carnival or a number of Rides for Fair—August 9-12.

Good Carnival Town of 20,000 Population

SOUTHEAST MISSOURI DISTRICT FAIR ASSOCIATION

Cape Girardeau, Mo.

HERMAN W. KELLER, Sec.

ATTENTION, ALL ACTS

Those with open time August-September can break jump, Iowa Fairs and Celebrations. Acts doing two preferred.

Write or Wire
E. W. (Deak) Williams
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RIDES, CONCESSIONS AND SHOWS
CHARLES COUNTY FAIR

OCTOBER 5-6-7

LA PLATA, MARYLAND
Write W. MITCHELL DIGGES, Secretary

LANCASTER, N. H., FAIR

SATURDAY, SUNDAY AND LABOR DAY, SEPTEMBER 2-3-4

3 Big Days and 3 Big Nights. Shows, Cookhouse and Grab open. Also Concessions of all kinds. Bob Mitchell, write. Also booking Concessions now for Northampton, Mass., Fair, Sept. 4-9. Wire or write

JOHN L. DOWNING or ELI N. LAGASSE

12 Whitcomb St.

Haverhill, Mass.

LIGONIER VALLEY FAIR

SEPTEMBER 1-2-3-4 — DAY AND NIGHT

This Fair Is Now Under a New, Progressive Management. Attendance Last Year, 20,000. Want Shows and Concessions of all kinds. Will operate all day Sunday, September 3.

Write or Wire CHAS. E. NICELY, Ligonier, Pa., for Space.
P. 5. — All Rides Are Booked.

St. Louis County Fair

PROCTOR, MINN.
WANT RIDES AND SHOWS FOR
AUGUST 24-27, 1944
Write A. J. SUNDQUIST, Sec.
Proctor, Minn.

WANTED

Grandstand Attractions — Revue — Band — Other Acts.
HUNTSVILLE, ALA.
September 6 Through 9
MARIE DICKSON, Sec.

WANTED

A few choice Rides, Shows and Concessions for Midway, week of August 29, 30, 31, Sept. 1, 2.
EASTERN SHORE AGRICULTURAL FAIR ASSN.
Keller, Virginia (Accomack County)

Ohioan Defends "Bouquets" and Aims of RSROA

CINCINNATI, July 29.—"Now we are really getting somewhere," declared C. V. (Cap) Sefferino, of Sefferino's Roller-drome here, chairman of the speed skating committee of the Roller Skating Rink Operators' Association and chairman of the committee for political action of Ohio Chapter, RSROA, commenting upon references to him in an article by Secretary W. Schmitz, United Rink Operators, Elizabeth, N. J., in *The Billboard* of July 29.

"There are hundreds of rink owners who have not as yet made an affiliation with organized roller skating and a few

more articles such as that by Mr. Schmitz should give them a clear picture of who and what organizations are truly interested in advancement of roller skating. It is amazing that a man capable of creating as large an enterprise as that which Mr. Schmitz has established could so completely miss the point. Perhaps he has something when he states that anyone can run a skating rink these days. I had not thought of that angle.

Appreciation of RSROA

"He advises me to pay more attention to my own affairs instead of throwing literary bouquets in a trade magazine. Perhaps he is not aware that before the birth of organized roller skating the Sefferino Roller-drome was without question the largest and finest institution built strictly for roller skating in the nation and, while I lay no claim to its origination, as it was entirely the product of my brother, Bill. I do have a deep interest in its development. I realize the stake we have in the future of roller skating and this has bound me to the aims and principles of the RSROA, rather than to be satisfied with what the future might hold.

"It is true that I have thrown many literary orchids to many men within the industry and I hope to be able to continue to do so. I enjoy the opportunity to inform all the rink owners, who the men are who are carrying the ball for all of us, and if I am to be criticized for this trait I really do not mind, as I feel that it is only throwing mud on the efforts of a great many fine and unselfish persons who are trying to do a real job, and my recognition of their efforts publicly has been truly in gratitude for the benefits our rink has received from their work. This is the least I can do to show my appreciation.

Reading The Billboard

"No, I do not use *The Billboard* just to get my own name in print. I am grateful for the opportunity it affords to contact the industry directly, for I agree that it does reach every rink owner in the world, but I disagree that this is the extent of its value. It reaches foreign nations. For example, many no doubt have read many fine articles by the outstanding skating authority of England, Cyril Beasall, and as to it not reaching the amateur skater, I know Mr. Schmitz is mistaken as far as this city is concerned, for we have three clubs associated with our rink, with a combined membership of over 2,000 skaters, and each issue of *The Billboard* is a part of their library. A number of our skaters have had the pleasure of seeing their photos in this magazine and those who have not are keenly interested and hopeful that their turn will come next. I know many more operators have acquainted their skaters with *The Billboard*, as it certainly is deserving of this support. For a number of years some operators have regularly posted the skating pages of *The Billboard* on their bulletin boards.

"Yes, we, too, are in this business to make money and have found it a pleasant way to make a living for a good many years. But it is to be surmised from Mr. Schmitz's article that he, having been in the business only a short while, is probably not acquainted with fires, floods and bank holidays and not as deeply concerned with what is known as a craze formerly so characteristic of the business, so if his suggestion that I join the ARSA is an invitation, all that I can say to that one is: 'No thank you. I'll take the RSROA, and I don't mind telling why.'

"I truly believe the organization he mentions is dominated completely and supported entirely by a very few ill-advised rink operators and disgruntled former members of the RSROA, and was formed definitely to oppose the work of the RSROA thru an understanding of a few and not for the advancement of roller skating in a purely amateur way. This, in my opinion, is not a healthy condition, so far as our industry is concerned.

Representative Comparison

"I consider any national championship which that organization might promote to be synthetic and inconclusive, for it does not enjoy national representation. It may be able to call the winners of such a championship national champions, but its backers will never be able to erase the disturbing thought that the winners did not compete against the best talent their chosen field of athletics had to offer. In comparison, the RSROA has representation in over 30 States and

a representative body of over 7,000 registered amateur skaters. Without such true national representation, no organization could sponsor anything other than a synthetic championship, regardless of whether or not it had the blessings of a self-established governing body of athletics.

"Bowling, tennis and golf are getting along fine without paying tribute to any athletic body and so is the RSROA, so I'll just string along with the organization that is lending every effort toward advancement of roller skating while keeping the welfare of the rink operator in mind as well.

"Upon the idea of a commissioner for roller skating, I would like Mr. Schmitz to know that I expected him to air his viewpoint. He should know that I am aware that he and Victor J. Brown are in business practically across the street from each other and, while I am sure this makes little difference to Mr. Brown (who was established in this locality ages ago and to whom I can swear competition is the spice of life), not being acquainted with Mr. Schmitz personally, I was mighty anxious to learn whether his reaction would be based upon resentment toward a popular competitor or not.

About High Commissioner

"I am perfectly willing to assume all responsibility for the idea of a commissioner for roller skating. I have studied the idea for over two years and let it lie dormant until I was sure of myself. During that time I found many men who have proved themselves worthy of such an assignment. Heading the list are Mr. Brown, Mr. Freeman, Mr. Martin, Mr. Rawson and Mr. Bergin. I came to the conclusion that Messrs. Rawson, Martin and Bergin had to be eliminated thru necessity, as they are indispensable in the work they are doing. Mr. Freeman would have made an excellent choice. But he is unavailable, for he is and has been engrossed in huge plans of his own which I know will require his every moment. This left me with my first choice since the very day I met him, Victor J. Brown.

(Continued next week)

PASSAIC (N. J.) Rink, one of American-Wheels chain, is undergoing alterations in preparation for fall opening.

AMERICA-ON-WHEELS rinks announced a take of \$21,424 for the Fifth War Loan drive.

BOULEVARD ARENA, Bayonne, N. J., resumes its dance and figure-skating club activities August 13, following a vacation period.

MATINEE sessions from 2 to 5 are held at the Casino, Asbury Park, N. J. Midnight sessions are also going over big, according to a report from there.

JOHN T. DESMOND, former instructor at Perth Amboy (N. J.) Arena, was reported wounded in action in the Pacific theater of war.

CORP. CARROLL GREEN V-mails from overseas that he expects to get back into rink operation as soon as it's all over in the war game. He operated a rink in Evansville, Ind., before joining up 18 months ago. He may be addressed, A. P. O., 13135, care Postmaster, New York, N. Y.

GROUND has been acquired by New Dreamland Corporation headed by Victor J. Brown, president and general manager, for a post-war project in Northeast Philadelphia, according to an announcement by Albert M. Greenfield & Company, realtors there. This will be one of 12 proposed skatoriums to be erected in various cities. Plans for the Philadelphia spot are reported to involve a \$350,000 building and equipment.

FRED A. MARTIN, Detroit, secretary-treasurer of the RSROA, is back from a week's good-will tour visiting rink operators in Buffalo and Niagara Falls,

N. Y., territory. Mrs. Martin accompanied him.

NAVY LEAGUE of Canada has asked the city council of Halifax, N. S., for a site on which the League could build a recreational center for naval sailors and to include roller skating. Cost would be \$100,000, and the center would be turned over to the city after the war if the city wishes it.

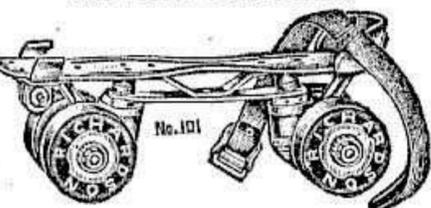
ROYAL AIR FORCE has introduced skating in the ballroom of its Moncton, N. B., training depot. Previously this space had been used only for dancing and concerts. Admittance outside RAF members is for members of the hostess club composed of local girls. The airmen are admitted without charge, but must pay 15 cents for skate hire. Skating is from 7 to 10:30 p.m. two or three nights per week.

A NEW RINK opened late last winter at the Deep Brook, N. S., training school of the Canadian navy will be used for roller skating until November 1, when the artificial ice plant provides ice for skating and hockey.

EDGEWATER PARK RINK, Detroit, now operating on a year-round basis, has been doing fair summer business. It has been remodeled, with large mirrors installed at a bevel angle of the ceiling all along one side, allowing skaters to see themselves. Bench for organist has been enclosed behind glass in a soundproof corner. Ann Brill has replaced the late Monica Best at the console. Gilbert Axell is manager.

JOHNNY DALEY, doing a novelty skating act, is with the Harry Lewiston World's Fair Side Show in Edgewater Park, Detroit.

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300 pairs of used Chicago Roller Skates and other Rink Equipment.

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For sale, including a 50x110 good tent, used one year; floor, 150 pairs real good Richardson skates, sound system, benches, skate boxes, records, etc. All ready to set up and go. Price complete, \$2900.00. Write

P. O. BOX 124, Norway, Iowa.

ROLLER SKATES

Have 615 pair good Chicago and 58 real good Richardson Skates for sale. No cracked or welded plates. Price \$5.00 per pair and must take all. Can ship at once. Write

P. O. BOX 41, R.F.D. #2, Marion, Iowa.

90 PAIRS CHICAGO SKATES

20 size 5, 50 size 6, 20 size 7. \$6 per pair. 200 Richardson, used two seasons, \$5 per pair.

DON McELHINNEY
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AMPLIFIER WANTED

60-80 Watt, new or used, complete with Microphone, Speakers, Record Changer. Must be in A-1 condition. State what you have in first letter.

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ONE PORTABLE SKATING RINK COMPLETE

About 125 Pm. Chicago Skates, new Repair Parts, Grinder, Tent and Sectional Floor (factory made), Music Outfit, all in good condition.

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W.P.B. Order M-91

froze me for the duration

BUT I'VE STILL GOT A NEST EGG FOR THE SMART OPERATORS who plan ahead.

April 7th white duck went on the "out list for the duration"—that fine white duck that goes into those HYDE ROLLER SHOES, but we looked ahead and built a reserve of manufactured shoes.

So, if YOU look ahead now, too, and plan for your Christmas needs you won't have to worry too much about our dwindling stockpile.

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Get your orders in today!

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For VICTORY Buy War Bonds When It's Over—Over There—There Will Still Be

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.

So For HEALTH'S Sake Roller Skate

16mm. Film Supply To Ease Soon, WPB Exec Prophesies

NEW YORK, July 29.—The 16mm. film supply situation will definitely ease by the fourth quarter of 1944, Lincoln V. Burrows, chief of photographic section, War Production Board, told the midyear dinner meet of the Allied Non-Theatrical Film Association at Hotel Sheraton, New York City, Wednesday (19) of last week. Burrows said that the armed services' requirements for this type of film were tapering off and, in addition, new raw stock productive facilities, started about two years ago, were coming into play.

He gave the lie to rumors that vast 16mm. footage had been wasted by the services. Burrows pointed out that with the exigencies of war and the far-flung theater of operations to which the film had to be shipped, some spoilage must be expected. But that it added up to dismaying totals was vigorously contradicted by WPB's photographic division chief.

Some of the unprecedented demands made upon 16mm. raw stock inventories were detailed. Burrows said that if the army and navy alone had been granted their requests for this type of film, available footage would have been exhausted by the first quarter of 1944. Touching on post-war prospects for 16mm. he added that this seemed bright to him. The value of visual education had been strikingly demonstrated by the armed services and the effect would not be lost on both industry and consumers after the war.

More Aggression Needed

Floyd E. Brooker, director, division of the visual aids for war training, U. S. Department of Education, spoke at length on the tremendous success had by the government in the application of 16mm. film to visual education. He urged the industry to become more aggressive before government bodies so that greater recognition may be obtained. Despite progress made by the use of the film in war efforts, a great job still lays ahead, Brooker held. Many institutions have to be educated to the use of the film. One billion dollars' worth of new school buildings proposed for the post-war period, for which varying forms of audio visual units may be built in, not necessarily those using 16mm. film, was an instance, Brooker said, of what lay before this industry for solution.

Eric Laight, proxy of Films, Inc., an unscheduled speaker, posed questions to his audience, the correct answers to which Laight said held the key to the success of post-war 16mm. film enterprises. One of the major queries was whether government competition "would scare off pedagogical fillers at the commercial level." Another was whether roadshows would rebound after the war,

or would competition from the theaters spread? The impact of magazine, television and radio advertising on the 16mm. film would have to be ascertained to chart a true course for the industry, Laight warned.

Oscar Willard Ray, proxy of the Photographic Equipment Manufacturers' Association also spoke. Horace Jones, who heads the Allied Non-Theatrical Film Association, presided.

Outdoor Summer Theaters Gaining Popularity in East

CAMDEN, N. J., July 29.—Plans for the distribution of sound and projection equipment for post-war drive-in theaters were under discussion at a series of meetings held by salesmen and executives of RCA's theater equipment section at the RCA-Victor plant here. This development followed reports from the field indicating increased prospects for out-of-door theaters this summer compared with last year.

Several more drive-in theaters have opened this month, it was reported. In addition to the Milford (Conn.) drive-in, the E. M. Loew Circuit has opened drive-ins at Lynn, Merrimack Park, Providence and Methuen, in New England, and in Washington. The circuit's open-air movie house in Baltimore also resumed operation. R. E. McInture, former manager of the Loew interests in Holyoke, Mass., is managing the Washington and Baltimore drive-ins.

In Pittsburgh, the drive-in theater on Route 88 near South Park, reopened last week after a year's suspension as a gas-saving measure. In the Midwest, N. S. Barger's drive-in, at Waukegan and Gold Roads, Chicago, has opened for the summer, showing single features and changing twice weekly. Refreshment service is given to patrons during performances.



New and Recent Releases

(Running Times Are Approximate)

DOLL'S FANTASY, released by Brandon Films, Inc., is the story of a young girl who, gazing thru a shop window, finds that the dolls come to life and sing for her. The songs are sung in Italian. Running time, 10 minutes.

HIS GIRL FRIDAY, released by Russell C. Roshon, stars Rosalind Russell, Cary Grant and Ralph Bellamy. This fast-moving romance, based on a play by Ben Hecht and Charles MacArthur, is set in a newspaper office. Running time, 100 minutes.

GET HEP TO LOVE, released by Walter O. Gutlohn, Inc. The adventures of a young concert singer who runs away when she tires of her daily routine. Gloria Jean plays the youthful celebrity, singing several numbers. Cast includes Donald O'Connor, Robert Paige and Jane Frazee.

BROADWAY LIMITED, released by Post Pictures Corporation, features Dennis O'Keefe, Victor McLaglen, Marjorie Woodworth, George E. Stone, Patsy Kelly and Zasu Pitts. A baby borrowed for a publicity stunt by a temperamental motion picture director is the center of action in this streamlined comedy.

28 Films to China

CHICAGO, July 29.—Altho he was able to carry only a limited amount of luggage on his recent trip to China, Vice-President Henry A. Wallace took 14 reels of medical film and 14 reels on agricultural engineering.

All the films had Chinese sound tracks. They will be distributed among film libraries newly developed by China.

REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Winstead Minstrels Again Touring S. C.; New Faces in Cast

COLUMBIA, S. C., July 29.—Winstead's Mighty Minstrels are back in South Carolina territory, which gave the troupe good early season biz after rolling along for five months thru Georgia, the Carolinas and Virginia to fair business on the average.

Show cracked the season at Valdosta, Ga., February 21. Several weeks in Georgia were fair; South Carolina panned out above average, with North Carolina and Virginia stacking up okay. Business has run from very good to bad since returning to this State several weeks ago.

Mr. and Mrs. George Dennis, stage manager and chorus director, left the show at Greenville, S. C., July 17. "Bilkens" Grimes has joined to take over production, and he has revamped the performance completely with the aid of a number of new people who also have joined recently.

Show's staff remains the same and includes David G. Surles, owner-manager; Frank Stone, assistant manager and secretary; Billy (Medicine) Hunt, front door tickets; "Bilkens" Grimes, stage manager and producer; D. B. Reeves, band master; Leroy Anderson, electrician; Charles Perkins, boss canvasman, and G. E. McPherson, general agent.

Tent Rep Ideas

By E. F. Hannan

HOMER COBB, whose early home was in Maine and who now resides in Boston, says that Ladies' Night with old-time reps was the brainchild of Price Webber. Homer says that Price got the idea from admitting children free with adults and turned this cut-rate proposition into a Ladies' Night affair. It held well and Price went on with it.

A few days after Cobb told me this I met that genial old-time circus man, Charles Hunt, and he came across with the information that the circus concert, as we now know it, got its start with Hunt's Silver Plate Show, which was at the time combined with Oklahoma Bill's Wild West. This was in 1912.

Then happening thru Ware, Mass., a few days later, a long-time friend remarked that the Plantation Show idea, now having a splurge, was originated by J. C. Rockwell in the days when he was building his Sunny South, the latter show being advanced for some years by Walter J. Nelson, now residing in Salem, Mass.

Showbiz in the open spaces is always reaching down into the past and coming up with something to keep the ball arolling.

Babb Players' Biz Continues Topnotch

DALLAS, July 29.—Business continues top-notch for the Wayne Babb Players, piloted by Wayne Babb and Charles Evans, who opened here recently under canvas for an indefinite stock run.

To accommodate the added business 250 chairs were added this week, and a late Saturday night show, running from 11 to midnight, is another addition. All performances, including the late Saturday show, go for a straight 50 cents.

This week's offering was John Slater, featuring Betty O'Connor, Charles Evans, Irene Bryant, Mack Long, Wayne Babb and Grace Van Winkle. Evans was also highlighted in his organ and celeste specialties.

Ethan Allen is slated to join the troupe from the Madcap Players Monday (31).

... VELDA LEE AND JIMMY WARREN are still in Kansas City, Mo., and doing okay for themselves. Jim is clerking it at the Continental Hotel there, with Velda holding down a sales job at a local gift shop. ... KING AND HAZEL FELTON, keeping extremely busy with their trailer business in Kansas City, Mo., report a number of vaude, rep and magic visitors recently, among them Ted North and mother, Mr. and Mrs. Howard Brandt (he's of the Gordon-Howard Candy Company), Al and Velma Clark, Jim and Julia Todd, Bud Todd, Velda Lee and Jimmy Warren and the Whirling Aces. The Feltons, Clarks and Todds recently journeyed out of Kansas City a piece to catch the Ed Ward Show. ...

BUD TODD left Kansas City, Mo., for Denver recently to join his brother there in a business enterprise.

MADCAP PLAYERS

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LEADING MAN, CHARACTER MAN, INGENUE WHO CAN DO LEADS, ALSO BOSS CANVASMAN TO HANDLE STAGE.

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Westerns, Actions, Selected Shorts.
Wanted: 16MM. Sound Projectors.
OTTO MARBACH, 630 Ninth Ave., N. Y. City

35MM. SOUND FILMS
FOR RENT, SALE AND TRADE
Features as low as \$10.00 each, including Gene Austin, Tim McCoy, J. Carrol Naish, Stepin Fetchit, Andy Clyde and many others. Send for list.
BRYANT SUPPLY CO.
EMPORIA, VA.

FILMS WANTED
SOUND OR SILENT
16MM. or 35MM., any kind. Highest prices paid. We will buy your entire stock of Films or Movie Machines. State titles of films in first letter.
AMERICAN FILMS
West Alexandria, Ohio
FOR SALE
\$150.00—400-Foot Reel 16MM. Movie Machine, with 1 used and 1 new reel. 1/3 Cash, Bal. C.O.D.
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Minimum \$2 Cash With Copy Forms Close Thursday for Following Week's Issue

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C7, B-5, 9G1 - PLAY PROFESSIONALLY, use chord symbols. Send for simple chart. Introductory offer, 50c. S. Bergman, 3971 Gouverneur Ave., New York 63, N. Y.

MUSIC WRITTEN, \$6.00; SONGS RECORDED, \$3.00; Printing, \$8.00 up. Piano arrangements. Free booklet (stamp). Urab BB, 245 West 34th, New York 1. au26x

SHOW STUNTS - STARTING TO STARRING. Learn Juggling, Acrobatics, Ventriloquism, Baton Twirling, Lariat, etc. All clearly explained in "Manual of Show Stunts," authentic, illustrated instructions. Mailed, only \$1.00. Floyd Brothers, 6523 S. Parnell, Chicago, Ill. x

SONG POEMS FOR MUSICAL SETTING; complete songs arranged; large recordings; music printed (stamp). Streamlined Songwriters' Method, 50 cents. Tune Doctor BB, Gen. P. O. 551, New York 1. au26x

SONGS PUBLISHED - EXAMINATION AND Melody free. Radio license. National Songwriters, 6603 Sunset Blvd., Hollywood 28, Calif. x

VENTRILLOQUIAL DIALOGUES, MONOLOGUES, Stories, Sophisticated Songs, Parodies. List ready. Juliette Merritt, please write. Pizzardi, 104 W. 71st St., New York.

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AGENTS-SELL FACTORY WORKERS STAINLESS Steel Pocket Rules with Pocket Clips. Sells for 75c to \$1.00. Big profit during noon hour. Sample, 50c; dozen, \$3.60. Mark Specialty, 89 Westminster Rd., Rochester 7, N. Y. au5

HEAD NECKLACES FOR JOBBERS, FAIR Workers, Carnival Men. Particulars free. Sample line, \$1.00. Mission, 2328 W. Pico, Los Angeles 6, Calif. de23x

EXTRA! MOST BEAUTIFUL GIFT BIBLES, sell dime; 1/2 years. Rush \$1.00. Liberal start. 50c set 7. Hinkle Publishers, Dayton, Va. au19

GOLD STYLE JEWELRY - EARRINGS, \$1.30 dozen pair; Brooches, \$5.00 dozen; Necklaces, \$6.00 dozen; Bracelets, \$3.00 dozen. Brilliant, exclusive creations. Offers you profits up to 400% and worth it! Send \$5.00, \$10.00 for prepaid sample assortment. No C. O. D. shipments. Also Luminous Jewelry. Illustrated price list free. Gift-house, Box 4550-BB, Coral Gables, Fla. se9x

HARD TO GET NECESSITIES - MILITARY, Patriotic Items. Priced below competition; 192-page wholesale catalog free. Mills Sales, 901 Broadway, New York. mh3x

KEY CHECK STAMPING OUTFITS - BIG profits stamping Checks, Name Plates and Social Security Plates. The Art Mfg. Co., 303 Degraw, Brooklyn, N. Y. sol6x

MAGIC RACES - AT CIGARETTE TOUCH SIX horses are off. Fast seller, big profits. 40 Races, \$1.00. Quantity prices. Samples free. Barkley Co., Dryden 4, Va. au12x

"MAIL ORDER TRADE DIRECTORY" TELLS you where to buy wholesale. Send 25c for 1944 edition. Publisher, P. O. Box 693-BB, Canton 1, Ohio. au22

MEXICAN JUMPING BEANS - THE LAST curio in the world, \$5.00, thousand; \$1.00, hundred; sample of 25 for 50c. General Mercantile Co., Laredo, Texas.

PICTURES OF GLAMOUR GIRLS, BOOKLETS, Books, Comic Cards, large assortment, \$1.00. List with order. Frank Cardone, Box 6818, Pittsburgh, Pa. au12

RUBBER PLAYBALLS BOUNCE 20 FT. SIZE 1 1/2 inch. Sponge centers. Sales guaranteed, 100 for \$6.00. Dodge Co., Albany, Wis. au12

80 MOVIE STARS AND THEIR HOMES, beautifully colored, interesting, pleasing views, 25c. B. Meyers, Box 246, Glendale, California. au19x

1,000 NEW CROP LIVE MEXICAN JUMPING Beans, \$4.00. 9x4 Wall Signs, well assorted, \$1.00 per 100; 30 Biblical, Patriotic 9x11 "Tinsel Multi-Colored Wall Motives, fast 25c seller, post-paid \$3.00. Guaranteed sellers, samples, 25c. Empire Sales Co., 340 S. Main St., Memphis 3, Tenn.

ANIMALS, BIRDS, PETS

CHIMPANZEE-MALE, ABOUT 2 YRS, WHITE Face, very tame, child can handle, \$850. R. Biddle, 7571 Ridge, Philadelphia, Penna. au5

FOR SALE - LARGE RHESUS MALE MONKEY, healthy, fine specimen, \$40.00. J. D. Rider, 9201 S. Main, care Playland Park, Houston, Tex.

FOR SALE - FINE TRAINED DOGS, READY to work. Write J. J. Evans, Rear 161 Charles, S. W. Massillon, O.

MONKEYS FOR IMMEDIATE SHIPMENT - Mexican Black Spider Monkeys, young or full grown, \$35.00 each, or \$300.00 dozen. Can supply any quantity. Family set, Father, Mother and Baby Monkey, \$100.00. Wire order. World's Reptile Importer, Laredo, Tex. se2x

SPECIAL FOR PETS, TAME ARMADILLOS, \$3.00; two for \$5.00; Mexican Chipmunks, Whistling Squirrels, \$3.00 or two for \$5.00. General Mercantile Co., Laredo, Texas.

THREE RHESUS AND THREE JAVA MONKEYS, \$35.00 and \$25.00 each. Bob Taber, 3668 Comer Ave., Riverside, Calif.

WANT TO BUY TRAINED DOGS, GOATS AND Monkeys. Charley Davis, 1764 Truesdale, Roscoe 1, Calif.

WANTED - MALE LOBO WOLF CUB, ABOUT ten weeks old; not over 12 weeks. No coyotes or prairie wolf wanted. Interested in solid black or grey cub. Anna Hamilton March, Box 551, San Diego 12, Calif.

WANTED TO BUY RATTLESNAKES - WILL finance and pay top prices for quality shipments. Reputable, dependable shipper and buyer can make permanent and profitable connection. Interested parties contact S. E. Evans, Owner, California's Famous Rattlesnake Farm, Colfax, Calif. au26

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VOLUME PRODUCERS - I WILL ACT AS your salesman. Send full details. Viewit Sales Service, 1115 Queen City, Cincinnati 14, O.

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FOR SALE - BUCKLEY BOXES, LIGHT UP sides, \$12.00 each; one 25c Bangtail, broken glass, round head, \$60.00; two 5c Watling large Twin Jackpot, \$65.00 each; two 5c Jennings Victoria, \$40.00 each; Wurlitzer Phonographs, \$50, 750, 800, 500, 600, 71, 618, 412, P12. Write Automatic Music Co., Rowland, N. C. x

FOR SALE - JENNINGS 1 1/2 LITTLE DUKES, \$27.00; Slot Machines with jack pot, in good condition, \$37.00; Mills 1-2-3, latest model, \$45.00; Mills Blue Front, 5c, reconditioned and repainted, \$185.00; Slot Safes, \$60.00; Folding Stands, \$3.00; Jennings Cigarolas, \$60.00; latest model Columbia Bell, like new, \$65.00. Joseph Ryan, Box 126, Crestline, O.

FOR SALE - EXHIBIT NOVELTY CANDY Vendor, \$150.00; 2 Mills Owls, \$75.00 each; Zombie, \$50.00; Leader, \$40.00. These are all in good condition. Erwin Baldrige, Box #111, Redford P. O., Detroit, Mich.

FOR SALE - 10c ORIGINAL GLITTER GOLD Q.T., exactly like new, \$165.00; 4c Glitter Q.T., perfect. 1/4 deposit with inspection privilege. H. Swanson, 11204 Hortense St., North Hollywood, Calif.

FOR SALE - 30 ROCK-OLA #150J WALL Boxes at \$10.50; 6 Rock-Ola #1502 Bar Boxes, \$12.50 each; 3 Bally Ray's Tracks, \$75.00 each; \$200.00 for all three. Perfect mechanically, very clean in appearance. 16 Watling Tom Thumb Fortune-Telling Scales, \$89.50 each. Never on outdoor locations. King Pin Games Company, 826 Mills St., Kalamazoo 21, Mich.

FOR SALE - WURLITZERS: 750, \$600.00; 800, \$600.00; 500, \$375.00; 600K, \$375.00; \$50, \$700.00. Rockolas: 1940 Supers, \$395.00; 1939 Deluxe, \$350.00; 1939 Standards, \$330.00; 1938 Monarch, \$225.00. Old Single Jackpot Slots, as is, \$12.50. These now on location. Third deposit. Winton Brown, McMinnville, Tenn.

FOR SALE - FOUR MILLS JUMBO COMBINATION, \$175.00; three Jumbo Cash Pay, \$125.00; one Bally Club Bell, \$225.00. All machines latest models and first class condition. Just off location and priced to sell quick. P. O. Box 630, Greenwood, Miss.

FOR SALE - 1 MODEL DO-RE-MI 1938 Mills. Clean in appearance and in excellent operating condition. Used only 4 months per year in Northern Michigan resort territory. Price, \$95.00. F. O. B. Cheboygan, Mich. E. E. Paully & Co., Frigidaire General Mtrs. Dealers Since 1921. Cheboygan, Mich.

FOR SALE - THREE 760 ELECT. SELECTOR Wurlitzers, \$500.00 E., in good condition, with 1/3 deposit, balance C. O. D. Wanted: Watling Scales and Mills in good condition. E. D. Benson, Swainsboro, Ga.

IMPS WANTED - 1c PLAY CIGARETTE Reels. Price must be very low. Box C-123, Billboard, 25 Opera Place, Cincinnati 1, O.

MAKE OFFER ON 5c MILLS BLUE FRONT Single Jack, 5c Mills War Eagle, 5c Chrome Vest Pocket; Quarter War Eagle, #292,000; '41 Derby, Sport Special, Big Parade, Monicker, Stars, Horoscope, Majors '41, Stratoliner, Formations, Landslides, Band Wagon, Gold Star, Fox Hunt, Broadcast, Automatic Thistle-downs, Sport Page. Clifford Meyer, 2931 Barnett, Kansas City, Kan.

MILLS DO-RE-MI PHONOGRAPH, \$85.00. Also Zephyrs and Dance Masters. Paul Borchert, Petersburg, Ill.

MILLS DEWEY, \$125.00; MILLS LIONHEADS, \$50.00; Mills Jumbos, \$125.00; Penny Q.T.'s, \$35.00; Western Paytable, \$50.00; Keeney Track-time, \$75.00; Victory, \$90.00; Miami Beach, \$50.00; Slot Stands, three for \$10.00. Grand Valley Novelty Company, Traverse City, Mich.

PHOTOMATIC CARDBOARD PHOTO FRAMES, \$22.50 per 1,000; 5,000 lots, \$20.90 per 1,000. Cash with order. No C. O. D.'s. 2 early model Photomatics, completely reconditioned, refinished; 1 Machine minus lens shutter. Sacrifice as is, \$650.00 for one; \$1,000 for both. Also see our display ad in Coin Machine Section; unusual bargains. Lenke Coin Machine, 31 W. Vernor, Detroit 1, Mich.

SKY FIGHTER, \$310.00; BALLY BULL, \$75.00; Evans Tommy Gun, \$125.00; Seeburg Paratrooper, \$125.00; Evans Ten Strike, latest model, free play, \$125.00; Rockola World Series, \$65.00; Bally Torpedo, \$195.00. Crating, \$5.00 extra. One third deposit. Machines now on location, in very good condition. Jackson Bowling Center, Jackson, Tenn.

SLOT PARTS, CLOCKS, JACKPOTS, GLASS, Slides, Discs, Handles, Parts for Converting Brown Fronts. Stopovers Converted Kneecaption. Coleman Novelty, Rockford, Ill.

SLOT BARGAINS - 35 MILLS 5c BLUE Fronts, \$172.50; 2 Mills 10c Blue Fronts, \$200.00; 2 Mills 25 Blue Fronts, \$250.00; 9 Mills 5c Cherry Bells, \$322.50; 4 Mills 5c Melon Bells, \$172.50; 15 Columbia Twin Jackpots, fruit reels, front pay, \$64.50; 1 Mills 5c Skyscraper, \$99.50; 1 Mills 5c War Eagle, \$110.50; 2 Mills 5c Roman Heads, \$159.50. Capital Music Co., 521 S. Front St., Wilmington, N. C.

SPECIALS FOR SALE - SUPREME SHOOT Your Way to Tokio Gun, excellent condition, \$249.50; 6 Jennings Silver Moon Totalizers, \$109.50 each; Rockola World Series, \$59.50; A.B.T. Rayolite Squirrel Gun, \$119.50; 2 Chicken Sam "Jap" conversions, \$119.50 each; Mills 5c Dewey, \$119.50; Anti-Air Craft Gun, \$49.50; Radio Rifle, \$49.50; Texas Leaguer, \$44.50; 2 Bally Alleys, \$39.50 each; 4 Mills Owls, \$69.50 each; Snappy, \$54.50; Sky Ray, Seven Up, Sky-Line, Majors '41, \$49.50 each; 3 Big Chiefs, Dixie, Metro, Paradise, \$39.50 each; Lucky, Playmate, Anabel On Deck, Blackout, Variety, Fifty Grand, \$29.50 each; Follies, Punch, Short Stop, Selection, \$24.50 each; Seeburg, Golden Gate, Davy Jones, \$19.50 each. Machines subject to prior sale. 1/3 deposit, balance C. O. D. Murrell Amusement Company, 1058 S. Florida Ave., Lakeland, Fla. Telephone 25-413.

UNUSED TWENTY CIGARETTE (4 COLUMN) Advance Vendors; also forty Attachable Peanut Gun Machines. Write Henry Brown, Headquarters, 65th Division, Camp Shelby, Miss. x

WANTED - ONE 5c KEENEY SUPER BELL, running condition. Also use several 1c Slots. Otis Clements, Sixth St., Ocean City, Md.

WANTED - SLOT MACHINE PARTS. NEW Mills 5c and 25c Escalators, Cherry Bell Castings, Jennings Silver Chief 5c Inserts, Roll-a-Top Castings, 5c; complete 5c Heads for Pace Comets; 50c Jennings Motor complete. Earl's Novelty Service, 105 Parkerson Ave., Crowley, La. au12

WANTED - A.B.T. CHALLENGERS, ONE cent Texas Leaguers Deluxe, Penny Courier Skill Games, late model Cigarette Machines. State price and quantity. Barry, 1624 Swetland, Scranton, Pa.

WANTED TO BUY - RECORDING UNITS, Discs and Supplies. Also Photo Booths and Cameras. Advise makes and prices. Monarch Coin Machine Co., 1545 N. Fairfield Ave., Chicago 22, Ill. x

1 KIRK NIGHT BOMBER, A-1 CONDITION, crated and ready for shipment, \$395.00. One half cash, balance C. O. D. Pinellas Mural Co., P. O. Box 875, Clearwater, Fla.

6 BRIE DIGGERS, 4 EXHIBIT IRON CLAWS, Mangle Shooting Gallery complete with Rifle, Arcade Machine. National, 4242 Market, Philadelphia, Pa.

30 A.B.T. GUNS, CHALLENGERS AND LATE Model P's, \$16.00 each; 6 Kickers and Catchers, \$16.00 each; one 5c Watling Roll-a-Top, 3-5 payout, \$95.00; 2 Exhibit Card Vendors, \$40.00 each; two 3-Way Gridders, \$16.00 each; 2 Pike Peaks, \$16.00 each; one 1c Mills Q.T. Green Front, \$40.00. Don Zak, 3017 S. 14th St., Milwaukee, Wis.

40 EXHIBIT AND MUSEUM DIGGERS, \$750.00 for lot. Mills and Exhibit Punching Bags, \$100.00 each. Complete Carnival Arcade in operation, priced right. Address, Box 1182, Leesville, La. au5

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ANNIVERSARY SALE, 75TH YEAR - CHORUS Costumes, one dollar up; Principals, three dollars; also Men's Wardrobe. No catalogue. State wants. Guttenberg, 9 W. 18th St., New York. se2x

ASSORTED COSTUMES - MEXICAN, CHORUS, Chinese, Clowns, Western, Uniform Coats, Gay Nineties. Other accessories. Couley, 308 W. 47th St., New York.

RHINESTONE G-STRINGS, \$7.50; RHINESTONE Center Bras, \$1.50; Net Strip Panties, \$1.00; Chorus Panties, \$1.25; Bras, 75c; Strip Panties with Skirt and Bra, \$15.00; long Theatrical Eyelashes, \$1.50; Cellophane Hulas complete, \$7.50. All colors. Other Costumes and Accessories. C. Guyette, 340 W. 45th St., New York 19.

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ANY FORMULA, \$1.00 - INGREDIENTS YOU can buy or your money back. R. S. Gray, 30 W. Washington St., Chicago, Ill. au12

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ALL KINDS POPCORN MACHINES - BURCH, Star, Cretors, Caramelcorn Equipment. New Coleman Burners, 5 Gallon Tanks, Tubing, Fittings. Lowest prices. Northside Sales Co., Indianola, Iowa. au19x

ALL AVAILABLE MAKES POPPERS, FIFTY All-Electric Machines cheap. Burch Advance, Cretors, Dunbar, Kingery, Peerless, others. If you want any special type machine we possibly can supply you. Get our prices on best seasoning made. Also will buy any quantity of French Fry Machines, Caramel Corn Equipment, 120 S. Halsted, Chicago 6. se2x

COMPLETE THEATRE SOUND AND PROJECTION Equipment. 2 Strong Superex Lamps with Rectifiers; 2 Western Electric Interlocking Distributors; 2 Western Electric Dummies. E. S. Culver, Downtown Theatre, Detroit, Mich. au12x

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FOR SALE - 250 PAIRS CHICAGO RINK Skates, Excellent condition. Make offer. Write Box C-126, care Billboard, Cincinnati 1, O.

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POTATO PEELER, ELECTRIC; POP CORN Crispette Machine. Long-Eakins, 1976 High St., Springfield, O. oc7x

5 GALLON TUTHILL ICE CREAM FREEZER with G. E. compressor; good for ice cream or frozen custard. 1/3 deposit, balance C. O. D. Automatic Music & Supply Co., 2624 Main St., Houston 4, Tex.

35MM. DUNKER CAMERA, 3-5 LENS WITH printer, price, \$125.00. Prism for 1 1/2" diam. lens. Dunagan, 584 1/2 King St., Charleston, S. C.

60' EXTENDED TYPE 10 ROW PORTABLE Wood Bleachers in good condition, price, \$600.00 F. O. B. Donnellson. Lee County Fair, Donnellson, Iowa.

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FOR SALE - COMPLETE A.B.T. RIFLE Range, 7 Guns, like new, sacrifice, best offer. M. Kahn, 2815 Pacific Ave., Atlantic City, N. J. x

FOR SALE - TRAVIS 24 SEAT CHAIR-Plane, Cushman Motor, good condition; Ticket Box, Steel Panel Fence, \$1,000.00. Roy Mackey, Venton, La.

FOR SALE - SINGLE LOOP-O-PLANE IN good condition. Now in operation at Bay Shore Park. Price, \$1,000. Includes Ticket Office, Fence and rental paid till Labor Day. Drafted reason for selling. Leslie Bradley, 1606 St. Paul St., Baltimore 2.

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PORTABLE MINIATURE RAILROAD COMPLETE, Streamlined, automobile engine powered; 12 gauge track, canvas station, ticket booth. Ready to go for fairs or carnivals, \$950.00. Capitol Beach Park, Lincoln, Neb.

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2 ROOT BEER BARRELS COMPLETE WITH coils, good condition. Frankel's, 68 N. 2d St., Philadelphia, Pa. Phone: Wal. 6855.

35MM BELL HOWELL SOUND PROJECTOR complete. Six Tube Amplifier, Speaker, 100 ft. Wire, Mike, spare Tubes and Photocell; price, \$275.00. Photo Shop, Duke, Ala.

HELP WANTED

AT ONCE - PIANO, TRUMPET, LEAD TENOR, Violinists. Top salary, hotel style band. Others write also. Contact Ray Bradshaw, 18 N. Fountain St., Apt. 7, Cape Girardeau, Mo.

BASS MAN DOUBLING VOCALS FOR HOTEL tenor band. Must have good beat, read, sober, draft exempt. We move no more than three times yearly. Good money, six day week. State all in first letter; are, vocal range, style, etc. Contact Warner Ruhl, Commodore Perry Hotel, Toledo, O. BRASS, REEDS AND RHYTHM MEN, ATTENTION. Am interested in replacing several men in established band playing locations. Good salary and transportation. Advise as to vocal aptitude. Box C-118, The Billboard, Cincinnati 1, O. x

FLOOR MANAGER FOR SKATING RINK - Must be capable, sober and honest; able to repair skates. Good salary, steady work for right man. No other need apply. Box C-114, Billboard, Cincinnati 1, O. materialia Proletto d. by right au5

FREAKS—WE CAN PLACE AND PROMOTE any types of Freaks, Male or Female, white or black, young and old, for locations, tours, stage, screen, night club and professional engagements. Write in strict confidence. Box C-110, Billboard, Cincinnati 1.

GIRL VIOLINIST—EXPERIENCED AND ATTRACTIVE for location work dance orchestra. Give experience, salary expected. Photo if possible. Box CH-84, Billboard, Ashland Bldg., Chicago.

GUITAR, ACCORDION, PIANO, ENTERTAINERS, Caricature Artist. Opportunity for couple. Wife can act as waitress, short order cook. See Hayes, Del Shore Club, Dempster and McCormack Blvd., Skokie, Ill.

HELP WANTED—VIBRAPHONIST, PREFERABLY doubling wind instrument for hotel-styled cocktail quintet. Wayne Martin, 121 Fairfield Ave., Newark, O.

LEAD ALTO SAX MAN WANTED FOR MODERN styled four way section in ten piece band. \$75.00 weekly, transportation paid. Locations. Write Orchestra Leader, 4914 Tennessee Ave., Chattanooga, Tenn.

MODELS, EXPERIENCED, AND LEARNERS for professional engagements. Send photos, description, date available. Rush information at once to Box C-86, Billboard, Cincinnati 1.

MODERN ACCORDION AND GUITAR PLAYERS wanted. State lowest salary, experience, etc. Long contract. Contact Tim Mix, General Delivery, Sunbury, Pa.

MUSICIANS WANTED—FINE LIBRARY. In the instrumentation, excellent opportunity for personal improvement using both stocks and big time specials. Location job thru duration. Building a really fine organization for post-war work. If you are interested in helping to build a band and satisfied with the moderate salary of \$50.00 weekly, join us! State age, experience, instruments, draft classification and phone number. Box C-111, Billboard, Cincinnati 1, O.

NEED GIRLS FOR BARN DANCE JAMBOREE, Musicians and Singers; also Accordion Player. E. Scarborough, Barn Dance Jamboree, Presque Isle, Me.

PIANO MAN WANTED—MUST READ, FAKE and play good rhythm. Band is modern, no mickey. Transportation and \$75.00 weekly. Locations. Box C-116, The Billboard, Cincinnati 1, Ohio.

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WANTED—EXPERIENCED PHONOGRAPH Mechanics by one of oldest firms. Give references first letter. United Novelty Company, Biloxi, Miss.

WANTED—MUSICIANS, 4P OR DRAFT EXEMPT, for replacements on well-organized Midwest band. At present need Bass, Guitar and Trombone. Salary, \$50 per week to start. Other Musicians write. Elmer Hall, Box 595, Grand Island, Neb.

WANTED IMMEDIATELY—GENERAL BUSINESS Actors doubling Specialties or some instrument. Man to handle stage. Long season. Slout Players Tent Show, Ionia, Mich.

WANTED—TENOR MAN FOR LOCATION job, \$60.00 a week; only 3 1/2 hours actual playing time nightly. Pack Humphreys, 446 Park Ave., Lexington, Ky.

WANTED—GRIND STORE AND SLUM SKILLO Agents. M. Venting, come on. Green Forest, Ark., this week; fails to follow. L. E. Martin.

WANTED—GOOD ORGANIZED COCKTAIL Dues, Trios, etc. All girl or mixed units preferred. Steady work. Start immediately. Bert Gervis Agency, 203 N. Wabash, Chicago, Ill.

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MAGICIANS AND DEMONSTRATORS, WRITE for our Wholesale Price List of Card Tricks and Magic Items. Beche, Box 260B, Pontiac 13, Mich.

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YOUR ATTENTION, MAGICIANS—I BUY AND sell used Magic. What have you? Send for my latest list. Landrus Magic Mart, 1109 N. Third St., Harrisburg, Pa.

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MUSICAL INSTRUMENTS—WANTED TO buy, Accordion, Excelsior or Dulane, 120 bass, late model, good condition; or trade 120 Bass Accordion. Arlene Sloane, 121 Fairfield Ave., Newark, O.

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E.D.P.P., FRESH DATING—1 1/2", \$4.00; 2 1/2", \$7.00; 3", \$7.25; 3 1/2", \$7.50; 4", \$18.00; 5", \$19.00; 4x5, \$5.50; 5x7, \$6.00. Any amount. Third deposit. Superior Photo Service, 501 W. 145th St., New York.

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FOR SALE—5-7 KORONA CAMERA, F 4.5 Lens, sliding back 2 on 5x7 and 5x7 back tripod; 2 film holders complete, \$385.00. 1/3 deposit. Vernon Stewart, 106 1/2 High St., Portsmouth, Va.

FOR SALE, IN PART OR WHOLE—MAKE offer. 4 cases #2 Foto Floods, 4 cases #1 Foto Floods, 1 case #2 Foto Flash, 500 Frames, 4x6 (Easel); 500 Frames, 5x7, Patriotic (Glass); 500 Frames, 3x5 1/2, Patriotic (Glass); 500 Frames, 1 1/2x2, Patriotic (Glass); 300 Frames, 1 1/2x2, Double (Leatherette); 200 Frames, 5x7, Leatherette; 100 lbs. Sulphite, 30 lbs. Sulphide, 20 lbs. Pot Bichromate, 10 lbs. Elon, 10 lbs. Hydroquinone, 100 gals. Nigratone, 100 gals. Bleach, 5 Chrome Tins, 20x25; 5 Chrome Tins, 12x20; 200 rolls 1 1/2x250 (Direx); 40 gross 5x7 (Direx); 10 gross 3 1/2x5 (Direx); 4 gross 3 1/4x4 1/4 Eastman; 2 gross 2 1/4x3 1/4 Eastman; 50 Brushes (Sable), #1; 50 Brushes (Sable), #0; 50 Brushes (Sable), #00; 5 Brushes (Sable), #5; 50 Books (Japanese) Coloring; 10 Books (Japanese) Coloring (Eastman); 2 Booths, complete and new, 3 1/2"; 8 Booths, complete and new, 1 1/2"; 2 Visualizers, 3 Heaters, 1 Lense Heller 51MM. 4.5; 2 Reverse Prisms; 1 Schneider-Xenar (Compur) F4.5 3 in.; 1 Wallensack (Betax) F.8 in.; 1 Gollitz F.2.9 3 in.; 1 Dallmayer Compur 3.5 3 in.; 1 Rodenstock Trinar, 3.5 3 in. AGFA; 2 Zeiss Tessar, 3.5 Compur, 3 in.; 2 3 in. 4.5 En Lense; 1 Doppel Anastigmat, 4.5 (AGFA). Photo Studio, 5 Farewell St., Newport, R. I.

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MISCELLANEOUS

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LETTER LIST

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

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

Notice, Selective Servicemen!

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

- ADAMS, Geo. Burroon, Timothy Adams, Sanford G. Adkins, Buster Burke, Mrs. Alice Adler, Larry Burke, Geo. AINSWORTH, Mrs. Jacqueline Robt. Lee Burrell, Mrs. Chloa Alberts, Cecel Burrell, Viola & Allen, Mrs. D. V. BUSH, Robt. Wm. Allen, Gladys BUSH, Robt. Wm. Allen, J. J. CASPER, John ALLEN, Joe J. CAGLE, Jonah Allen, Mrs. Mary Calvin CALLAGHER, Janq Atlin Wealey CAMERON, Isaac McKinley Camp, Herb Anderson, E. C. Campbell, Ada Andreano, Frank Cantrell, Mrs. Ada Andrews, Paul Carden, G. L. Esq. Ann, Joe Joe Carey, Al Appelhahn, John CARLYLE, John Aquino, Pft. R. CAROZZA, Martin Arbogast, Geo. M. Carpenter, Norman M. Aruz, Lucy Carrejo, Alonzo Arnett, James Edw. Carry, Tommy Arrah, Roy Wonder Carysinski, Al ARWOOD, Everett CASPER, John O. CASSENT, Joa. U. CATEY, Earl W. Colenza, Frank Chander, Daisy Chander, Esther CHAPMAN, Eugene Rufus Church, L. O. Clich, Geo. Prof. Albert I. Clark, Bob Clements, Robt. C. Coburn, Harry Cochran, Frank Jos. Colce, Rex G. Cole, Hollis Wesley Coleman, Thos. Compton, Mrs. Cy Conley, James Patrick Cooke, Harry COOKE, Jess M. Cooke, Welby Cooper, James COOPER, Leonard Copelin, Carl Copeland, Dick CORNYN, Bernard Jos. Costello, Larry Jan Costley, Horace Warren Bert, Mrs. Allice Bliss, Mrs. Irene Bill, Mr. & Mrs. BLEDSOE, Robt. Elmer

- Proctor, Eugene Pugal, Helen, Mrs. Purvis, Cecil B. PUTINTE, Theodore Thos. Quinn, Don Rao, Ginger Nagaisis, Jos. Keisamer RAGLAND, Phillipa Thos. RANDALL, Daniel F. Rawls, Mrs. Marzio Ray, Robt. E. Raymer, Ford Rod Bros. Circus Reese, J. D. REESE, Elmer Calvin REEVES, Jas. Leland Reger, Buck REID, Albert Junior Reid, Ezra Matthew Reid, Jess R. Reilly, James J. Romy, Archie Elmer Renn, James H. Reo, Marie Revenaugh, Max O. Reynolds, Dot RHODES, Alford Leo RICHARDS, Jsn. R. RICHARDSON, Cal Eugene Richardson, Jack RICHARDSON, Joe O. Richardson, Razy Riga, James J. RILEY, Mark Jackson RILEY, SHL RILEY, Wm. Allen Rillo, Lee Arthur Rinalds, Florence A. Rinchard, Ollie Ristow, James P. Roads, Dusty Robbins, C. N. Roberts, Chas. Evans Roberts, Rosie ROBERTSON JR., Burton B. ROCK, Randall ROBINSON, Fred D. Rockwell, E. W. RODEN, Thos. Russell ROGERS, Robt. E. Roman, Mrs. M. Rose, Mrs. Joan ROSE, Wesley Rosen, Sheik Rosie's Midget Review ROWE, Manley Roxana (Half & Half) RUEL, Milton B. RUSSELL, Joa. Henry Russell, L. G. Russell, Marjorie Russell, Paul Paulet Rutledge, Josephine Ryan, J. L. Ryan, Marion Hall RYAN, Patrick SAKOBIE, Geo. Shirli Salazar, Malia Louis Edw. SCHEIFER, Louis Edw. Scheiman, Wm. Schillie, Fred Z. SCHMIDT, Daniel H. SCHNEPP, Harold Dale Schomburg, Vaughn Schuler, Eula Mae Schultz, Mrs. Frances SCOFFIELD, Clifford Marion Scott, Dewey Scott, Donald Thomas Scott, Mrs. Giles Scott Jr., Thos. J. Scott, Wallace Seaman, Mrs. Betty Selnie, Roy Services, Charles Shaphran, Frank SHARP, Tom Jeff SHAW, Wm. Milton SHEA, Fred SHEA, Wm. Walter Shields, Paul S. SHOEMAKER, Jsn. Marion Shriner, Thosias Shull, Stanley John Sick, L. J. Sills, Billie, Mrs. Singares, Danny John SINGER, Edwin H. SKEGGS, Martin Skeham, Jas. Jos. Slay, Howard Slout, Mrs. Ora Small, Mrs. Elizabeth Smart, Frank Smith, B. E. Smith, Bert Smith, Betty Jean Smith, D. G. Smith, David Smith, Frank Carl SMITH, Frederick J. Smith, George Charles Smith, Mrs. Joe Andrew Smith, John, 10387 Smith, Mrs. Mary P. SMITH, Wm. Monroe Smithly, John Jos. SNYDER, Dawson Ernest Soper, Frank Sowerly, Louis S.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway, New York 19, N. Y.

TRUMPET - 12 YEARS' EXPERIENCE. Young, honorable discharge. Good section man. Available immediately. Prefer location. Herbie Chafin, 1407 Main, Princeton, W. Va.

YOUNG LADY - VIOLIN AND VIBS. AVAILABLE after August 10. Hotel work only. Address: Violinist, 612 W. 115th St., New York 25, N. Y.

OUTSTANDING PLATFORM TRAPEZE ACT - Available fairs, celebrations, etc. Attractive equipment. Read act. Literature, particulars. Charles LaCroix, 1804 South Anthony, Fort Wayne 4, Ind.

THE GUTHRIES - FOUR DIFFERENT FREE Attractions. Tight Wire, Balancing, Trapeze Iron Jaw, Buttery and Double Trapeze. Reasonable. 220 W. 9th, Cincinnati 2. au12

PARKS AND FAIRS BINK'S CIRCUS ATTRACTIONS - WORLD'S best Wire Act, Comedy Clown, Juggling, Novelty Trapeze, Hand Balancing and Acrobatic. Four acts. Address: R. 1, Cudahy, Wis. au12 E. R. GRAY ATTRACTIONS - SPIRAL TOWER, Swinging Ladder, Rolling Globe, Single Trapeze, Contortion, Comedy Acrobata. Harding & Keck, Evansville, Ind. au12 HIGH FIRE DIVE - FEATURED BY FOX Movietone and N. Y. Times. The service men's and people's choice. Address Box C-91, Billboard, Cincinnati 1, O. au2 LADY AERIALIST - HAVE DONE TRAPS, ring, loop and teeth slide. Will work any height. Prefer high act. Box C-124, Billboard, Cincinnati 1, O. au12

PIANO PLAYERS PIANO - NON-UNION. READ SYMBOLS, NO notes. Boogie and take-off. Age seventeen. Join on wire. Buddy Davis, Irvine, Ky.

VAUDEVILLE ARTISTS "COWBOY TRIO" - ACCORDION, BASS, Guitar. Guitar Player sings and does fancy shooting tricks with revolver and rifle. Currently appearing at the Hollywood, Hillside, N. J., then to Deadwood, South Dakota. Available August 15. Johnson, P. O. Box 33, Hillside, N. J.

Arden, Barbara Liggt, Charles Babe Bet Berringer, Claire Lotter, Clyde G. Biscow, Isidor Munning, Ross Brown, Chick Manon, Sylvia B. Casella, Charles Martin, William T. Clauter, Geo. R. Meulemans, Charles Miller, Jack MURPHY, James J. COURTNEY, Albert J. O'Brien, Jimmie Cruze, Vera Olson, Jerome DAVIS, Samuel Phillips, Thomas J. DeWitt, Bert Pisara, Babe Frudhomme, Arthur Regan, Mrs. C. E. Reynolds, Rae Ross, Mrs. Kirk Ross, Virginia RUSSELL, Lewis Silk, H. M. SUGDEN, Roy James FORD, Hughie Cecil Taylor, Audrey Franklyn, Wilbur Teeple, Ion Friedman, Sarah Thorne, Gerald R. Gilbert, Billie Vantine & Casan HANSON, Louis J. Vitez, Providence A. Kelsey, Billie Kirchoff, Mary E. Walter, Clarence Korytko, Mary Webber, Evangeline Krassner, Lillian White, Walter J. LaFrance, Josie Williams, Y. Lea, Sherry Zottman, John (See LETTER LIST on page 56)

NEW PLAN TO BOOM GADGETS

Mfrs. Must Look at List

Among 125 urgently needed items sold by specialty trade in volume

CHICAGO, July 29.—Interest in the plans of the War Production Board to permit return to civilian production increased in merchandise circles here this week as news from the war fronts brought new predictions of when the war might end. There was more talk in trade circles of what effects the return of peace might have on demand and also what manufacturers would actually undertake first in the way of new specialty merchandise.

The plan to permit making of new (See GADGET BOOM on page 52)

MERCHANDISE TRENDS

CHICAGO, July 29.—Practically all reports on retail outlets for the second week in July say that general sales picked up 10 to 14 per cent. All reports continue to mention such specialties as jewelry, cosmetics, notions and furs as ranking in sales thru all outlets. At the present time vacation needs of all types of summer goods continue to dominate sales. In wholesale markets the demand at present is for emergency supplies and also for fall and winter buying. More is being said about gift merchandise to send to men in the armed forces, and a lot of big firms are already advertising that they will furnish free mailing services to men overseas from about August 15 to September 15. While some reports mention trade as dull, still experts say there is no indication that retail trade is tending to ease off. Financial reports showed that money in circulation dropped the second week in July but that may be due to the stupendous sales of War Bonds.

Controlled Newsprint

An indication of the difficulty merchandisers are meeting in advertising mediums and paper supplies is shown by the fact that the newspaper industry advisory committee has recommended strict enforcement of newsprint rationing. According to WPB, willful violations will be prosecuted criminally. Newsprint has been on the critical list for some time now, and violators will be penalized thru reduction in quotas, plus a thoro investigation by WPB authorities. Newspaper executives have had a big job with the extra coverage of news on the home front as well as in foreign theaters, and advertisers have felt the pinch they must take in order that newspapers remain within the bounds of rationing.

Revenues Gain

General sales or gross receipts taxes rose 6 per cent over the 1942 level, or a gain of \$671,000,000 in 1943, according to the Department of Commerce in a general tax survey. The needs and demands of wartime America were reflected in the fact that taxes from total sales and gross receipts offered the greatest source of income to the federal pocketbook, since despite a 3 per cent decline from the 1942 level of \$2,219,000,000, the sum of \$2,152,000,000 was collected in 1943. This represented the largest amount from any major tax category.

The Eternal Issue

What about women? The question presents another angle with the many women now working in war plants, filling the male shoes in every type of business. Government experts have begun to analyze the post-war situation, and the problem presents headaches both for government and business men alike. The working girl will clearly need help to become re-established when the men take over their old jobs, for altho some of the present feminine wage earners will return to the stove and dust mop, many

Merchants Urged To Expand Over 1940

WASHINGTON, July 29.—Merchants have been urged to gear their post-war programs to an expansion of production and sales to levels about one-third higher than those of 1940, according to the Committee for Economic Development reports here. The committee warned both against a catastrophic era of too much spending which would result in inflation and the overhesitancy in buying which would result in a depression and subsequent serious unemployment problems, and to counteract these results retailers and wholesalers were advised of the planned expansion.

The committee has published a handbook, analyzing the merchant's point of view and offering constructive suggestions for courses of action. It emphasizes the importance of getting the nation's business under way when the demands of war begin to relax, showing that it will start with the retailers and their customers, with wholesalers first passing the goods along to the retailers. "The spark that fires the engine is demanded," commented the committee.

The novelty merchandise trade has long realized how important it is to have the millions of retail outlets well managed, and the committee emphasized that with this phase of American business geared to the correct level, the tremendous pulling force of demand from the American pocketbook will be stimulated after the boys return once again. Then employment will rise to new highs in wholesale, retail and manufacturing establishments alike.

women in business and industry will be compelled to remain or won't want to get out. Officials working out the problem say that there are several aspects that will demand support in their campaign to solve the future mix-up in labor power. One is a plank to obtain equal post-war job opportunities for all, men as well as women. Another is to (See Merchandise Trends on page 53)

WE HAVE OVER A HUNDRED DIFFERENT FIGURINES

From 3 Inches to 15 Inches High Ranging in Price From \$3.60 to \$90.00 Per Doz.

Made of Terra Cotta Composition, Beautifully Colored WORKS OF ART IN EVERY DETAIL

ILLUSTRATED PRICE LISTS SET K MAILED TO ANY GIFT SHOP ON APPLICATION

We Illustrate Here Just a Few



Our No. 3883K, "Music Hath Charms" 9 1/2 Inches High, Base 6 1/2 x 10 Inches. \$90 per doz.



No. 3920K. Under the Blue Italian Sky. 10 1/2 Inches High, \$42.00 per doz. pairs.



No. 3654K GORGEOUS BIRD 12 Inches High, Wing Spread 6 Inches, base 5 x 4 1/4 Inches, \$24.00 per doz. pieces.



2 1/2 inches high, \$4.00 per doz pairs. \$8.00 per doz. pairs in gross lots, but that gross may be assorted with eight other numbers shown on our price list No. 235.

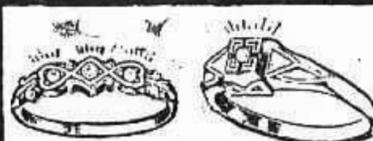
A NEW NUMBER IN OUR WOODEN SALT & PEPPERS Very neatly made, a work of art. No. 4276K—THE TOWN PUMP.

All Figurines come packed from 1/12 to 1/6 doz. per number in carton, according to size, and may be bought in these quantities. We carry a tremendous assortment of GIFT GOODS, ranging in price from \$1.80 to \$90.00 per doz. Set K of fully illustrated price lists will be mailed to any reseller on application.

115-119 K SOUTH MARKET ST. CHICAGO 6, ILL.

LEO KAUL IMPORTING AGENCY, Inc.

"Chip-Diamond" Rings In 10K and 14K Gold Mountings Unlimited Quantities



No. 3B56 10K Gold

No. 3B60 10K Gold



No. 3B201—10K Gold No. 3B206—14K Gold

One chip diamond solitaire. "3" chip diamond wedding ring. 10K and 14K gold mountings. Individually or in sets. Other styles available. (State your business!)

HARRY PAKULA & CO. 5 N. Wabash Ave. Chicago 2, Ill.

10K GOLD
No. 3B60 Solitaire \$2.25 each Bulk
No. 3B56 Wed. Ring \$2.25 ea. Bik.
No. 3B201 Bridal Set \$4.50 ea. Box.
14K GOLD
No. 3B206 Bridal Set \$5.25 ea. Box.
Sizes 5-7

WOOD JEWELRY

Write for our New No 44 & 45 Illustrated Price Lists Over 100 Items

CHARLES DEMEE MFG. CO. 116 E. WALNUT ST. MILWAUKEE, WIS.

CEDAR HAND CRAFT MADE

SPECIAL OFFER! ROLL-UP MANICURE KITS

Containing 2 popular shades of PLEDGE nail polish (In new self-feeding brush tube), cotton roll, emery board, nail stick, nail white pencil . . . all completely arranged in compact, attractive kits. Sets in assorted shades—Black, Brown, Red and Tan.

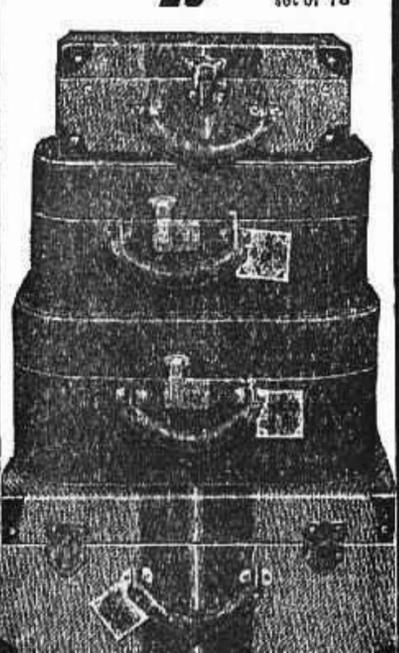
Price \$3.60 per dozen
Made to retail at 79 cents each.
Send \$4.00 for one dozen assorted samples of these Manicure Kits postpaid.

MILLERAND, INC. 71 FIFTH AVENUE, NEW YORK 3, N. Y.

BINGO OPERATORS 18 PIECE Assorted LUGGAGE

as follows—
5 17 Inch, 5 16 Inch,
5 15 Inch, 3 12 Inch
packed in one carton, complete

\$25.51 for the set of 18



25% Deposit, Balance C. O. D.
Order by Number.
Write for Up-To-Minute Illustrated
Circular.

JERRY GOTTLIEB, INC.
928 Broadway
Bet. 21st and 22d
in the Heart of New York

White Stone Wedding Band CLOSE OUT \$4.75 DOZEN



Close-Out of White Stone Wedding Rings. Rolled Gold Plate, White Stone Bands. Large and small sizes only. All bright, clean stock. Limited quantity available.

ORDER NO. CL61R.

Mid Continent Jewelry Co.
405 N. Locust St., Jefferson, Iowa

ENGRAVERS, ATTENTION

Double Heart Bracelets \$ 4.50 Doz.
Brand New 12 Dozen Assortments of Engraving Jewelry 24.00 Asst.
New 12 Dozen Assortment Engraving Jewelry 36.00 Asst.
6 Dozen Assortment Engraving Jewelry 24.00 Asst.

These items have just arrived and are big values. Send deposits with all orders.

SCHREIBER MERCHANDISE CO.
1001 Broadway Kansas City 6, Mo.

FINE WATCHES

MEN'S & LADIES'
And Novelty Jewelry. Wholesale Only.

MARLENE SALES
105 N. Clark St. Chicago 2, Ill.

Popular Items

How Ya Votin'?

With a hot and heavy election campaign promised, Kim & Cloff, Philadelphia, are offering a sensational collection of campaign items that are said to sell on sight. Dewey or F. D. R., the leather elephant or donkey will give loyal supporters an excellent way to line up sides. The pledge buttons are attractively new in design, and it is urged that dealers do not overlook their appeal in the coming campaign. A big number for this year, they are good for drug, cigar, souvenir stores, as well as newsstands and streetmen. It's a cinch that customers are going to more than just talk about the candidate this year—they're showin' how they're votin'!

Double-Frame Locket

Something entirely new in identification bracelets is being offered by Locketag Jewelry Company, Inc., of New York. Exquisite, sturdily made, each Locketag features a deep double-frame locket that opens to show two pictures or a message and a picture. When closed, the Sterling silver bracelet combines the unusual styling and expensive treatment of unique designing. The models may be engraved on the face or may be had with any of the army or navy insignia permanently attached on top. These highly profitable bracelets are made with different chains and come in either men's or ladies' models. The firm is offering immediate deliveries to dealers.

Mexican Charmers

From down Mexico 'way come exotic silver charms, a perpetual novelty item for the popular charm bracelets. The Mexico Company, Calexico, Calif., have a complete line of these unusual additions to milady's bracelets, ranging from rustic Western cowboy boots, hats and covered wagons to the Mexican Indian designs of good-luck gods and mythical warriors. It is claimed that these novelties have continued their luring charm to customers everywhere. The Mexico Company also has a huge selection of other popular Mexican silver jewelry.

Flash o' Luck

Glistening right out of the kiln come good luck elephants with raised trunks that are proving to be a big item on merchandisers. These solid, shining crystal figures are modeled by A. H. Helsey & Company, Chicago, and the brilliant ornaments are said to be excellent decorations on what-nots, end tables and table centerpieces, besides their mystical effect of cheering both the buyer's and seller's day. These beautiful good luck pieces come in different sizes, small, medium and large and are made in different poses.

SHINE IN THE DARK!

LUMINOUS FLOWERS

By Nite Glow



Large Gardenia with Bud \$3.60 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 without Bud 2.25 Doz.
Double Gardenia (Gorsage) 4.00 Doz.
Triple Gardenia 4.00 Doz.
Roses 3.60 Doz.
Sunflowers 3.60 Doz.
Triple Tea Roses 3.60 Doz.
Hair Bows on Comb with Luminous Gardenia 3.25 to 5.00 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.
106 W. 48th St. NEW YORK 19, N. Y.
Medallion 3-5794

5,000 ITEMS AT FACTORY PRICES

Send 3¢ Stamp for Catalog
Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise and many other items.
Write for List.

BLAKE SUPPLY CO.
LITTLE ROCK, ARK.

CARNIVAL AND PARK SPECIALS

Our buyers have scoured the markets for merchandise

CARNIVAL SPECIALS

Hawaiian leis, Med. Size	Per Gross \$ 4.00
Medium Size Plaster Dogs, Etc.	6.50
Red, White and Blue Tissue Shakers	6.00
Spotted Tails with Comic Cards. Per 100	4.00
Jumbo Fox Tails with Comic Cards. Per 100	23.00
White or Blue Yacht Caps. Doz.	1.90
Animal Shaped Glass Liquor Bottles. Per Case (36)	9.00
U. S. Weighted Darts. Doz.	1.20
4 to 7 Inch Hoop-La Hoops. Doz.	.55
8 Inch Hoop-La Hoops. Doz.	.65
Knife Rack Rings. Per 100	2.50
Shooting Corks, Per 1000	2.25

BINGO SPECIALS

Lunch Kits, Each	\$.85
8 Pc. Fire King Cooking Set, Each	.85
Liquor Bottle Bath Salts, Doz.	8.00
Glass Coffee Maker, Each	1.50
Straw Horse and Rider, Doz.	4.50
3 Pc. Fire King Mixing Bowl Set, Each	.40

ASSORTED IMPORTED SLUM

Paper Flag Bows	Per Gross \$.90
Felt Wisecrack Pennants	.95
Comic Paper Masks	1.00
Engraved Wedding Rings	1.00
Muslin Flags on Sticks	1.15
Plaster Dogs, Ducks, Etc.	1.25
Plastic Thimbles	1.20
Cloth Flag Bows	1.35
Lead Pencils	1.85
Humorous Mirror Folders	2.95
Mirror Memo Books	4.50
Comic Buttons, Per 100	2.25
Motto Buttons, Per 100	1.25
Powder Puffs	3.00
Jumbo 14-Inch Pencils	4.00

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.

IMMEDIATE DELIVERY



The newest "Ritzi" 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 "Ritzi" 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.

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.

GOLDWYN COMPANY 731 PLYMOUTH CT. CHICAGO 5, ILL.

WRITE Illustrated Circular and Price List. WIRE

CEDAR CHESTS

FILLED or EMPTY — WRITE FOR CIRCULAR

Open Account Basis to Well-Rated Firms.

CROYDON CO. 8336 Wildemere Ave., Detroit 6, Michigan

CATALOG NOW READY

WRITE FOR YOUR COPY

12 GRO. (12 KINDS) AMERICAN MADE SLUM. SPECIAL PREPAID \$15.00

NOTE, PLASTER USERS: Write for list of special items to take the place of plaster.

MIDWEST MERCHANDISE CO. 1010 S. BROADWAY KANSAS CITY, MO.

GADGET BOOM

(Continued from page 50)
models did not at first impress the merchandise trade, because the idea seemed most important for the heavier lines, but when it became evident that government officials would permit and even encourage firms in the making of small gadgets just to fill in, promote employment, and also supply the public with certain urgently needed items, then interest perked up. One government official cites the example of a firm that formerly made vacuum cleaners, but is now being officially encouraged to make cocktail shakers or some other small aluminum item as a temporary project.

It is expected that many large plants which find difficulty in getting all needed parts to make their original product will turn to making small articles in the specialty field until conditions in the parts field are more satisfactory. The trend among large manufacturing firms to fill in with gadgets during the post-war period, recently predicted in *The Billboard*, now seems a certainty and this time with government approval, in order to maintain employment.

Early Reports

The progressive plan of WPB to supply civilian goods began in earnest July 15 and at that time restrictions on the use of aluminum and magnesium were re-

laxed somewhat. Up to the present no reports of importance have been received of the actual making of specialty items. This delay is due to the fact that many other problems, including labor, still face plants that want to begin the production of gadgets from aluminum as soon as possible. But the progressive plan calls for other steps in an orderly program that will permit plants to adjust themselves gradually.

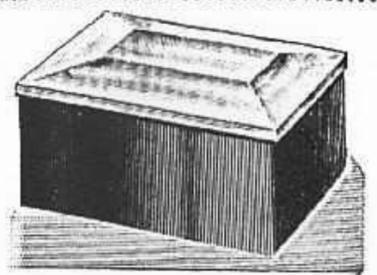
On July 22 the plan to permit firms to make a model of items for post-war production went into effect. The first response to this idea was slow, because manufacturers found themselves confronted with many general problems. But it developed during the first week that firms can begin at once and soon produce models of a lot of small articles and gadgets and have them ready for manufacture at an early date. This may prove a great boost to the merchandise trade also. The WPB is now permitting any firm to make a model of goods in any line of merchandise so that many firms will be encouraged to try some new gadget as a first product for post-war production.

The Urgent List

Today the third step in the WPB plan goes into effect. It is the permission to buy new machine tools. This plan is not expected to have any immediate effects on the merchandise trade, but the field is looking forward to the fourth and widely publicized step which is based on a list of 125 items urgently needed by the public.

Whenever a manufacturer applies to WPB for permission to return to making his pre-war products, whatever it may have been, presumably this list of 125 articles is placed before him and he is asked if he can make one or more of the articles. If so, he is expected to make the specialty item before he gets full permission to make his original product. Thus, the list of 125 articles is being given the widest attention and every manufacturer in the country is likely to give some thought to the making of a gadget in his plant. No plan could have been devised which would be better calculated to advertise the specialty merchandise field.

Among the small merchandise items in the list are such things as can openers, flatware, religious goods, electric fans, flashlight cases, fountain pens, hair clippers, heating pads, mechanical pencils, percolators and so on. Every manufacturer will thus be considering what he can make soon in order to supply the consuming public with gadgets needed in a hurry.



Bakelite Utility Box

For quick and easy sales! Here's a low priced utility or cigarette box that's practically a give-away at the price. Modern in design, made of black bakelite with gleaming chromium-plated cover. Overall size, 3 1/2" x 2 1/4" x 1 1/4".
B38A50—Sample postpaid, 25¢; Per Doz., \$2.65; Gr. \$30.00.



Flatware Specials

SILVER PLATED ON STEEL BASE

	GROSS	DOZEN
B656123—Tea Spoons	\$16.80	\$1.45
B656124—Soup Spoons	26.30	2.25
B656125—Forks	24.70	2.15

24-Pc. Set Nickel and Silver on Steel Base; 6 each Knives, Forks, Tea and Soup Spoons. In attractive lined chest.
B22S192—Set, \$6.95.

CHROME-PLATED ON STEEL BASE

B656126—Tea Spoons	\$14.75	\$1.25
B656127—Soup Spoons	28.50	2.25
B656128—Forks	26.50	2.25



Friendship Ring

Made of sterling silver. Hands open and close. This emblem of friendship is a fast seller especially around camps.

B24J519—Sample postpaid, \$1.00; Per Doz. \$9.00.

25% Deposit Required on G. O. D. Orders. We Sell Wholesale Only. Catalog Sent on Request.

Hagan JOSEPH HAHN COMPANY
WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6

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 Blower, 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	.90
Comic Hat Bands, Per 100	2.00
Comic Pennants, 1 1/4 x 2 1/2 In.	.75
1 1/4" Comic Buttons, Per 100	2.25
2" Comic Buttons, Per 100	4.00
Mirror Memo. Books	4.50
Monkey Mirror, 2 1/2 x 3 1/2 In.	2.95
Pat. Badges, Carded, Per 100	.90
Colored Tin Clips, Per 100	.60

Ball Game Merchandise Gro.

10" Car Tails w/ Comic Card, Per 100	\$4.50
9/12" Fox Tails w/ Ribbon Tics, Per 100	10.75
12/15" Fox Tails w/ Ribbon Tics, Per 100	12.75
16/18" 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.	1.35
Wood Mag. Rack, Walnut or Maple	1.15
Vacuum Type Glass Coffee Maker	.98
Drip Type Glass Coffee Maker	.95
Fiesta, 4-Piece Ref. Set	1.10
Colored Pictures, Wood Frame, 16x20"	1.10

Prices 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

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

Over 100 Feature Items, Including Ruby, Green, Golden Glow, Crystal Moonstone, \$3.00 to \$12.00 Gross.

Order by Assortments.

\$20.00, \$40.00, \$75.00 Units

SLUM GIVE AWAYS

Over 100 Red Hot Specials From 75¢ to \$3.00 Per Gross. Not the Regular Run—But Plenty New, Popular in Demand. Flash.

Order by Assortments.

\$10.00, \$25.00, \$50.00 Units

NOVELTIES

Hats, Lols, Tails, Hat Bands, Comic Buttons, Chinese Snakes, Batons, Swaggers, Pocket Knives, Lighters, Charm Key Chains, Table Novelties, Toys, Pennants, Souvenirs.

LIMITED STOCKS STILL AVAILABLE

Blankets, Lamps, Smokers, Bar Sets, Enamelware, Cutlery, Tray Pottery Ware Items, Luggage, Tourist Sets, Mirrored Chests, Fancy Cedar Chests, Tackle Boxes, Franco Boxed Towel 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.

To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

1-day Service **ACME PREMIUM SUPPLY CORP.**
3333 LINDELL BLVD., ST. LOUIS 3, MO.

OUTSTANDING OFFER

FUZZY BEAR

FAST SELLER

CARNIVALS, CONCESSIONAIRES, PREMIUM USERS

\$32.00 per doz. \$3.00 each
Retail value \$8.00

30 Inches Alpaca High Pile Plush



Rush your order now, stock on hand for immediate delivery. 25% deposit with order, bal. C.O.D., New York.

V. ALOISI, 149 West 29th St., New York 1, N. Y.

NOW IN STOCK FOR IMMEDIATE SHIPMENT ROOSEVELT AND DEWEY BUTTONS

\$20.00 per M \$2.35 per C

Cloth R.W.B. Bow Flags . . . \$1.25
Tin Horns, Flags All Sizes.
Bunnies—Dutch Boy and Girl.
Comic Saying Bands . . . \$1.75 C
Comic Felt Plaques . . . 2.75 C
Asst. Plaster Dogs, Elephants.

50% Deposit With Orders, Balance C. O. D.

HAMMER BROS. NOVELTY CO.
114 Park Row, N. Y. 7, N. Y.



RAZOR

DOUBLE EDGE • SINGLE EDGE

JOBBERS—DISTRIBUTORS—AGENTS

We are pleased to be able to offer you a complete line of high-class razor blades, including such popular brands as

FAN — CITY — and OFFICIAL

Razor Blades and many other fast sellers. Send \$1.25 for a sample carton or write today for special jobbers' prices.

MIDLAND SALES & DIST. CO.

757 W. 79th Street Chicago 20, Ill.

BLADES

PLASTIC CHARMS

for your Slum Prizes

Buy them direct from us

We manufacture and sell more CHARMS than anyone else in the whole world.

Charms in Bulk — \$4.00 per thousand
Charms on Gift Cards — \$5.50 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.
333 HUDSON ST. NEW YORK 13, N. Y.

Rebuilders Since 1912 MILITARY WATCHES

In Heavy Sterling Silver, P. 1 Thread Sealed Cases, Good Lever Movements, 8 to 15 J., \$200.00 Doz. Only One Dozen to New Accounts. Other Assortments, \$85 Doz. Up. No correspondence for duration; \$10 deposit required. No cash! CORRECTION: Price of \$2.00 Doz. quoted by mistake last week.

ZUSSMAN'S
207 W. Girard Ave., Phila. 23, Pa.



CONCESSIONAIRES! NOVELTY STORES!



No. 820—3 Color Engraved, Gold Filled Heart Locket, Floral Motif, Sterling Silver Gold Plated Neck Chain.

\$36.00 Doz. Same Locket as above with sterling silver gold-filled Neck Chain. \$39.00 Doz.

ORDER TODAY!

SURE-FIRE SELLERS!

18" Sterling Silver Neck Chains	\$5.40 Doz.
18" Gold Plated Sterling Silver Neck Chains	6.00 Doz.
18" Gold Filled on Sterling Silver Neck Chains	7.20 Doz.
Sterling Silver Anklets, Carded	6.75 Doz.
Gold Plated Sterling Silver Anklets, Carded	7.20 Doz.
Gold Filled on Sterling Silver Anklets, Carded	9.50 Doz.

No. 709—Light Identification Bracelet	\$45.00 Doz.
No. 708—Medium Identification Bracelet	\$54.00 Doz.
No. 710—Heavy Identification Bracelet	\$72.00 Doz.

1/3 Deposit, Balance C. O. D. Send for Catalog!

TREND CREATORS
1265 Broadway, NEW YORK, N. Y.

HOT! IS THE WORD!

Dealers, We've Hit Again!

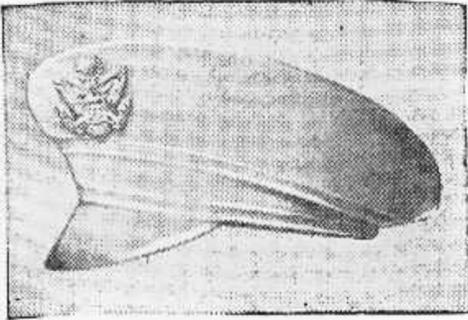
HOT TOOTHPICKS, Looks Real \$4.95
BITTER TOOTHPICKS, and how 4 Gr.
HOT CIGGYS—Smoke Joke Assorted

First Time Offered to Retailers! Special Prices in Quantity Lots. Money-Back Guarantee If Not Satisfied. **ERNIE'S ENTERPRISES**
St. Louis 1, Mo.

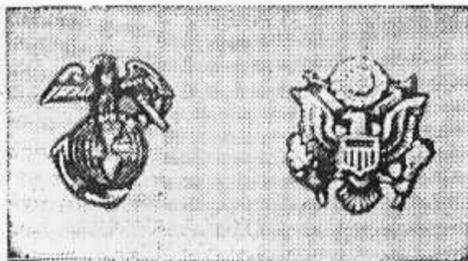
725 Pine

NANCO INCORPORATED BARGAINS

Prize Booth—Concessionaire



MOTHER OF PEARL NOVELTY PINS
Garrison Cap. Bullet. Torpedo. All Insignia.
\$2.70 A Dozen
\$30 a Gross



LAPEL PINS

Sterling Silver. Army, Navy, Marine.
\$1.75 A Dozen
\$18 a Gross
SEND FOR LIST OF ITEMS NOW REDUCED FOR QUICK SALE.
25% Cash With Order—Balance C. O. D.
NANCO, Inc.
221 Fourth Ave.,
New York 3, N. Y.

"A PERFECT LIGHTER THAT NEVER FAILS"
It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.
No. BB-110—\$7.20 Per Dozen.

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

WOOD NOVELTY PINS
Big Sellers
Consists of an assortment of 10 numbers in beautiful colors, each with pin and mounted on individual cards. Sensational package premium. Also have large variety of slum in flashy colors at \$2.75 per gross. Send \$1.00 for samples.
NEFF NOVELTY CO.
414 Palatine Bldg. CHICAGO 22, ILL.

SOCIAL SECURITY PLATES
Colored Name Plates, Stamping Machines and Leatherette Cases made to order. Send \$1.00 for sample plates and free circular. Wanted—Schmidt Stamping Machine, good condition. State price.
FRANK BONOMO
BOX 45, STA. A BROOKLYN 6, N. Y.

MERCHANDISE TRENDS

(Continued from page 50)
long-range plan post-war planning so that human and material resources are absorbed to the fullest extent in business and industry. Independent incomes from the working girl have been a big source of buying power for merchandise sales, and the merchandise industry is vitally interested that feminine income be kept fluid and active, holding high the slogan "more jobs, more money."

Gift Suggestions

The service department of *The Washington Post* has made public a suggested list of Christmas gifts for men and women in service overseas. Already in demand, the list gives the needed information for mailing dates, size and weight restrictions and ideas on how stores can do a good job in helping their customers shop for these Christmas gifts. Customers will find the pamphlet a service also, as it is classified into different sections. Toiletries and cosmetics come first in the "things to use" section for women, and other items include wearing apparel, sewing equipment and laundry items. For the G. I. on the field, the list is larger than for the boys confined in hospitals or non-combat areas. Novelty items as identification bracelets and plastic dog tag chains, as well as some types of non-issued garments, are among the gifts suggested for men.

More Electric Irons

An assignment of quotas for electric irons to four manufacturers was reported by WPB, which brings the total authorized iron production to about 2 per cent in excess of the program, or 2,037,838. All of the irons to be produced under the four quotas will be automatic household models, and 5,000 of the irons will be of the steam type. The manufacturers receiving WPB authorization to

produce these extra irons will be permitted to place orders for needed materials and parts. Some manufacturers have already begun production, and it is estimated that some irons will begin to appear in retail stores in the fall.

Flameproof Cloth

Of interest to merchandise circles was the announcement by the U. S. Rubber Company that it had developed a new glass, flameproof, synthetic rubber coated cloth. At the present time this cloth is to be used for military purposes in combat planes. One important use of the cloth at this time is to protect the crews in the B-29's when flying at high altitudes thru the elimination of possible breaks in metallic heating ducts caused by vibratory factors. The company mentioned no other uses for the cloth at the present time, since it is being solely used by the armed forces. However, the development presents interesting possibilities in prospects for utilizing it into many novel gadgets when post-war production begins.

MONK-O

- Easy to Use
- Big Value
- Well Made
- Plenty Eye Appeal

MONKEY BUSINESS FOR ALL!
PLENTY PROFIT FOR YOU!

Everybody from 6 to 60 goes for MONK-O. It's sure fire! Best quality made! Slip it over the hand and let the fingers do the rest. Priced to sell by the carload.

\$2880 Gross—C.O.D., F.O.B. Chicago

RUSH ORDER TODAY

AMERICAN MERCHANDISE DISTRIBUTORS
173 W. Madison St., Chicago 2, Ill.

BINGO SUPPLIES

Bingo Cages!
Burnt in Wooden Balls!
Plastic Markers!
Regular Specials—7 Colors!
Specials—10 Colors!
Midgits—1-3000!
Bond—1-3000!
Specials, 5-Up, 6-Up, 7-Up to Pad!
SEND FOR CATALOG!
Merchandise that's swell
Comes from . . .
MORRIS MANDELL
131 W. 14th St. New York 11, N. Y.

MAGIC RACES

At cigarette touch 6 horses are off. See them run to post.
BIG PROFITS
Fast seller. 40 Races, \$1.00. Low quantity prices. Sample free.
BARKLEY COMPANY
Green Hill Place DRYDEN 3, VA.

BIG CIRCUS SHOW
A MONEY GETTER
No. D2—Doesn't a circus tickle the fancy for something funny, something different, something exciting? The "Big Circus" deal possesses features like these. It's teeming with laughter, mystery and excitement, all rolled into a Big Show of Fun. Inns, taverns, cigar stores, etc., are a few of your prospects. There are 70 tabs on front of cabinet. Brings in \$7.00 at 10¢ a sale. Suggested price to dealers, \$5.50. COSTS YOU \$3.60. LOTS OF 14—\$3.45 EA. SPORS CO., 844 Lamont, Le Center, Minn.

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.

BINGO
SPECIALS ★ CARDS
TRANSPARENT MARKERS
Write for Bulletin
AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

CHARM BRACELETS
Style 115—5 Footballs.
Style 116—Jingle Jangle 5 Bells.
Style 117—Jingle Jangle Bells and Football.
All 24 Karat Gold Plated, \$7.50 Dozen. (Assorted If You Wish)
Sample, \$1.00 Postpaid
1/3 With Order, Bal. C.O.D., F.O.B. N. Y. Write for Free Price List.
DANELLE COMPANY
307 FIFTH AVE., N. Y. C. 18, N. Y.

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 dozen ordered. Be sure to order by number, enclosing 1/3 DEPOSIT. We ship Balance C. O. D.
Pendant Heart Sterling Silver
"Friendship" Ring. Two dangling hearts attached to an extra wide sterling silver band. Delicate "forget-me-not" design.
Order No. A-845.
\$9.00 Dz.

Wide Band Sterling Silver Heart Design Ring.
Order No. LP8B.
\$7.50 Dz.
White Stone Sterling Silver with Side Stones.
Order No. N523.
\$9.00 Dz.

1/30 14K. Wedding Band.
Choice of Sterling Silver or R. G. P. No. W43BN.
\$2.75 Dz.
No. 5288 Sterling Silver, Side Stones, Large Center Stone.
\$12.00 Dz.

No. W8661H. Sterling Silver Whitestone Wedding Ring.
Set with 5 stones.
\$10.50 Dz.
No. 145H Whitestone Sterling Silver or 1/30, 14K, R.G.P.
\$9.50 Dz.

Sterling Silver Claspod Hands Ring—An emblem of friendship. Nationally advertised at \$2.95. Very popular.
2 Hands Clasp and Unclasp.
No. TF285
\$1.50 Dz.

EARRINGS
Rhinstone, screw back, Sterling Silver Earrings. Assorted Colors. Special
\$12.00 Dz.

MID CONTINENT Jewelry Company
405-NORTH LOCUST
JEFFERSON, IOWA

PIN-UP GIRLS
Novelty Stores—Gift Shops—Mustlers
We have attractively packaged sets that are real sellers and good values.
Set #1 has 12 Pictures, 7x9 Inches
Set #2 has 9 Pictures, 5x7 Inches
Set #3 has 5 Pictures, 4x5 Inches
Lithographed in 9 colors on good paper stock. Best work of most prominent artists, nothing sordid or offensive, priced right for profit.

Also a new line of ten-cent packaged Novelty Items suitable for Joke and Trick Stores. Clever, comical laugh-makers that sell fast. Consisting of Joke Business Cards, Tickets, Quiz Paks, Puzzles, Placards, War Jokes, Ration Card Jokes, Diplomas, Licenses and others. Two-pound Sample Pack of over fifty items and THREE complete sets of PIN-UPS with wholesale price lists of entire line, \$2.00.
Please State Your Business.
KANT NOVELTY COMPANY
323 Third Ave., Dept. B2, Pittsburgh 22, Pa.

CATALOG FREE
Toys Giftware Lucite Dresser Sets Novelties Metal Compacts Salesboards
DIVERSO PRODUCTS COMPANY
610 North Water Street Milwaukee 2, Wisconsin

ASTOUNDING BUYS

Offered Subject Prior Sale

EXCITING VALUES TO REDUCE STOCK

- BABY DOLL. SPECIAL. Real value \$13.50
- SLEEPY HEAD DOLL. Buy them while you can. DOZEN 36.00
- \$1.00 BANK TELEPHONE. What a buy. Boxed. Special. GROSS 42.00
- 50¢ TOILET WATER. Looks \$2.00 Value. Very good buy. Boxed. GROSS 18.00
- \$1.00 SET. Perfume and Toilet Water. Very exciting value. Boxed. GROSS SETS 24.00
- DESK SET. Fountain Pen on Stand. DOZEN COMPLETE 7.20
- HUNTING KNIFE. It's the real thing. High quality and in leather sheath. 10 COMPLETE 35.00
- FLAG BOW PINS. An excellent American product. It's a terrific seller. 10 GROSS 12.00
- POCKET LIGHTERS. DOZEN 3.00
- CIGARETTE HOLDERS. 1 dozen on a card. GROSS 4.50
- PLASTIC CIGARETTE CASES. GROSS 19.80
- RAZOR BLADES. Double Edge. 5s. Factory run. 1000 BLADES 4.50
- RAZOR BLADES. Double Edge. 5s. Firsts. 1000 BLADES 5.50
- DOUBLE EDGE RAZORS. GROSS 10.50
- SHAVING or DENTAL CREAM. In tubes. 10 GROSS 50.00
- RUBBING ALCOHOL. Pints. Special. GROSS 15.00
- PETROLEUM JELLY. 8 Oz. or POMADE, 8 Oz. GROSS JARS 9.50
- PEROXIDE, 4 Oz. GR. BOTTLES 5.00
- FIRST-AID STRIPS. 8 to a package. 10 GROSS PACKAGES 22.50
- GAUZE BANDAGES. Individually boxed. GROSS BOXES 2.75
- SANITARY BELTS. Stock 500 GROSS. SPECIAL. GROSS 7.20
- BABY PANTS at 1/2 price. 2 grades. GROSS 15.00, 24.00
- TOOTH BRUSHES. Worth lots more. GROSS 8.45
- B-COMPLEX Vitamin Tablets. 144 29¢ PACKAGES 14.40
- ASPIRIN TABLETS. 5 Grains, 12s. GROSS BOXES 1.95
- ASPIRIN TABLETS. 5 Grains, 100s. EXTRA Special. 10 GROSS 85.00
- FIZZ-A-DE. Each package makes a glass of orange soda. Close-out lot of 50,000. 14 packages (figures 15¢ per 100 envelopes) LOT 75.00
- POCKET COMBS. A bargain lot. 10 GROSS 30.00
- DRESSING COMBS. Transparent 7 inch. It's terrific. 10 GROSS 67.50
- SIDE OR TUCK COMBS. For hair bows, etc. 10 GROSS 12.50
- BOBBIE HAIR PINS. Carded, 12s. 10 GROSS CARDS 65.00
- BOBBIE HAIR PINS. Enameled. A tremendous bargain. Over 800 to a pound. 100 POUNDS 195.00
- NEEDLE THREADERS. An Extra Special. 10 GROSS 6.50
- STEEL WOOL. A pot cleaner that's tops. CARTON 384 PIECES 10.50
- SHOE BUFFERS. Lamb's Wool. GROSS 8.50
- SHOE POLISH. In Tubes. GROSS 4.00
- MEN'S HOBIERY. Firsts. A buy if there ever was one. 25 DOZEN 27.50
- PAINTS. Gold, Silver, Black Touch-Up Enamel; Paint & Varnish Remover, Crack Filler, Gasket, Cement, China Handle Cement; Shellac, White & Orange; Japan Dryer, Lacquer Thinner. First Quality Close-Out. 50 Gr. Lot. PER GR. \$6.00

Order from this ad. Hurry. 25% deposit with all orders.

MILLS SALES CO.
Our Only Mailing Address. OF NEW YORK INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

Deals

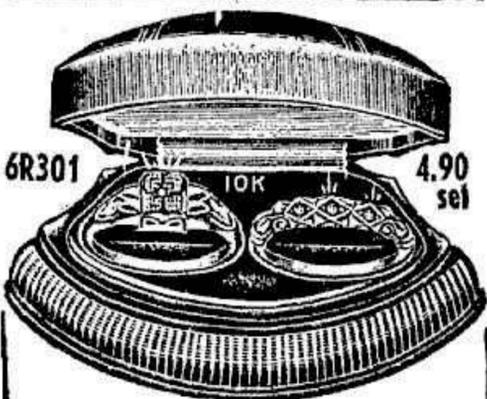
By Ben Smith

The we are now running into hot weather, fur coat manufacturers are already breaking the barrier with new lines of coats, jackets and scarfs. It is none too soon, considering the time it takes to set up a fur deal properly and get it rolling.

Fur garments have produced exceedingly well in recent years and signs point to continued heavy play. Operators who haven't yet touched this staple would do well to give it a look-see.

When manufacturers first tried to crack this market, the boys were reluctant to bite. The long take scared them off. However, when several of the more courageous put out deals and they clicked, it wasn't long before fur cards were going everywhere. What is of equal importance is that operators have learned they can move furs 52 weeks a year. Given a chance to win a garment for as little as 1 cent and at the most 39 cents or 49 cents the temptation to hit a winner is great enough to guarantee play regardless of the weather.

HAPPY LANDING.



DIAMOND RING SETS

- 10K Gold Mountings
- 6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring. Set \$4.90
- 6R305—3 Diamond Engagement Ring and 3 Diamond Wedding Ring. Set 6.40
- 6R302—3 Diamond Engagement Ring and 5 Diamond Wedding Ring. Set 8.65

WRITE FOR NEW CATALOG FEATURING DIAMOND RINGS & COSTUME JEWELRY.
BIELER-LEVINE
37 South Wabash CHICAGO 8

Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

READY for the tobacco barns?

STEINIE AND CARL . . . to Detroit from Cleveland.

BEN LAURIE . . . flukem worker, is in Flint, Mich.

JACK ANTHONY . . . and wife are returning to Detroit from a Chicago visit.

MARY RAGAN . . . is trekking from California to the Midwest to visit with her sister, Madaline.

JAKE STOVER . . . infos that there are lots of pitchmen working stores and doorways in Akron.

J. R. RAFFERTY . . . of the paper fraternity, is getting his car ready for the soapbox derby in Akron.

KID CARRIGAN . . . had bought several antique Indian blankets and pieces for his store in Cincinnati.

LOTS OF OLD-TIMERS will be missing at the fairs this year.

CAL HICKS . . . is now equestrian director and emcee of Arthur Bros.' Circus and has quit med pitching for the season, according to his pipe from Boise, Ida.

BABE KEATING . . . former med pitchman, and her husband, Bob, visited the Madaline Ragan outfit in Detroit recently. Bill De Barrie and wife were also jackpot cutters there. De Barrie formerly managed the Kid Show with Beatty-Russell circus.

CHRISTINA SMITH . . . in her first pipe, states that she is working for S. Gordon at Playland, San Francisco. She's an engraver and asks for pipes here from other gals in the same line. Reports novelty jewelry sales on the up-grade, but I. D. items slipping.

THE TOWN you pass up is a good one to somebody else.

K. MAX SMITH . . . pipes from U. S. Naval Training and Distribution Center, Camp Peary, Williamsburg, Va., where he is an instructor: "I am still among the living and hope to be back on the road again be-

Events for Two Weeks

- July 31-August 5
- ILL.—Cuba. Soldiers & Sailors' Reunion, 3-5. Biggsville. Home-Coming, 3-5.
- IND.—Farmersburg. Old Settlers' Picnic, 2-5.
- KY.—Louisville. St. Agnes Carnival, 4-5.
- MD.—Glen Burnie. Carnival, 28-Aug. 3.
- MICH.—Jackson. Dog Show, 6.
- N. Y.—Camillus. Firemen's Celebration, 3-5.
- W. Webster. Firemen's Celebration, 3-5.
- O.—Canton. Street Fair, 1-5.
- Toledo. Firemen's Carnival, 4-5.
- PA.—Pen Argyl. St. Rocco's Celebration, 2-13.
- Shade Gap. Soldiers & Sailors' Fair, 2-4.
- S. D.—Deadwood. Days of '76. 4-6.
- (August 7-12)
- CONN.—Danielson. Dog Show, 13.
- ILL.—Blandinsville. Farmers' Picnic, 10-11.
- Burlington. Picnic, 12-13.
- Princetonville. Home-Coming, 10-12.
- Stonefort. Reunion, 9-12.
- IND.—Delphi. Old Settlers' Celebration, 9-12.
- Quincy. Picnic, 10-12.
- MINN.—Lynd. Beauty-Talent Show, 13.
- MO.—Digging. Picnic, 10-12.
- Moberly. Bullesta, 10-12.
- N. M.—Raton. Elks' Pioneer Days, 9-12.
- O.—Oygnel. Home-Coming, 8-13.
- Lore City. Home-Coming, 7-12.
- Magnolia. Band Home-Coming, 10-12.
- New Bremen. Festival, 9-12.
- PA.—Pen Argyl. St. Rocco's Celebration, 8-13.
- S. D.—Dell Rapids. Cootie Days, 7-9.

BINGO SUPPLIES

NEW SUMMER PRICES
Write or Wire for Catalog
JOHN A. ROBERTS & CO.
235 Halsey St. Newark, N. J.

MEXICAN JUMPING BEANS

Best Quality. Guaranteed Lively Jumpers.
Rush Your Order.

- 500 \$ 3.00
- 1,000 5.00
- 5,000 20.00
- 10,000 35.00

Trial Order, 100 for \$1.00. Samples, 25c.
J. R. BEFFEL
P. O. BOX 37, OTTAWA, ILLINOIS

STUFFED TOYS and DOLLS

DOGS — BEARS — CATS — ELEPHANTS — LONG FUR — SHORT FUR
CHENILLE — PLUSH, ETC.
DOLL WITH AND WITHOUT MOVING EYES — ALL SIZES.
COMPLETE LINE OF PREMIUM MERCHANDISE.
WRITE FOR LIST.
WISCONSIN DELUXE CO. 1902 N. THIRD ST. MILWAUKEE 12, WIS.

fore too long, as it looks as tho Hitler and Tojo are just about playing their last dates. This is the first season for several years that I have failed to make the old spots thruout the Middle West with my jewelry and photo layouts. My wife, Alice, and son, Ronnie, who have always trouped and worked with me, are spending the summer here with me."

Coming After Victory
A New and Better Line of
OAK-HYTEX BALLOONS
The **OAK RUBBER Co.**
RAVENNA, OHIO

AMAZING ART COLORS ARE BACK!
Once again we can supply our famous Floating Art Colors, which decorate candles and other objects which can be dipped, with brilliant, swirling patterns of vivid washable colors! Guaranteed to work on hard or soft water. Big MONEY MAKING Item! Sample set of 8 vivid colors in 2-dram vials sent prepaid for \$1! Your dollar refunded upon receipt of your first order for 1 gross of each of 4 or more colors at wholesale price of \$4.32 per gross, delivered.
Staminite Corporation
109 Water St. New Haven 11, Conn.

FAST SELLING JEWELRY
FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. FAST SERVICE! Latest styles of Lockets, Identification Bracelets, Anklets, Signet Rings, Earrings, Etc.
Send \$10.00 or \$20.00 for Samples.
MAJESTIC BEAD & NOV. CO.
307 Fifth Avenue NEW YORK 16, N. Y.

Sell VITAMINS!
Start a business of your own. We pack under your own label, assuring you of repeat business.
Get in on this big paying field. Millions and millions sold annually. Complete stocks of standard formulas, or we make to your specifications. Literature FREE. Write today. **THE GIBSON COMPANY**, 103 Gibson Building, Harlan 1, Iowa.

ZIRCON SOLID GOLD-ZRINGS \$4.00 TO \$10 EACH
Ladies or Gents. 4 EACH
ZIRCON GOLD \$8 to \$12 EARRINGS PAIR
B. LOWE, BOX 311, ST. LOUIS 1, MO.

COMIC CARDS
Over 25 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.
M & M CARD CO.
1083-1035 Mission St., San Francisco 8, Calif.

PORTRAIT MEN!
Work guaranteed. No delay. Can finish 200 in six days. 10x16 Frames in stock.
Established 1916.
Minneapolis Portrait Co.
635 2nd Ave., No. Minneapolis 3, Minn.

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**
5411 Gurley St. Dallas 10, Texas
MEDICINE MEN
Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St. Columbus, Ohio
BUY WAR BONDS FOR VICTORY

14 Karat GOLD Wedding Band
Set with **5 DIAMONDS**
Greatest Value \$3.95 each
Diamonds have risen in price—and they're going even higher! Think of a genuine 14K Gold Wedding Band, in beautiful new modernistic style, with chip diamonds, at the unheard of price of \$3.95 each. Don't be confused by this sensational Low Price. We guarantee the elegance and beauty of this Wedding Band will thrill you beyond your fondest expectations. We defy you to match this value anywhere else at this low price.
Mr. Dealer: Here's a quality wedding band you'll be proud to offer your customers. Anyone who sees it will know it's the "real McCoy." 14 K. GOLD is plainly marked on the ring. The 5 diamonds are genuine. Can easily retail at \$6.00 to \$10.00 and up. While limited supply lasts your cost only \$3.95 each. They'll go fast at this close-out price. So rush your order today. Send 25% deposit with order. We'll ship C. O. D. for balance, plus postage. Specify ring size wanted.
ILLINOIS MERCHANDISE MART
500 N. Dearborn St., Dept. AL 22, Chicago 10, Ill.

Plaster, Canes and Leis
Our Victory "V" with Flag is a very good substitute and cheaper. 2 sizes, \$11.00 and \$14.00 per gross. For samples mail 50¢ stamps. Water and crushproof Leis, \$3.00 per gross. Greeting Articles, \$1.50 per gross and up. Deposit on all C. O. D. orders.
UNGER SUPPLY CO.
567 HARRISON CHICAGO 7, ILL.

James Strates Shows, Inc.
 "A Thirty-Five Car Railroad Show"
OUR FAIR SEASON OPENS
 Aug. 14, Genesee Valley Fair, Batavia, N. Y.
 Aug. 21, Erie County Fair, Hamburg, N. Y.
 Aug. 28, Cortland County Fair, Cortland, N. Y.
 Sept. 4, Labor Day week, Binghamton, N. Y.
 Sept. 11, Great York Fair, York, Pa.
 Sept. 25, Great Bloomsburg Fair, Bloomsburg, Pa.
 Oct. 2, Great Danville Fair, Danville, Va.
 Oct. 9, Spartanburg Fair, Spartanburg, S. C.
 Oct. 16, Great Greenville Fair, Greenville, S. C.
 Oct. 23, Orangeburg Co. Fair, Orangeburg, S. C.
 Oct. 30, Great Anderson Fair, Anderson, S. C.
 Several others pending.
 CAN PLACE MONKEY CIRCUS, DOG AND PONY SHOW, PONY TRACK, WILD ANIMAL CIRCUS.
 Have openings for Ferris Wheel Foreman, Merry-Go-Round Foreman, Ride Help on all Rides, Diesel Mechanic, Assistant Electricians, Boss Canvasmen, Ticket Sellers. Top salaries in all departments. Address:
JAMES E. STRATES, Gen. Manager
 Utica, N. Y., week July 31; Rochester, N. Y., Aug. 7.

BUNTING SHOWS

WANT SOBER, EXPERIENCED RIDE MEN FOR
 OCTOPUS AND TILT-A-WHIRL

Address: FAIRBURY, ILL., this week, then per route.

R AND S AMUSEMENTS

Beaufort, N. C., Shrine Club Summer Festival, week Aug. 7; New Bern, N. C., Firemen's Celebration, week August 14. Can place Legitimate Concessions of All Kinds. No mitt camps. Want Dealers who can stand prosperity. Can place Ride Help and Truck Drivers at all times. All address HOLLYRIDGE, N. C., this week.

SKOOTER

10 CAR SKOOTER
 FOR SALE

Good Steel Top, one year old, gilly type, 32x75. Plenty extra Parts and motors. FIRST \$6500.00 BUYS IT. ALSO HAVE 4 TRUCKS, WITH 28 FT. SEMI TRAILERS. Will sell to load on. Ride can stay in park where now operating. Other interests reason for selling.

65 PENNY ARCADE MACHINES
 Including 2 Punching Bags, 2 Lifters, Striking Clock, Grippers, Love Meters, Microscopes, Golfer, Hockey, Baseball, Fist Striker, Egyptian Mummy Fortune Teller and several others; also 4 Diggers, 2 Slot Machines and plenty Parts and \$100.00 in Merchandise. FIRST \$650.00 TAKES ALL.

WILL BOOK FORTUNE TELLER (booth already up), FISH POND, CLOTHES PIN STORE AND ANY OTHER SLUM CONCESSIONS. WANT BALL GAME GIRLS, also CONCESSION AGENTS. All work for cash. 60,000 Soldiers in Camp Polk, and 75,000 manufacturing Soldiers will be there by August 15. Good treatment for right people. WIRE OR WRITE

C. A. VERNON
 PLAYLAND PARK LEESVILLE, LA.

RIDE OWNER

AT LIBERTY

Sober and reliable, middle age. Willing to take over one Ride or set of Rides; Wheel preferred on park or carnival. Salary or per cent. Go anywhere. Best offer gets me.

L. A. BARKER

1603 Edmundson Houston 3, Texas

EXPERIENCED CARNIVAL PEOPLE WANTED

Have unusual proposition for several Dealers, Ball Game Workers, Grind Store Agents. Want Man to take full charge new cookhouse; also want Man to operate new corn game. Our southern fairs begin middle of August, all winter's work in Florida. Will consider only those people who are willing to put up and tear down. No boozers tolerated. Address BOX D-257, Billboard, Cincinnati 1, Ohio.

BODART'S GREATER SHOWS WANT

Capable Secretary that knows all tax; General Ride Help of All Kinds. Can place a few more Concessions for eight Wisconsin fairs, then south. Man and Wife to handle Wax Show mounted on semi-trailer, good proposition. F. W. Pauli wants Girl Ball Game Workers. M. Lankey wants Jewelry Workers, preferably Wire Workers. Iron River, Mich., this week. Merrill, Wisconsin, Fair, August 7-10; Antigo, Wisconsin, Fair, 11-13.

SOUTHERN STATES SHOWS WANT

RIDE MEN IN ALL DEPARTMENTS
 ESPECIALLY FOREMAN FOR \$5 ELI WHEEL
 ALSO FOREMAN FOR CHAIROPLANE AND CARNIVAL ELECTRICIAN
 Year around work to the right kind of people. Can place good Criddle Man, also a couple of Concession Agents for office-owned Concessions. Boozers, chasers, agitators, save your stamps, you will not last. All communications to
JOHN B. DAVIS, Mgr., Southern States Shows, Nashville, Ga., this week.

FOR SALE

ELI FERRIS WHEEL

Eli 16 Ferris Wheel, in first-class condition. Newly Painted. See in Operation. Plenty Flash and Capacity for Big Business.

2 MERRY-GO-ROUNDS

PARKER TWO-ABREAST, 40 Ft., \$1200. SMALL MERRY-GO-ROUND, 30 Ft., \$600 (Stationary Horses). Just the Thing for Picnic Groves or Small Festivals. These Bargains won't last. First Deposit secures them. Wire, Write or Call Long Distance.

Universal Sales

313 E. Jefferson Ave., Detroit 26, Mich.
 Phone: Cadillac 6610
 P.S.: Will pay cash for Kiddie Rides.

WANT

Capable Lot Superintendent, \$100.00 week and bonus; Ride Superintendent, \$75.00 week and bonus; Mechanic, \$75.00 week, one that can produce; Ride Foremen for Tilt-a-Whirl, No. 5 Wheel, Merry-Go-Round and Spit Fire. All winter's work. Wire

JOHN R. WARD SHOWS

Natchez, Miss., this week; Alexandria, La., next week.

VICTORY EXPOSITION SHOWS WANT

Foremen for Little Beauty Merry-Go-Round and Tilt-a-Whirl.

Salary No Object If You Are Capable.

Address **ALVIN VANDIKE**
 618 N. W. 2d Street
 Oklahoma City, Okla.

WANTED

For Cape Girardeau Fair, Aug. 9th to Aug. 12th. A Red One.

Rides and Shows that do not conflict. Loop-o-Plane, Tilt or Merry-Go-Round. If desired can use balance long season. Shows—Mechanical, Monkey, Snake, any Show with own outfit. No Girl Shows. All Concessions open. Will sell X on two Mitt Camps. Will book Cook House or Grab, none on show; Photos, Popcorn, Sao Cones, Custard, Stock Concessions. Any Games that will work without heat. Come in, will place you. Oran, Mo., this week, uptown, City Hall lot. Long season Tennessee and Arkansas, then Mississippi. All address:

HARVEY JOHNSTON
HENSON AND JOHNSTON SHOWS

Want-KEYSTONE EXPOSITION SHOWS-Want

Playing the cream of still dates, with a circuit of outstanding tobacco markets in South Carolina, for the following tobacco market: Pamplico, So. Car., Aug. 7th to the 12th. Will buy Kiddie Auto Ride with transportation. Can place Stock Concessions of all kind that work for stock. Can place capable Ride Help. Ralph Wade, come on. Address:
CARL O. BARTELS, Gen. Mgr. **BILL MARTIN, General Representative.**
 This week, Summerton, So. Car.
 P.S.: Reid L. McDonald no longer connected with this show.

-A. M. P. SHOWS- "JUGGY"

For long Southern Fair route. Shows and Flat Ride with own transportation, especially Fun House, Glass House, Girls and Girl Shows with own outfits. Concessions—Bingo, any others that work for 10c. Cookhouse (Rabbit Reed, contact), Candy Floss, Custard (Max Levine, contact). Ride Help of all kinds, come on. All address:
A. M. PODSOBINSKI, Kimberton, Pa., this week; Newark, Del., next week, August 7th.
G. O. MITCHELL, Gen. Agt.

DUMONT SHOWS

Winchester, Va., July 31st to Aug. 5th
 WANT A-No. 1 Billposter. Want Side Show or 5 or 10-in-1 with own equipment and transportation. Want good Ride Help that drive. Want to buy for cash Delux Roll-o-Plane with or without truck. Must be in A-1 condition. Address: **LOU RILEY.**

DIXIE BELLE SHOWS

WANT Ferris Wheel Man who can step and get money. Must be sober and willing to work. Top salary, plus bonus. Can use other Ride Men who will stay sober and drive good trucks on short jumps. Have openings for few more Concessions: Small Bingo, Pea Pool, Rat Game, Ball Games, Coca-Cola Bottle, Bumper, Dart, Hoop-La, Jingle Board, Scales, Guess Age, Jewelry, or what have you? No Mitt Camps wanted—save your wire. Mt. Vernon, Ind., Street Fair, this week; Tell City 4-H Club Fair, week August 7th; Salem Free Fair, week August 14th; all Indiana. Other fairs to follow in Kentucky.
 Address: **LOUIS T. RILEY, Owner-Mgr., as per route.**

PIONEER

VICTORY SHOWS

WANT

Grab joint, any legitimate Concessions, Shows, sensational Free Act, Ride Help. Fair secretaries and committees, answer; have open time.

MICKEY PERCELL

Trout Run, Penn., this week

WANTED

at the
P. O. S. of A. FAIR GROUNDS,
ORIENTAL, PA., JUNIATA CO.
 Week of Aug. 24, 25 & 26
 Independent Shows, Concessions, Chair-o-Plane, Penny Arcade. Write or wire
WALLACE HOCKENBROCH, Secy.
 Mt. Pleasant Mills, Pa.

WANTED CANDY BUTCHERS

(Sleepers furnished)
 TICKET SELLER FOR SIDE SHOW.
 FEMALE IMPERSONATOR AND DANCER.
BAILEY BROS.' CIRCUS
 As Per Route

PHONEMEN

PROGRAM, TICKETS, BANNERS
UNITED STEEL WORKERS' LOCAL #1331 DANCE
 Room #308, Columbian Bldg., 25 S. Hazel St.,
 Youngstown, Ohio

WANT RIDE HELP

In Park

For Roll-o-Plane and Whip

FRANK BURKE SHOWS

P. O. BOX 1901, El Paso, Tex.

FOR INFORMATION

Regarding Gold Crown, America's foremost High School Horse, and Ginger, the Trick and Comedy Mule, contact

RAY THOMPSON

Care Club Alabam
747 N. Rush Street CHICAGO, ILL.

FREAK

Want Freak to feature in 10-in-1. Salary from office. Long season. Write or wire

BEAM'S ATTRACTIONS

Mt. Pleasant, Pa.
Blairsville, Pa., Firemen's Celebration follows.

FIREMEN'S FAIR

Blairsville, Pa., Aug. 7 to 12
Free Acts, Fireworks, \$3000 cash given away. Want Concessions except Ball Games, Shows. Write or wire

BEAM'S ATTRACTIONS

Mt. Pleasant, Westmoreland County, Pa., for space.

FOR SALE

Due to replacing with new Canvas, have 1 Seventy-Foot Round Top with 2 Thirties and 1 Fifty-Foot Middles. Top is in fair condition. Canvas is not rotten and will be good for at least one season. Price for top only, \$650.00.

ARTHUR BROS.' CIRCUS

As Per Route

B & V SHOWS WANT

For Wyoming, Pa., week Aug. 7th

Custard, Bingo, Popcorn, Mug Joint, Palmistry and Grind Shows. Want Shows with own outfits. Want Agent that knows south.

Archbald, Pa., July 31st

WORLD'S FAIR LIGHTS

1500 Watt Mazda Spot Lights (can be used for spot or flood). With base, bulb, socket and reflector, \$6.00; 10% discount for quantity. Also Electric Valves and Back Geared Motors. Court's Mercury Arc Lights.

BROWNS

144-15 20th Ave., Whitestone, L. J., N. Y.
Flushing 3-7968

GOLDEN GATE SHOWS

Want Ball Games, Penny Pitch, Popcorn, Mug Gallery, Snow Balls, Stock and Grind Joints. Come on, I will place you. Going south this winter.

FRANK OWENS, Mgr., Golden Gate Shows
Wheatcroft, Ky.

HUTCHEN'S MODERN MUSEUM WANTS

To Join Immediately

Two good Ticket Sellers, good salary. No cookhouse.

Wire J. T. HUTCHEN
Snapp Greater Shows Ottawa, Illinois

Wanted Sensational FREE ACT

One high-class Show. For Sale—Novelties, Photos, High Striker, Gallery, etc. All other attractions booked. Firemen's Celebration, Hamburg, N. J., August 21 to 26, inclusive. Address:
FIREMEN'S CELEBRATION COMMITTEE
Hamburg, N. J.

WANTED

Operator for No. 16 Wheel, Roll-o-Plane and Merry-Go-Round. No moving, steady work the year round at the beach. State age, experience and salary wanted.

Griffen Amusement Co.
Jacksonville Beach, Fla.

Wildwood, N. J.

By Maurie Orodener

WILDWOOD, N. J., July 29.—Week-end crowds have been surprising even to the most optimistic of the resort's business and amusement interests. Making a stronger bid for family trade, the resort's publicity bureau has just issued a new booklet, *Your Kiddie's Vacation*, believed to be the first of its kind to be published for any seashore resort.

Mrs. Scattergood's Amusement Enterprise, established for 15 years on the Boardwalk, reopened recently at a new location opposite the Blaker Theater at Cedar Avenue and Boardwalk.

S. B. Ramagosa's Casino Arcade Park, Boardwalk mid way, opened recently with a new coat of paint and an attractive new neon lighting display. Meyer Shenkman, vet concessionaire, is back in the Casino Arcade with a variety of pitch games.

The 34th annual Baby Parade is scheduled for August 4, with the Boardwalk again the site for the juvenile festivities which brings much publicity to the resort.

S. B. Ramagosa has placed Carolyn Beatty, of Canton, O., in charge of the outdoor swim pool at his Sportland amusement center. An under-water lighting system is being installed at the pool. Ramagosa has strung his Casino Arcade with attractive neon lights, making it one of the brightest spots along the wooden walk.

Movement has started anew to consolidate the four resorts—Wildwood, North Wildwood, Wildwood Crest and West Wildwood into a Greater Wildwood.

American Recreational Equipment Association

By R. S. Uzzell

A hectic summer and a strenuous one. The weather has been erratic—either too hot or too cold much of the time. In Montreal, the first part of May, we had 86 degrees, the hottest for early May there in 50 years. On May 18 it was 31 degrees. The same unfounded rumors of accidents that never occurred had as brief a run in Canada as they had in the States. The man shortage was an acute problem, while cashiers ranged from 14 years of age to grandmothers. Despite it all, the take is above last year for the corresponding time. Belmont Park's appearance is more beautiful than ever and the plant is as clean as a hound's tooth. Some time before the circus holocaust a most thoro fire inspection was made to eliminate all unnecessary fire hazards, all of which makes a difference in the rate and the attitude of the carrier asked to assume the risk.

Charles Keller has learned that it rains in Portland, Ore. Charles was ready to close up on a Sunday and let the rain have its way, when the owners showed him he would close every Sunday if that should be his policy. Now he is amazed to see the patrons come in the rain, and the employees stay on the job and take the wetting. Should the people stay at home on rainy days, they would be at home constantly. One man said they had 11 months' rain and one month of showers. And, yet every Sunday is about equal to a Fourth of July. One must see it to be convinced. Even up the last year, Keller would have considered it a fairy tale and he has spent a quarter of a century in the amusement park business. What would amusements in a large building like the one at Steeplechase, Coney Island, N. Y., do in Portland, Ore? The Oregonians call it an Oregon mist, but it does wet, and they wear clothes which can stand the dampness. Each park has its local problems which must be learned by the newcomer if he would succeed.

How would you like to have all of your patrons run out on you at 5 p.m., as tho there were a fire? They do this in England for 5 o'clock tea. Don't try to stop them; when they start they are going. They come back, however, after tea.

The New England meeting of park men at Whalom Park, Fitchburg, Mass., was a marked success. There were 120 at the dinner. Henry G. Bowen, president, is a fine host and a diligent worker for the best interests of New England amusement parks. The faithful Fred L.

LETTER LIST

(Continued from page 49)

MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St.,
Chicago 1, Ill.

BERNSTEIN, Morris A.
Burrows, T.
Calder, Mrs. James
Carozza, Martin
CHARRON, Henry
Collins, W. E.
Crawford, Richard
Delaney, Don
GREEN, Eddle
Hassen, Ollie
Hamilton, Jack
Headberg,
Gweyndolyn
Karr, Olan J.
Marshall, Regis
MERCER, Johnny
Green
Morrison, Babe
Rogers, Mrs.
Salyers, Don

Sexton, Thos.
Simbury, Glenn
(Kinko)
Stoddard, Billy
(Doc)
Valdez, Armand
Vaughan, George F.
Winters, J. G.
YOUNG, Harry
James

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.,
St. Louis 1, Mo.

Adkisson, Gordon
Alvenbreck, Franz
Bell, Mrs. Dorothy
Bennett, Charles
(Chuck)
Boydston, A. L.
Brown, Henry H.
Bryant, Jerome
Clapper, Loya M.
Clapper, Raymond
Clifton, James
COLEY JR.,
Jefferson James
Cuttler, Nathan
Cuttler, Rose
Davis, Ed C.
Delbridge, George
Duffy, R. T.
Gobbel, Lola
Hilton, Joseph E.
HOUSE, Lee
Jackson
Hurst, Jackie

Jo Anne, Madam
Johnson, Wm. P.
LaVerne, Verne
Marino, Joseph P.
Miller, Brown E.
Miller, Elizabeth
Miller, John
Moss, Lee
Rancho, Wesley
Richards, Hank
Robn, T. W.
SHERWOODS,
Neal Carl
Smith, Robert E.
SPENCER, Charles
E.
Stephens, Mrs. C.
H.
Sundstrom, John E.
WARNOCK, James
Mekoy
Wells, Morton
WHITMARSH,
Harold L.
Williams, S. C.
Woods, Bryan

Markey didn't miss a detail that would add to the enjoyment of the restful summer outing.

Naturally, the question of a national convention in December at Chicago is a subject of conversation when, outdoor amusement men assemble. Don't despair, it will come thru, as usual, if at all possible. The summer meetings will not be resumed until after the war is over but the annual convention has never missed a year in all of its history and can be depended upon if any conventions are held.

Members of the American Recreational Equipment Association are eagerly looking forward to the ending of their war contracts when they can once more resume their own line of work. Many new things are on the board ready for the green light to flash.

In dry weather we fear fires more than ever. Keep up your thoro inspections and remove promptly the fire hazards. A fire anywhere hurts us all. Caution and watchfulness are the best preventatives. Don't relax, but keep on the alert.

SASK. STRESSES AG

(Continued from page 44)

grandstand attendance. Pari-mutuels established a new high mark for clearings, and Frolicland had its best run here. McArthur & Son, Brandon, awarded a memorial trophy in the late Sid W. Johns competition. Mayor Angus MacPherson, Saskatoon, took a decided interest in fair activities. Among visitors were W. R. Devonish, vice-president of the Canadian National Railways, and many governmental officials.

Prof. Grant MacEwan, president and honorary manager, who proved an indefatigable worker, said: "Grandstand attraction of Barnes-Carruthers, *Let Freedom Ring*, was very pleasing and uniformly acceptable. Frolicland has been very satisfactory and public reaction has been most favorable."

Barnes-Carruthers unit, under management of Fred H. Kressmann, exits from Canada here, while Frolicland, under J. W. (Patty) Conklin, goes to Winnipeg and then Fort William, Ont.

REGINA GATES IN BOOST

(Continued from page 44)

nightly giveaways totaled \$3,500 in Victory Bonds. On opening night \$125 worth of War Savings Certificates were given to children in the grandstand. Col. F. J. James, president, termed the fair "most satisfactory."

Barnes-Carruthers grandstand revue, *Let Freedom Ring*, clicked solidly and attendances Wednesday and Thursday were record-breaking. Exhibits, for the most part, were up over last year and quality was exceptional, according to judges. Visitors included officials of Brandon, Saskatoon and Moose Jaw Exhibitions.

AROUND THE GROUNDS

(Continued from page 44)

Pioneer Day at the 1944 State fair, McKerrow won several ribbons on sheep at the age of 12 at a Waukesha, Wis., fair. He was first president of the State board of agriculture, carried on the fair nearly 15 years and was responsible for ground-work in its early days. Frank Bell, Columbus, Wis., Holstein cattle breeder, who has attended the fair for over 63 years, will preside at a meeting of old-timers who will be guests of the fair. The group is open to people over 50 years of age who have attended the State fair 20 years or longer.

DARLINGTON, Wis.—At the 88th annual Lafayette County Fair here opening day will be 4-H Club and Future Farmers' Day and no admission will be charged to the grandstand. Exhibits of

Southwestern Wisconsin Horse Club and livestock will be judged in view of the stand. E. O. Baker, county agricultural agent, and Carolyn H. Stevenson, assistant, report many entries from clubs. Dairy product exhibit, under refrigeration, will be held in co-operation with Darlington Chamber of Commerce. Al Baysinger Shows will be on the midway.

MERCED, Calif.—Merced County Fair Association voted not to hold a fair this year.

PORTLAND, Ore.—Oregon State Fair board, in deciding against holding a fair this year, said E. L. Peterson, director of the State department of agriculture, feels that as war activity moves to the Pacific Coast, more demands will be made upon the grounds for military use. State fair has not been held since 1941 and the army recently renewed its lease on part of the grounds in Salem, while other branches of the service are negotiating for enlarged uses of the property, chiefly for storage purposes.

OMAHA. — Altho grounds of Douglas County Fair were damaged extensively by a flash flood, plans are on for the 1944 fair. The county includes Omaha. County commissioners allotted \$2,500 for repair of damaged property in addition to the annual county fund of \$7,500 for the fair.

WIND RIDGE, Pa.—Jacktown Fair, 79th annual, will be revived on a full scale here this year on Hilltop Fairgrounds. Last year a fair was held on one day, but there will be a three-day and night schedule this year following an appeal by the State Department of Agriculture to revive fairs wherever possible.

CHATTANOOGA.—Hamilton County-Interstate Fair here this year will run 10 days, said Secretary Mrs. Maude H. Atwood, and all equipment is being replaced following the fire which occurred after the 1943 fair. She reports that a space sellout is likely before opening day. Gun Sun Agency will furnish grandstand attractions and Johnny J. Jones Exposition will be on the midway.

Riverside Sells \$26,500 In Bonds at Dance Rally

SPRINGFIELD, Mass., July 29.—Riverside Park sold \$26,500 in War Bonds at a rally at its ballroom recently. Ed Carroll, Riverside bossman, turned over the dance without charge to the Springfield Ordnance Department for the affair.

Purchase of War Stamps were necessary for admission to the dance and rally. Auctions were held all evening. Despite a hard rain, almost 1,000 dancers were on hand.

Outing business is hitting its stride at Riverside and Carroll announces that all Sundays for the rest of the season have been booked solid.

GEORGE A. SCHROEDER, who formerly ran the grocery stand at Eastwood Park, Detroit, now with the ground crews of the AAF at Geneva, Neb., has just been promoted to sergeant.

WANT FERRIS WHEEL

Will buy, look or lease for balance of season. Want legitimate Concessions. Also want Ride Help for Merry-Go-Round and Terraplane.

JOHNNY KEELER

Richardson Park WILMINGTON, DEL.

WANTED!!

Tilt-a-Whirl Man, also Ferris Wheel and Merry-Go-Round Operator. Top salary. H. DEL GARIAN, 2303 N. Melvina St., Chicago, Ill. Phone: Berkshire 7964



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.

ATTENTION RIDE OWNERS

Will buy or book a Merry-Go-Round, 2 or 3 abreast. We lost ours in fire. Long season fairs start August 14th, Kutztown, Pa.

All Address:
Lawrence Greater Shows
Lebanon, Pa., this week

CONCESSION AGENTS

14 Weeks of Fairs starting **TAZEWELL, VA., AUG. 14th**

Slum Skillos and Wheel Agents and Help. One Six Cat Worker, must know the store (new joint). Ike Davis, Bill Roberts, Buster Ellis, Sappo, Tom Maddox, George Myers and others, can give you steady work until November. **HAVE FOR SALE**—3 Baker Buckets, \$40; Baker Wheel and Post, \$30; new EVANS CAMELBACK, \$40.

HARRY WEBB
Care Scott Expo. Shows
Beckley, W. Va., this week; War, W. Va., week 7th; Tazewell, Va., week 14th.
AGENTS, JOIN WAR, W. VA.; will work.

WANT-RIDE HELP-WANT

FOREMAN FOR #5 ELI WHEEL, 2ND MEN FOR WHEEL, RIDE-O AND ALL RIDES. ALL MUST DRIVE SEMIS. EXPERIENCED CANVASMEN AND LOT MAN, MUST BE SOBER. GOOD PAY IN CASH. LONG SEASON'S WORK. ALL ADDRESS:

Lawrence Greater Shows
Lebanon, Pa., this week

JOHNNY CIABURRI WANTS

Capable Agents for Duck Pond, Ball Games, Cigarette Cork Gallery. Must be sober and have had big show experience. Long season of major fairs booked with **CETLIN & WILSON SHOWS**. Join immediately.

Address: This week, care of Shows, East Liverpool, Ohio, and then per route. Attention, Tommy Burke.

WANT

Chairplane Foreman for new Smith and Smith, must drive semi, salary \$50.00 weekly. Must be first-class ride man, sober and reliable. Address:

Crescent Amusement Co.
Lake City, Tenn., this week

CARROUSEL ORGANS

Music Rolls for Artizan (North Tonawanda) Instruments, Cardboard Music for All Makes. Tuning and Repairing. Bargains in Newly Transformed Organs.

B. A. B. ORGAN CO. 112 32nd St. BROOKLYN, N. Y.

SECOND-HAND SHOW PROPERTY FOR SALE
\$60.00 Life-Size Mounted Camel. Cost \$300.
\$20.00 Goddess of Liberty Statue. Papier-mache. Bargain.
\$5.00 Government Oil Skin Rain Coat. All sizes.
\$47.00 King Afghan Wax Head with gold crown. Natural color in glass case.
WEIL'S CURIOSITY SHOP
12 Strawberry St. Philadelphia, Pa.

Carnival Routes

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A.M.P.: (Fair) Kimberton, Pa.; Newark, Del., 7-12.
Alamo: Clovis, New Mexico.
All-American Expo.: Gadsden, Ala.; Anniston 7-12.
Allen, Fred: Fairport, Rochester, N. Y., 3-12.
Allen & Nickerson: Ironton, O.; Portsmouth 7-12.
American Beauty: Mason City, Ia.
American Expo. (Gooding): (Fair) Shelbyville, Ind., 5-11.
Arcade: Dennison, Tex.
B. & H. Sumter, S. O.
B. & Y.: Archbald, Pa.
Badger State: Detroit Lakes, Minn., 8-13.
Baker's United: Greencastle, Ind.; Delphi 8-12.
Bantley's All-American: Newport News, Va.
Baysinger, Al: (Fair) Monroe, Wis.
Beam's Attrs.: Mount Pleasant, Pa.; Blairsville 7-12.
Bee's Old Reliable: Danville, Ky.; (Fair) Brodhead 7-12.
Berryhill United: Covington, Ga.
Bistany's Greater: Fernandina, Fla.
Bodart's Greater: Iron River, Mich.; (Fair) Merrill, Wis., 7-10.
Bright Lights Expo.: Cherry Tree, Pa.
Brown, George E.: Douglas, Ga.
Buck, O. C.: Lockport, N. Y.
Buckeye State: (Fair) Portage, Wis., 2-6; (Fair) Faribault, Minn., 11-13.
Buffalo: Olney, N. Y.
Bunting: (Fair) Fairbury, Ill., 1-4; (Fair) Princeville 8-12.
Byers Bros.: Hugo, Okla.
Capell Bros.: Lindsay, Okla.
Casey, E. J.: (Fair) Vegreville, Alta., Can., 1-2; (Fair) Red Deer 3-5; (Fair) N. Battleford, Sask., 7-9.
Cavalcade of Am.: Thief River Falls, Minn., 1-3.
Cetlin & Wilson: East Liverpool, O.
Chanos, Jimmie: St. Marys, O.; Centerville, Ind., 7-12.
Christian, George W.: Cuba, Ill., 3-5.
Coleman Bros.: Kingston, N. Y.
Colley, J. J.: Frederick, Okla.
Collins, Wm. T.: (Fair) Bayport, Minn., 4-6; (Fair) Mora 7-9; (Fair) White Bear Lake 10-13.
Conklin: Winnipeg, Man., Can.; (Fair) Fort William, Ont., 7-12.
Continental: Woodsville, N. H.
Courtney-Jason: Pensacola, Fla.
Crafts 20 Big: Marysville, Calif.
Craig, Harry: Tulsa, Okla.; Muskogee, 7-12.
Crescent Am. Co.: Lake City, Tenn.; Morristown 7-12.
Cumberland Valley: Lewisburg, Tenn.
Gunningham's: Logan, O.
Curl, W. S.: (Street Fair) Hagerstown, Ind.; (Street Fair) Farmland 7-12.
DeLuxe Am.: Chicopee, Mass.; Plainville, Conn., 7-12.
Denton, Johnny J.: Harriman, Tenn.
Dick's Paramount: Fairfield, Conn.
Dixie Belle: Mount Vernon, Ind.; Tell City 7-12.
Dobson's United: Chetek, Wis., 2-6; (Fair) Spooner 10-12.
Dodson's World's Fair: St. Joseph, Mo.
Dumont: Winchester, Va.
Dyer's Greater: Dubuque, Ia., 1-3; Richland Center, Wis., 4-9.
Eddie's Expo.: Rocky Grove, Pa., 2-12.
Edwards, J. R.: Byesville, O.; Willard 7-12.
Elman: (Fair) Stoughton, Wis., 4-6; (Fair) Wausau 12-16.
Endy Bros. & Prell: Chicopee, Mass.
Expo. at Home: Woodstock, Va.
Fidler United: Riverside, Ill.
Fleming, Mad Cody: Harlem, Ga.
Francis, John: Galesburg, Ill.
Garden State: Annapolis, Md.
Gentsch & Sparks: Fulton, Ky.
Geren's United: Eaton, O.
Gold Medal: (Fair) Booneville, Ind.; (Fair) Huntington 7-11.
Golden Gate: Wheatcroft, Ky.
Golden West: South St. Paul, Minn.; Pine City 7-9.
Gooding Greater: (Free Fair) Rushville, Ind.
Gooding, F. E., Am. Co. No. 1 Unit: Rocky River, Cleveland, O.; No. 2: (Fair) Xenia, O.; No. 3: (Fair) Osgood, Ind.; No. 4: (Lions' Festival) Bedford, O.
Great Sutton: Rantoul, Ill.
Greater United: Lubbock, Tex., 1-12.
Groff United: Manteca, Calif., 1-6; Chowchilla 8-13.
Groves Greater: Jennings, La.
Gruber's Famous: Playing Philadelphia Lots.
Hames, Bill: Paris, Tex.
Happy Attrs.: (Fair) Plain City, O.; (Street Fair) New Bremen 7-12.
Happyland: (Fair) Hastings, Mich.; Wayne 7-12.
Hedrick's Gayway: Clayton, N. C.
Holler's Acme: Port Reading, N. J.; West Orange 7-12.
Hennies Bros.: Toledo, O.
Henry, Lew. Rides: Thurmont, Md.; Hagerstown 7-12.
Henson & Johnston: Oran, Mo.; Cape Girardeau 9-12.
Heth, L. J.: Somerset, Ky.
Jones Greater: Weirton, W. Va.; New Martinsville 7-12.
Jones, Johnny J., Expo.: (Fair) Muncie, Ind.; Joliet, Ill., 7-12.
Joyland Attrs.: Belleville, Mich.; Berkley 7-13.
Kaus, W. C.: Front Royal, Va.; Harrisonburg 7-12.
Keystone Expo.: Summerton, S. C.
Kirkwood, Joseph J.: Carnegie, Pa.
LaGasse Am. Co.: Lowell, Mass.; Hudson 7-12.
Lawrence Greater: Lebanon, Pa.
Lone Star: Benton, Ill., 1-4; Mount Carmel 6-11.
McKee, John: Belle Plaine, Ia.
Magic Empire: Brinkley, Ark.
Marks: Richmond, Va.
Midwest: Idaho Falls, Idaho; (Fair) Montpelier 8-12.

Moore's Modern: Casey, Ill.
Mound City: Mt. Sterling, Ill.
New England Am. Co.: Lee, Mass.
Northern Expo.: Glendive, Mont., 3-6; Beach, N. D., 7-9; Baker, Mont., 10-12.
Page, J. J.: (Fair) Shelbyville, Ky.; (Legion Celebration) Irvine 7-12.
Parada: Fredonia, Kan.
Peppers All-State: Bristol, Va.; Erwin, Tenn., 7-12.
Pioneer Victory: Trout Run, Pa.
Playland: Appalachia, Va.
Playland Am.: Decatur, Ind.
R. & S. Am.: Hollyridge, N. C.; Beaufort 7-12.
Reading's: Erin, Tenn.
Red River: Flin Flon, Man., Can., 1-4; (Fair) N. Battleford, Sask., 7-9.
Reld, King: (Fair) Boonville, N. Y.
Reynolds & Wells: West Fargo, N. D.
Rogers Greater: (Fair) Charleston, Ill.; (Fair) Marshall 7-12.
Rogers & Powell: Flora, Miss.
Royal American: Madison, Wis.
Royal Am. Co.: Florence, S. O.
Royal Expo.: Moultrie, Ga.
Schafer & Wrigley: Nacogdoches, Tex.
Scott Expo.: Beckley, W. Va.; War 7-12.
Siebrand: LaGrande, Ore.
Smith, George Clyde: Indiana, Pa.; Nanty Glo 7-12.
Snapp Greater: Ottawa, Ill.; (Fair) Cedarburg, Wis., 7-12.
Southern States: Nashville, Ga.
Sparks, J. F.: Newark, O.
Siar Am. Co.: Heber Springs, Ark.; Old Austin 7-12.
Stephen's: New Virginia, Ia.; Leon 7-9; Murray 10-11.
Standard: Thermopolis, Wyo.
Strates, James E.: Utica, N. Y.; Rochester 7-12.
Stumbo: Mountain Home, Ark.
Sunflower State: Oberlin, Kan.
Sunset Am. Co.: (Fair) Indianola, Ia., 1-4; (Fair) Keosauqua 7-11.
Tassell Unit: Alexandria, Va.
Texas: Bishop, Tex., 8-20.
Tidwell, T. J.: Lawton, Okla., 2-12.
Tivoli Expo.: Kahoka, Mo.; Knoxville, Ia., 9-13.
Turner Bros.: Quincy, Ill.
Twin River: Waucoma, Ia., 3-5.
Victory Expo.: Oklahoma City, Okla., 1-12.
Victory: Hempstead, L. I., N. Y.
Virginia Greater: Bel Air, Md.; Cambridge 7-12.
Wade, W. G.: (Fair) Goshen, Ind.; Albion, Mich., 7-12.
Wade, W. G., No. 2: Wabash, Ind., 1-4; Rochester 8-11.
Wallace Bros.: Murray, Ky.
Wallace Bros. of Canada: Ottawa, Ont., Can.; (Fair) St. Hyacinthe, Que., 7-10.
Ward, John R.: Natchez, Miss.; Alexandria, La., 7-12.
Weer, J. C.: Cumberland, Md.
West Coast Victory: Coquille, Ore., 1-6; Eugene 8-13.
Wilson's Famous: Mount Auburn, Ill., 4-5; Springfield 8-9.
Wolfe Am. Co.: Vidalia, Ga.
Wonder City: Batesville, Ark.; Clarendon 7-12.
World of Mirth: Bangor, Me.
World of Pleasure: Fowlerville, Mich.; Saginaw 7-12.
Worthy: Gowanda, N. Y.; (Fair) Caledonia 7-12.
Zacchini: Mount Savage, Md.; Hancock 7-12.
Zeiger, C. F., United: Lamar, Colo.

Circus Routes

Anderson, Bud E.: Marshall, N. D., 3.
Arthur Bros.: Salt Lake City, Utah, 1; Provo 2; Heber 3; Ogden 4-5.
Bailey Bros.: Wellsboro, Pa., Aug 1; Coudersport 2; Bradford 4; Kane 5; Titusville 6; Shaton 8; Ashtabula, O., 10; Alliance 11.
Beatty, Clyde-Russell Bros.: Seattle, Wash., 1-6; Renton 7; Cle Elum 8; Ellensburg 9; Yakima 10-11; Sunnyside 12.
Bond Bros.: Kutztown, Pa., 2; Temple 3; Boyertown 4; E: Greenville 5; Quarkertown 6-7.
Cole Bros.: Denver, Colo., 1-3; Pueblo 4; Colorado Springs 5; Longmont 6; Cheyenne, Wyo., 7; Sidney, Neb., 8; Scottsbluff 9; Casper, Wyo., 10; Worland 11; Laurel, Mont., 12.
Dailey Bros.: Dickinson, N. D., 1; Mandan 2; Jamestown 3; Lisbon 4; Oakes 5; Aberdeen, S. D., 7; Watertown 8; Brookings 9; Huron 10; Mitchell 11; Yankton 12.
Fisher, F. C. & Son: Three Lakes, Wis., 1; Fence 2; Pembine 3; Amberg 4.
Hunt Bros.: Saugerties, N. Y., 1; Ellenville 2; Liberty 3; Monticello 4; Port Jervis 5.
Monroe Bros.: Ireno, S. D., 1; Viborg 2; Davis 3.
Mills Bros.: Ionia, Mich., 1; Greenville 2; Sparta 3; Fremont 4; Big Rapids 5; Cadillac 7; Clare 8; Midland 9; Mt. Pleasant 10; Alma 11; Vassar 12.
Polack Bros.: Seattle, Wash., 4-13.
Ringling Bros. and Barnum & Bailey: Akron, O., 4-6; Detroit, Mich., 8-20.
Sells-Sterling: Pittsfield, Ill., 1; White Hall 2; Carlinville 3; Litchfield 4; Pana 5.
Wallace Bros.: Buffalo, N. Y., 2-4; Jamestown 5; Oil City, Pa., 7; Kittanning 8; Greensburg 9; Morgantown, W. Va., 10; Fairmont 11; Clarksburg 12.

Ice Shows

Franey's, Dorothy, Ice Time (Adolphus Hotel) Dallas.
Hats Off to Ice (Center Theater) NYC.
Lamb-Yocum Ice Parade (Treasure Island) Washington.

Misc. Routes

Argentine Duo: (Fair) Osgood, Ind., 3-5.
Barrett, Roy (Fair) Red Deer, Alta., Can., 3-5; (Fair) North Battleford, Sask., 7-9.
Basile, Joe, Band (Fair) Lockport, N. Y., 1-5; (Fair) Caledonia 8-12.
Beehler's, Monty, Animals: Kahoka, Mo., 2-4.

Continental

Write for these items

- ### SLUM
- #432—Blowouts (IMP) ... \$1.75 Gr.
 - 537—Comic Straw Hats (IMP) ... 1.75 Gr.
 - 540—Min. Uncle Sam Hats (IMP) ... 1.75 Gr.
 - 1974—Amer. Muslin Flags, 2 1/4 x 3"95 Gr.
 - 2123—White Por. Statues (IMP) 1.50 Gr.
 - 27102—Wedding Rings ... 1.10 Gr.
 - 2300—Plaster Animals ... 1.50 Gr.
 - 1898—Comic Hat Bands ... 1.75 Gr.
 - 2418—Carded Tie Holders ... 4.25 Gr.
 - 2238—Puzzles Imp. ... 1.25 Gr.

- ### GLASS
- #3893—Glass Coaster Ash Tray \$3.50 Gr.
 - 7899—Sq. Glass Ash Tray ... 3.90 Gr.
 - 3871—Footed Glass Nappy ... 4.32 Gr.
 - 7841—Sugar Crystal ... 5.40 Gr.
 - 7842—Creamer Crystal ... 5.40 Gr.



- 88004—5 Oz. Juice Glass ... \$3.90 Gr.
- 7888—Bottle Shaker, Pk. 2 Gr. 3.60 Gr.
- 7882—Whiskey ... 3.00 Gr.
- 3812—S&P Shakers ... 3.25 Gr.
- 3813—Toy Mug ... 3.50 Gr.
- 3814—Bottle S&P ... 3.75 Gr.
- 3829—Tumbler, Pk. 6 Dz. ... 4.20 Gr.

- ### NOVELTIES
- #86105—Jockey Straw Hats ... \$7.50 Gr.
 - 87105—Clown Rings ... 3.50 Gr.
 - 1526—Lestex-Dancing Clowns ... 5.40 Gr.
 - 3002—Plastic Combs, 7" ... 5.50 Gr.
 - 93000—Cellophane Lels ... 4.50 Gr.
 - 2771—50 Ligne Comic Buttons 22.50 M
 - 2768—70 Ligne Comic Buttons 4.50 Gr
 - 1897—Comic Felt Yodler Hats with Feathers ... 12.00 Gr.
 - 8600—Felt Robin Hood Hats with Feathers ... 12.50 Gr.
 - 890—Hawaiian Lels ... 3.75 Gr.
 - 1677—Blue Yacht Hats ... 2.25 Dz.
 - 24.00 Gr.
 - 488—Blowouts (IMP) ... 4.50 Gr.
 - Plastic Military Brooch Asst. ... 10.80 Gr.
 - 7270—Aluminum Milk Bottles 1.75 Ea.

- ### BINGO ITEMS
- #6884—Lamps, Boudoir, with Shade ... \$1.85 Ea.
 - 46074—Panda Bears ... 2.24 Ea.
 - 24.00 Dz.
 - 46071—Elephants ... 2.25 Ea.
 - 24.00 Dz.
 - 6315—Zipper Bags ... 2.40 Ea.
 - 4100—Skillet, Steel75 Ea.
 - 8.40 Dz.

Continental

Distributing Co.
822 N. THIRD ST.
MILWAUKEE 3, WIS.

PEANUTS

RAW JUMBOS IN THE SHELL @ \$18.00 PER 100 LBS. ROASTED, \$21.00 PER 100 LBS. Packed in 90-Pound Containers. Prices F. O. B. St. Louis. On new accounts, payment with order. We do not have any other kind of Peanuts, nor do we have Popcorn.

PRUNTY SEED & GRAIN CO.
620 North 2nd St. ST. LOUIS 2, MO.
"In Our 70th Year"

PEANUTS

Peanut Supplies, Popcorn Supplies, Popcorn Boxes, Colored Cones, Glassine Bags, Seasoning (but no Popcorn). Best Va. Roasted Peanuts. Ceiling price 19¢ Lb., 100 Lb. Bags.

Headquarters for
CIRCUS, CARNIVAL AND PARK BUYERS
CHUNK-E-NUT
PRODUCTS COMPANY
(formerly Moss Bros.' Nut Company)
Philadelphia 6, Pa. Pittsburgh 22, Pa.

Blanche & Elliott: (Mainliner Club) Des Moines, Ia., 1-13.
By-Gosh Tent Show: Cosby, Tenn., 5.
Daniel, B. A.: Rochester, N. Y., 1-5.
DeCleo, Harry (Brownie's unit) Front Royal, Va., 1-5.
Estella & Julia: (Rocking M Dude Ranch): San Antonio, Tex., 1-5.
Fayssoux: Lubbock, Tex., 3; Albuquerque, N. M., 4; (Air Field) Amarillo, Tex., 5; (Sheppard Field) Wichita Falls 6-7.
Gill, Jeffrie, & Evan Price: (Chapman Park) Los Angeles.
Hugo Players: North Platte, Neb., 1-6.
Long, Leon: Knoxville, Tenn., 1-9.
Ricton's Dogs: Manchester, Tenn., 1-5.
Sadler, Harley, Show: Pampa, Tex., 1-5.
Texas Cattle King, Geo. M. Bragg's: Westtown, N. Y., 1-5; Slate Hill 7-12.
Virgil: Wendell, Idaho, 3; Twin Falls 4; Rupert 5; Rexburg 7-8; Bozeman, Mont., 10; Livingston 11.

FAIR PARK

Little Rock's Only Amusement Park
Has space for few legitimate Concessions; must work for ten cents. Good location for Lead Gallery; Gates, answer. Will book or buy Glass House or Fun House. Will buy Octopus, Fly-o-Plane, Spitfire or Dual Loop-o-Plane. No junk. For Sale—Thomas EZ-Freeze Salt and Ice Custard Machine with Electric Motor, 20 by 30 Cook House Top, Banners, Show Fronts, etc. Complete Panel Front for Minstrel Show.

FUZZELL'S UNITED SHOWS

Route 3, Box 419 Little Rock, Arkansas
Phone 39451

CAN USE

2 More Girls for Colored Minstrel, also good Blues Singer.

WALTER JOHN, Mgr. Side Shows

WALLACE BROS.' CIRCUS

Route: Jamestown, N. Y., Aug. 5; Oil City, Pa., 7; Kittanning, Pa., 8; Greensburg, Pa., 9; Morgantown, W. Va., 10; Fairmont, W. Va., 11th; Clarksburg, W. Va., Aug. 12.

AGENT WANTED

For nicely framed Pop Corn, Peanuts and Candy Apples; good proposition. Long season. 10 fairs in Virginia, North and South Carolina; then Florida for the winter. All address:

SHIRLEY LAWRENCE
Lawrence Greater Shows

Lebanon, Pa., this week

NASSAU, N. Y., FAIR

August 9-10-11-12—Day and Night.

Early this year. Plenty vacation people—located Pittsfield, Mass., to Albany, N. Y., pike. Want Cookhouses, Ice Cream, Popcorn, Cold Drinks, Novelties, Seat Cushions—grand stand privilege exclusive. Wild Life Exhibit, Pitchmen, Mitt Camp, Ball Games, large Bingo exclusive. Superintendent on grounds Thursday, August 3rd, on. Come in.

Free Grandstand—Free Parking.

WANTED

CARNIVAL WITH RIDES AND CONCESSIONS FOR

BENTON COUNTY FAIR

AUGUST 22-25

Write or Wire
EDGAR BURNETT, Concession Mgr.
Boswell, Ind.

FERRIS WHEEL FOREMAN

wanted, also Second Man. Truck drivers preferred. Address:

LEW HENRY

Thurmont, Maryland, this week; Hagerstown, Maryland, next week.

FOR SALE**SPITFIRE**

A-1 shape, cash only, \$4,600.00.

BOX D-258, The Billboard, Cincinnati 1, O.

MATTHEW J. RILEY ENTERPRISES WANT

For Riverside, N. J., August 7th to 12th; Williamstown, N. J., week August 14th, Big Church Celebration; other dates to follow. Concessions—Custard, Devil's Bowling Alley, String Game, Fishpond, Dart Game, Cigarette Gallery or any other Ten Cent Merchandise Concession. Shows with own equipment. Ride Help.

MATTHEW J. (SQUIRE) RILEY,
Clinton Hotel, Tenth and Spruce Streets, Philadelphia, Penna.

WANTED FOR LOU DAVID ODDITIES-ON-VIEW

Working Acts, Mind Reader, Glass Blower, Tattoo Artist, Inside and Outside Talkers, useful Show Acts. Come on. Annex Attraction. No Half-Half. Also Grindstore Agents. Contact

LOU DAVIS, HARRY CRAIG SHOWS

Tulsa, week July 30; following week Muskogee; all Oklahoma. We never close.

Bond Register Ends \$\$ Run

NEW YORK, July 29.—New York's biggest and best outdoor show, the one on the stage under a giant Times Square War Bond cash register closed down last night (28) after entertaining hundreds of thousands of New Yorkers and selling \$2,471,624 in bonds. Thru the co-operation of James Sautner, chairman of the United Theatrical War Committees, nearly every name in the city during the period from June 13 to July 27 got up on the register and did his act.

Sales of bonds at the Times Square booth from June 13 until July 27 were: "E" Bonds, 20,910 bonds, maturity value \$1,599,601.

Other issues, 224 bonds, maturity value \$872,023.

Total, 21,134 bonds sold—maturity value \$2,471,624.

Of this amount, 4,989 "E" Bonds, maturity value \$390,501 and other issues, 30 individual bonds, maturity value \$17,400, were sold since July 8 when the drive officially closed.

Motion picture theaters in down-State New York, up to July 23, sold 307,363 "E" Bonds, maturity value \$26,979,222. Other issues sold in theaters came to \$6,165,271, a grand total of \$33,144,493.

Entire sale of "E" Bonds in New York State up to July 23 amounted to \$268,800,000. Theater sales down-State for that period were 10 per cent of that figure.

Best Takes at Warren, Minn.

WARREN, Minn., July 29.—Record income marked the 38th annual Marshall County Fair here July 12-15, with an extra night attraction. Altho more free admissions than ever before were given boys and girls club members, the management said receipts were higher. Secretary O. M. Mattson said all profits will be held intact until more normal times, when building projects can be put thru. It is planned to erect new barns and other buildings. Exhibits showed a marked increase over 1943. WLS National Barn Dance packed the grandstand one night. On the other three nights Williams & Lee Attractions, St. Paul, presented their revue before huge crowds. Golden West Shows were on the midway.

WANT TO BUY

FOR CASH

Tilt-a-Whirl with or without trucks. Route: Glendive, Montana, August 3-8; Beach, N. Dak., August 7-9; Baker, Montana, Aug. 10-12; Pierre, S. Dak., August 14-16; White River, S. Dak., August 18-20.

NORTHERN EXPOSITION SHOWS**WANTED****DANCING GIRLS**

Top salaries and bonus. Jean Martin, wire; will send tickets.

SIDNEY PRESSON

Anthony, Kan.

WANTED WANTED WANTED

FOR

NEWPORT NEWS, VA., 5 WEEKS' ENGAGEMENT
In the Ship Building Area With Thousands of Highly Paid
Defense Workers and Million Dollar Payrolls.

STARTING

AUGUST 1ST THROUGH SEPTEMBER 2D
THREE OF THE BEST LOCATIONS IN THIS AREA.
CAN PLACE FOR THIS BONANZA DATE

Diggers—Rotary Merchandisers—Grind Stores for 10 cent stock—Arcade.

Can place organized Colored Revue—we have complete outfit for same.

Motorhome—will finance same—Art Spencer, wire.

Want Working Men—Painters—Mechanics—Semi-Drivers—Ride Help. Year round work.
Will pay top salary from \$25.00 to \$75.00 per week.

HERMAN BANTLY, General Manager BANTLY'S SHOWS
NEWPORT NEWS, VIRGINIA

HARTFORD CITY, INDIANA

SEPTEMBER 5-9

FOR AMERICAN LEGION FESTIVAL

WANTED

Merchandise Concessions of All Kinds. Bingo—Percentage Sold.
Could Use Two or Three Shows—No Girl Shows.

All Replies to

JIM WILLMAN, JOYLAND AMUSEMENT

En Route—Decatur, Ind., this week; then Crawfordville, Spencer, Crown Point, Warsaw, Hartford City, Ind.

GREAT SUTTON SHOWS

Wants for the Best Fairs and Celebrations in
Illinois, Missouri and Arkansas:

ROLL-O-PLANE OR OCTOPUS

SHOWS AND CONCESSIONS OF ALL KINDS

Want Side Show Acts. Can always place Ride Help.

Address RANTOUL, ILL., this week, then Per Route.

JEANNETTE, PENN., WEEK AUG. 7

In Heart of Town

Want Shows of all kind. Concessions not conflicting. Ride Help for Tilt-a-Whirl, Octopus, Roll-o-Plane, Chairplane. Our fairs start at Indiana, Penna., followed by Fort Royal, Penna. Want to buy Merry-Go-Round and Kiddy Auto. Write or wire

JOHN GECOMA, General Manager

BRIGHT LIGHTS EXPO

CHERRY TREE, PENNA.

GERARD'S GREATER SHOWS

WANTED: WHIP FOREMAN FOR 3-CAR WHIP. LINDY LOOP FOREMAN. SALARY, \$60 PER WEEK WITH BONUS.

CAN USE SECOND MEN ON ALL RIDES.

\$40 PER WEEK WITH BONUS.

Tear down every two weeks. No trucks to drive. Long season. WILL BUY OR BOOK ROCKET, OCTOPUS, TILT-A-WHIRL, SMITH & SMITH CHAIR-O-PLANE. Playing all choice spots in New York City.

CHARLES GERARD, 900 Grand Concourse, Bronx, New York.

WANTED**COLORED MUSICIANS AND PERFORMERS**

Getting set for fairs; all winter's work. Can place Piano Player, First Trumpet, Tenor and Alto Sax; Musicians on all instruments, contact us. Salary \$40.00 and up; \$20.00 extra to those doubling on canvas. Dancing Girls, \$20.00 per week. Can place one good Act, salary no object if surefire. Berth and board to all. Wire

LEON CLAXTON, ROYAL AMERICAN SHOWS

Madison, Wis., until August 5; then Chippewa Falls, Wis.

JOHN R. WARD SHOWS WANT

Manager and Act for Side Show, have 120 Top and Banners; Monkey Show or Wild Life, Snake Show, Girl Show; have outfits. Talker for War Show, Musicians and Girls for Minstrel Show. Top salaries from office. Ride Foremen for all Rides, top salaries. Want Stock Concessions and Popcorn, Agents for Pin Store, Blower, Ball Games, one Wheel. Want experienced Secretary who can keep books. Want high-class Free Act.

Natchez, Miss., this week; Alexandria, La., next week.

ZACCHINI SHOWS

Playing the Cream of Still Dates With a Circuit of Outstanding Fairs.
We Have Durham, N. C., Big Colored Fair.

WE WANT

We want all Rides not conflicting with or without transportation. Fun House, Illusion Show, Walk-Thru, Girl Show, Unborn or any Show that grinds. Concessions of any kind, especially Bingo, for good fair route. Have opening for Grab Joint for balance of season. Mrs. Gertrude Zacchini wants Man and Wife to handle Penny Pitch and Pan Game. Also is looking for any kind of Agent to handle Stock Stores. Don't wait, wire. Hurry, Hurry; going south.

ZACCHINI SHOWS, Bruno Zacchini, Mgr.; S. D. Pease, General Agent.
This week, Mt. Savage, Md., July 30 to Aug. 5th; next week, Hancock, Md.

OPEN SPACE BETWEEN**RADIO CITY and ROXY THEATRE, N. Y.**

Ideal for
HOROSCOPE or MIND READING ACT

Available August 15

Write, Wire or Call

THEODORE ALTMAN

110 WEST 51ST STREET, NEW YORK 19, N. Y.
CIRCLE 5-9372

More Steps Toward Reconversion

Text of WPB Orders Covering Mfr. of Experimental Models

WASHINGTON, July 24.—Texts of Priorities Regulation 23 permitting the manufacture of post-war experimental models and of Preference Rating Order P-43, as amended July 22, permitting laboratories to obtain materials necessary for experimental models, follow:

(PRIORITIES REGULATION 23) EXPERIMENTAL MODELS

Section 944.44 Priorities Regulation 23 —(a) Background and purpose of this regulation. Certain orders and regulations of the War Production Board limit or prohibit the manufacture of certain articles or the use of certain materials in making the articles. These restrictions apply to the manufacture of experimental models of the articles and therefore prevent persons from making such experimental models. The purpose of this regulation is to override those orders and regulations so as to allow experimental models of the restricted articles to be made under certain conditions. Nobody needs to read this regulation unless he wants to make experimental models of an article which cannot be made under existing orders and regulations.

(b) Meaning of the term "experimental model." The term "experimental model" means any model of a consumer or industrial product (e.g. refrigerator or printing press) which is made, as an experiment, for the purpose of determining whether it will be superior to or cheaper to make than present models and whether it can be reproduced on a commercial basis. The term does not include any models, such as samples, which are made for the purpose of promoting sales or creating a consumer demand for such articles. Nor does the term include experimental models of buildings or structures which involve construction. Such experimental construction jobs may be carried on only to the extent permitted under Order L-41.

(c) Effect of other orders and regulations on manufacture of experimental models. In spite of any order or regulation of the War Production Board limiting or prohibiting the manufacture of any article or the use of any material in making an article, any person may manufacture experimental models of any article and may use any materials in making them. However, in any case where the manufacture of experimental models of an article or the use of materials in making them would, but for this regulation, be prohibited by another order or regulation, the models may be made only within the limitations set forth in the following paragraphs (d) and (e).

(d) Authorization required for making experimental models costing more than

\$5,000 in any month.

(1) No person shall, in any calendar month in any single plant, make experimental models (of the types which could not be made but for this regulation) costing in the aggregate more than \$5,000, unless he has received written authorization from the War Production Board after applying on Form WPB-3879. The application should be filed in quadruplicate with the War Production Board Field Office for the district in which the plant is located.

(2) For the purposes of this paragraph (d), the person who completes the assembly of the experimental models shall be regarded as the person who "makes" the models, even though he may not be the person paying for them. Thus, in cases where a person (such as a commercial laboratory) makes experimental models for others, he must file an application on Form WPB-3879 if the total cost of all the experimental models which he makes during any calendar month in a single plant (or laboratory) exceeds \$5,000.

(3) In determining the cost of experimental models, all direct costs (such as materials, components, sub-assemblies, labor, designing and drafting and the like) shall be included, even though the part of (See Text of WPB Orders on opp. page)

WPB Sets Way To Buy Tools; Make Experimental Models

Coin machine firms can spend up to \$5,000 a month on experimental models—"even start" improbable—new manufacturers not barred but may face restrictions

CHICAGO, July 29.—The third of the four progressive steps for return to civilian production, according to the program of the War Production Board, became effective today and reaction in the coin machine manufacturing industry was still a general calm. Today, the third step in the program provided ways for manufacturers to buy needed machine tools on unrated orders. There were no indications here of any plans for purchase of new machinery by coin machine firms since most of them had enlarged the production capacity considerably to turn out war goods.

First Steps

The first step in the progressive plan called for relaxing restrictions on the use of aluminum and magnesium, which went into effect July 15. This relaxation is expected to become much more helpful when manufacturers can actually get set on producing some kind of civilian goods. The second step, effective July 22, provided ways by which

manufacturers could produce an experimental model of machines intended for post-war trade. This step attracted some attention in coin machine circles but reaction was still very quiet. A lot of restrictions and obstacles are still in the way of producing models. For example, the official requirements are that no "models may be distributed to promote sales or to create demand and shall not be displayed to the trade or the public. Production of samples is specifically prohibited . . .". Any company may spend as much as \$5,000 a month in a single plant in production of models without consulting WPB, but technical staffs or other employees may not be diverted from war work.

When the Associated Press release to newspapers on the model plan was sent out July 22, it made mention of coin machines by saying that models of many lines of goods could be made, "even including juke boxes and vending machines." Thus the industry got publicity throughout the country on the fact that it could take steps toward post-war production. Business papers reported there was not much excitement in any industry about making models for post-war products.

Spot Authorization Plan

The coin machine manufacturing industry is waiting with much anticipation the fourth reconversion step, namely, the official form of the "spot authorization" plan which is scheduled for about August 15. Many other industries are also eagerly awaiting this plan for it will provide for relaxation of about 70 of the L and M orders which have restricted civilian goods for the past two years. Included in this list was L-27 which prohibits the making of vending machines and parts, and L-21-a which prohibits the making of juke boxes, amusement devices and parts. The new plan will provide ways for each manufacturing firm to apply on its own merits to return to making its former products.

All that can be anticipated at the present time is that each manufacturer will file his application to resume making (See WPB SETS WAY on page 61)

Paul Jock Joins Jennings Staff

CHICAGO, July 29.—Paul F. Jock, a veteran in coin machine distributing ranks, has joined the sales staff of the O. D. Jennings & Company here, officials of the firm announced this week. Jock's



PAUL F. JOCK

duties will be to help the firm set up its post-war sales organizational plans.

In recent years Jock headed the Guarantee Distributing Company in Indianapolis, where he was Indiana distributor for the Rudolph Wurlitzer Company. Prior to his entrance into the music biz, he covered the Southeastern States for Pace Manufacturing Company.

Jock is reported moving his wife, two sons and daughter to Chicago and will be behind his desk at the Jennings plant in a week or two.

Editorial

Trained Veterans

By Walter W. Hurd

A large percentage of veterans who return from the armed services will have special training in mechanical and electrical trades. This has important meaning for the coin machine trade because, being a mechanical business, it can use such skills in the operating field, for servicing and route men, as well as in the factories.

It will be a patriotic move if the industry gives careful consideration to these facts and plans to use the veterans in every way possible. It is already understood that the factories will give employment to these men as much as possible and will welcome them because of their training.

A recent survey made by *The Billboard* among distributing and operating firms shows that these divisions of the trade also plan to give work to as many veterans as possible. The men returning from the services will not only have useful training for the coin machine field but they may augment the morale of the industry also and offer ideas for improving the tenor of the industry as a whole. These men have all been thru a real training program, and it is now said that Uncle Sam has shown modern industries how to train its personnel so that they will win public favor as well as be efficient in business.

There has long been a feeling in the coin machine industry that its service and route men, as well as operators who come into the field, should have some sort of definite training. The men who return from the armed services will know what training means, and they will welcome some sort of training program to enter the coin machine field. Among other things, Uncle Sam has used films to teach different work skills. Manufacturers might adopt this idea.

Shot in the-Arcade!

SALT LAKE CITY, July 29.—Seems that Stewart's Fla-More Arcade here did not furnish enough targets to suit one GI who wished to try his powers as a marksman.

When GI Joe ran out of things to hit with the air-gun he took aim at the pretty cashier and as a result she will be making change standing up for some time.

After having told the sharpshooter to point the gun in another direction she resumed her duties. However, "Sgt. York" of World War II, decided to hit the bull's eye again and this time the object of his aim called police. He employed a strategic retreat. She works standing up, and Stewart's is going to install a bullet-proof change booth, not to guard against robbers, but to protect their lovely target.

READY FOR LOCATIONS

25 Jumbos, Red and Blue, Late	\$149.50
5 '38 Track Times	100.00
15 Hi Hands	149.50
5 Jennings Fast Time	60.00
5 Brown Paces Races	150.00
5 Club Bells	250.00
2 Evans Lucky Stars	100.00
2 Four Ways with Quarter	750.00
5 Super Bells	275.00
1 Mills Three Bells	900.00
1 Four Bells—Late Quarter	850.00
SLOTS	
20 Watling Rolatop 5c Front Vendors	\$ 75.00
1 Jennings Victory Chief, 5c	250.00
2 Jennings Silver Chief, 5c	200.00
5 Mills Q. T. Gold, New, 1c	90.00
5 Mills Q. T., Blue, 1c	50.00
5 Groetchen Columbia Bell, 5c	50.00
10 Mills Bull's-Eye, Goose Neck, 5c	25.00
5 Mills Bull's-Eye, Goose Neck, 25c	35.00
5 Chrome Vest Pocket Meters	90.00

ROY MCGINNIS CO.
2011 MARYLAND AVENUE
BALTIMORE, MD.

Art O'Mealia Partner In Hub Enterprises

BALTIMORE, July 29.—Art O'Mealia, formerly associated with Phil Greenberg of the Atlas Novelty Company's Pittsburgh office, recently purchased a third interest in Hub Enterprises, coin machine distrib firm here. Other partners



ART O'MEALIA

in the firm are Sol Silverstein, formerly roadman for J. H. Keeney and Chicago Coin, and Aaron Goldsmith, one of the original old-timers in the coin biz here. O'Mealia bought the interest of Ernest Waldrop who is reported retiring from the business because of ill health.

The firm maintains a branch in Washington in addition to the offices in Baltimore.

TEXT OF WPB ORDERS

(Continued from opposite page.)

the costs cover work done outside the plant in which the models are finally assembled. However, ordinary overhead costs (such as electricity, water, janitor service and the like) need not be included.

(e) Additional limitations. In addition to the restrictions set forth in paragraph (d), no person may make experimental models (of the types which could not be made but for this regulation) unless all of the following restrictions are complied with:

(1) Experimental models of an article may not be made unless they are made without diverting any managerial, scientific or technical personnel or production workers or facilities from any work connected with the war effort.

(2) Experimental models of an article may be made only in the minimum number and the minimum size required to determine the suitability of the article for commercial production and use. This does not permit a person to make trial production runs of experimental models.

(3) Materials which were allocated or allotted specifically for another purpose may not be used to make experimental models, except as permitted by Section 944.11 of Priorities Regulation 1.

(4) Experimental models of an article shall not be distributed for the purpose of promoting sales or creating a consumer demand for the article, nor shall such models be exhibited to the trade or the public.

(1) Illustrations. The effect of this regulation is illustrated in the following examples:

(1) Order L-18-b prohibits the production or assembly of any new domestic vacuum cleaners or attachments. This regulation permits a person to make ex-

News Highlights of the Week

WASHINGTON.—WPB officially takes steps two and three toward reconversion by okaying purchase of machine tools and authorizing firms to spend up to \$5,000 a month in developing experimental models.

CHICAGO.—Operators have definite opinions on what they want in post-war equipment, *The Billboard* survey shows. (See first amusement machines page for details.)

RICHMOND, Va.—Columnist here takes bell machine critics to task.

CHICAGO.—First reports of how much the federal tax on coin machines has dumped into the national war chest are beginning to appear as collections for fiscal year ending June 30 begin to be made public in internal revenue districts. Wisconsin and Louisiana first to come to light.

BOSTON.—State population report shows migration to farms. Indicates suburban areas to be choice post-war location sites.

WASHINGTON.—Only one patent on coin machine device issued week of July 11.

DETROIT.—Supply of liquor should ease. Senator Furguson prophesizes more liquor holidays in the offing to boost whisky supply.

NEW YORK.—Move on here to bring the National Cigarette Merchandisers' Association back to life.

BALTIMORE.—Latest headache plaguing cig ops here is hoarders who empty cig machines of favorite brands as fast as they are filled.

WASHINGTON.—OPA stands by ceiling price on flue-cured tobacco used to make cigs. Southern tobacco markets rebel; stay closed. . . . WPB puts new limitations on cigarette and candy cartons.

COINMEN YOU KNOW

New York:

JOE MUNVES back in town after biz in Newport News. . . . JACKSON BLOOM, Cigarette Service prexy, rarin' to go after two weeks at Swan Lake. . . . HARRY PINCUS, Tobacco Service exec., reported in Buffalo on biz.

LIEUT. CHARLES A. BLUMENFELD, war hero, is a son-in-law of JOE FISHMAN, well-known phono op. Lieutenant Blumenfeld shot down four Fock-Wulfs and bombed hell out of the Nazis. He got the Distinguished Flying Cross and the Air Medal with Four Oak Leaf Clusters. . . . Cigarette ops will hold a series of informal meets at Matty Forbes' summer home in Scarsdale. Subject: Cigarette scarcity. . . . LEE RUBINOW reports that the Automatic Music Operators' Association plans a series of highly informative confabs for the fall. Successful phono merchandising ideas will be aired.

WALTER V. VALERIUS, vice-prexy and sales manager, Classic Record Company, contacting distribs to ease Hit disk supply. . . . LOUIS SCHWARTZ, Globe Sales Company, buying phonos for his route in Miami Beach, Fla. . . . MOE PINE, op and distrib of Montreal, in big confab with Leon Berman, of New York Supply. . . . Jalna Sales and No-Na Music have merged and will be known as County Enterprises to run both cigarette machines and phono routes at 49-08 43d Avenue, Woodside, L. I. New line-up: Larry Serlin, prexy; Morris Kahan, vice-prexy, and Lou Price, treasurer. . . . DAVE LOWY tagged 1-A in the draft. . . . GEORGE ELKIN, Woodside Music of Jackson Heights, is the proud daddy of a daughter, Phyllis. Event took place at Women's Hospital where Mrs. Elkin is doing fine.

MIDTOWN Music Service, a repair and

perimental models of domestic vacuum cleaners or attachments regardless of Order L-18-b.

(2) Order M-126 prohibits the use of iron or steel (except screws, nails, strapping or small hardware) in stepladders. This regulation permits a person to make experimental models of stepladders containing iron or steel steps, regardless of Order M-126.

(3) Order L-23-c prohibits producers from making more than three sizes of gas ranges and specifies the permitted types. This regulation permits a person to make other sizes of gas ranges for experimental purposes.

(4) Order L-192 prohibits producers from making construction machinery and equipment except in accordance with production schedules approved by the War Production Board. This regulation permits a person to make experimental models of construction machinery and equipment even tho such experimental models do not appear in the production schedules approved under Order L-192.

(5) In each of the above four cases the limitation set forth in paragraphs (d) and (e) of this regulation must be complied with. However, where experimental models can be made within the provisions of existing orders and regulations of the War Production Board, this may be done without complying with the limitations of paragraphs (d) and (e). For example, (See TEXT OF WPB ORDERS, page 65)

distrib outlet for phonos, has been opened up by Ray Knoss at 561 Tenth Avenue. . . . JOHN FITZGIBBONS is back in action following a brief illness.

C. T. McKELVY, J. P. Seeburg Corporation vice-president in charge of sales, and SAM KRESSBERG, Seeburg district manager, recently spent five days at the Waldorf-Astoria in session with Seeburg Eastern distribs setting up plans for post-war. . . . CHARLES LICHTMAN has resigned the New York Distributing Company, with MARCUS KLEIN at 577 10th Avenue. Lichtman retains his interest in the New York Automatic Music Exchange.

SOL TRELLA, L. K. Music, Woodside, L. I., seen buying parts for his phonos. . . . PHIL MASON of American Coin Machine, Newark, N. J., a visitor to the "Row." . . . BILL REYNOLDS, Union, N. J., op caught at Bert Lane's offices. . . . JOE FISHMAN and AL LIPSHAY, his assistant, supervising a phono repair on the "Row."

Detroit:

BYRON ROSS, formerly with the Tilben Company, Detroit novelty house, has joined Allied Music and Sales staff, handling sales on the West Side of Detroit. . . . AARON LIPIN reports that the authentic hillbilly tunes being released by Musicraft are proving big hits with Detroit's large new population from the South. . . . EDDIE CLEMENS, head of Modern Music Company, has postponed his long-planned vacation because of the press of business. . . . VIOLA DEVROY, record specialist of Modern Music Company, reports a slight slacking off in record sales in the past week. . . . JOSEPH J. SCHERMACK of Schermack Products Corporation, best known for its postage stamp venders, reports there will be new models ready for post-war production. . . . ART SAUVE of the A. P. Sauve Company has been spending most of his time contacting locations and buying up available equipment on the road during the usual summer business slump. . . . HENRY C. LEMKE of the Lemke Coin Machine Company is working on landscaping of his grounds around his new East Side home.

DAVID YAMSHON, operator, became the father of his fourth daughter, named Charlotte, July 11. . . . LEO WEINBERGER, youngest son of Michael Weinberger, co-founder of the S & W Coin Machine Exchange, has been given a medical discharge from the army, following 27 months in service, including 18 months in North Africa. He has rejoined his father in the coin machine business here. . . . B. WILLIS is establishing the Willis Coin Machine Service on the East Side at 4701 Rohns Avenue.

MAX LIPIN, George Mendelssohn, New York office manager, and HAROLD KLIEMAN, Cleveland representative of Allied Music and Sales, went to Chicago for the National Music Show. . . . HARRY J. WHITE, who formerly operated the White Music Company before he went into the army, has been named route manager of the General Music Company, following his discharge. . . . BILL JORY, manager of the Michigan Music Company, Muzak distributors, has left on vacation.

Attention! Canadian Arcades & Operators!

We still have the largest assortment of factory rebuilt arcade machines in stock! Most are beautifully repainted like new!

EXHIBIT LITE-UP METER SETS

BRAND NEW! 3 TO A SET!
Exhibit Three Wise Owls
Exhibit Three Great Whatsits
Exhibit Three Wheels of Love
Exhibit Three Love Meters
(For Each Set,) \$132.50

Beautiful hand painted Olown Cabinet, for set of three, \$17.50.

These machines know all—they have answers to all kinds of enumerated questions. The public cannot resist playing them; they are original joy-makers, keep the crowd laughing and make fun for all. They give glamour rating, register romance, meter sex appeal and tell all your weaknesses. They indicate your personality, tell your disposition and register your love. They have flashy electric light top display boxes and bright color top signs.

Free! Complete Price List of Parts and Supplies Just Off the Press!

MIKE MUNVES

510-514 W. 34th St. NEW YORK
(2 Blocks From Penn. Station)

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 prices!

ATLAS NOVELTY CO.
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Phone: ARMitage 5005

ANOTHER WEEK NEARER VICTORY!

. . . — HELP BRING IT CLOSER—BUY MORE WAR BONDS

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INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
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PARTS—SUPPLIES

6/8 Volt Bulbs, 40, 44, 46, 47, 50,
51 and 55. Per Hundred\$5.40
3 AG Fuses Per Hundred
1/2 Amp.\$9.00
1, 1 1/2, 2, 2 1/2, 3 Amp. 3.50
5, 6, 7 1/2 Amp. 3.00
10, 15, 20, 25, 30 Amp. 2.50
PHONOGRAPH TITLE STRIPS
(Red Border)
1000\$8.00
5000 Per M 4.00
10000 Per M 3.50
25000 Per M 3.00

6SC7, 5Z3, 80, 2A4G, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

#100 6SC7 to 7F7	#205 2A4G to 2051
103 6SC7 to 6SL7	(Seeburg Guns)
110 5Z3 to 5U4G	210 2A4G to 2051
125 80 to 5T4,	(Seeburg Music)
5V4G, 5Y3 or	215 70L7 to 7A4-
5Z4	7A5
126 83 to 5U4G	(Seeburg Remote
or 5X4	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.

Ten Years Ago

Diggers Win

In Gloversville, N. Y., the Fulton County Court ruled that diggers are games of skill and therefore do not come under the Esquirol law. An op had been arrested and fined for having diggers on location but appealed the case to a higher court and the favorable decision resulted.

Empire State Skill Games Group

Main outcome of a State-wide meeting of coin ops in Saratoga Springs, N. Y., was the formation of the Empire State Skill Games Group, an association of coinmen to further the interests of the coin machine trade and stamp out unfair practices.

Good Export Biz

International Mutoscope Company announced that it had received an order for more than 100 coin machines to be shipped to Palestine. They reported export biz had been good and also said an order totaling \$2,500 had been received from a firm in Buenos Aires. . . . Orders from six different foreign countries were also received by the Century Manufacturing Company for the new pin game "Forward Pass," officials of the company said.

New Games

Bally Manufacturing Company said in their ads that their new game Fleet had "captured the U. S. A." Golden Gate was another new game announced by Exhibit Supply Company. Their ads asked ops to watch for distribution date on the new machine. . . . The Weinberger brothers, Leo, Sam and Joe, opened their new branch sales office in Cincinnati. . . . Daval, Inc., Chicago, made use of the ever-popular cartoon ads to announce a new game, "Big Bertha." The ad was done in the style of the familiar "Believe It or Not."

Employment Thins Ranks

In Detroit, Mich., Henry C. Lemke, distrib, observed that favorable employment conditions there was the cause of many part-time ops leaving the trade to resume old-time employment. Lemke said many men had gone into the biz when things became too tough for them in other fields.

Via Parcel Post

Bally Manufacturing Company said they had shipped "Fleet" to a West Coast distrib and believed it was the first time in the industry this kind of equipment was sent via parcel post.

Filling Station

Keeping pace with the popularity of mechanical cigarette lighters, D. Robbins & Company began to market a new coin-operated lighter filler. This new machine, operated for a penny, resembles a gasoline filling station pump and was reported to bring a 90 per cent profit for the op.

NADA Has Meeting

New York City was the site of a meeting of members of the National Automatic Distributors' Association. In attendance were members from Philadelphia, Boston, Baltimore, Chicago, and other coin machine centers. The knotty problems of prices, trade-ins, delivery methods, general jobbing conditions thruout the country, etc., all came up for consideration. Local problems in New York were presented to the meeting by local members present.

WPB SETS WAY

(Continued from page 59)

ing coin machines as soon as it is possible to do so. The WPB program calls for a lot of data to be submitted with applications, so that it will be no minor job for manufacturers to take the necessary steps. It is also anticipated that WPB will call for the coin machine industry advisory committee to meet again for reports on definite plans, just as has been done in the case of other industries.

Individual Treatment

The announced program suggests that manufacturers will be treated individually by the WPB and there is not likely to be one grand signal given to the manufacturing industry so that all may run at once to get started on making new machines. There will be no ban to



BERT LANE SAYS...

Here are a few samples from our list of terrific buys!

GRAND OPENING SALE

4 Keoney Super Bell, 5 & 5, Cash P.O.\$449.50	3 Mills Four Bells\$674.50
7 Factory Rebuilt 5c Bonus Bells. 274.50	12 Bally Hi Hands 134.50
	5 Thorobred, J.P. 549.50
	6 Wurlitzer 500. 344.50

Every Game Reconditioned by Factory-Trained Mechanics! Money-Back Guarantee! 1/3 Dep., Bal. C. O. D. Write! Wire! Phone!

Send for Complete List! Hundreds of Amazing Buys!

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WORLD WIDE DISTRIBUTORS

625 TENTH AVE., NEW YORK 19, N. Y.

A New Firm—The Same **BERT LANE**

OFFERED FOR QUICK CASH SALE

1 LIBERTY	\$140.00
1 KEEP 'EM FLYING	125.00
1 BIG PARADE	100.00
1 KNOCKOUT	100.00
1 VENUS	60.00
1 BOSCO	60.00
1 GUN CLUB	50.00
1 MIAMI BEACH	50.00
1 ZOMBIE	40.00
2 DUPLEX	Each 40.00
3 REBUILT 1940 HOME RUNS, with Large Plastic Bumpers. . . . Each	40.00
1 616 WURLITZER PHONOGRAPH	85.00

ARCADE EQUIPMENT

1 RAPID FIRE	\$175.00
1 1930 WESTERN BASE BALL	75.00
1 K.O. FIGHTER (Like New)	200.00

Will Properly Pack and Ship Upon Receipt of Cash in Full. No C. O. D. Shipments.

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MILLS F.P. VENDERS

A-1 Condition Only.

Wire Price and Quantity

COIN CRAFT CANADA

Hamilton, Ont., Canada

FOR SALE

MONICKER	\$ 84.50
VICTORY	84.50
CLICK	84.50
'42 HOME RUN	74.50
BOSCO	79.50

1/3 Cash, Balance C. O. D.

FORD VENDING MACHINES
319 Long Beach Rd., Oceanside, L. I., N. Y.

newcomers in any industry, but there may be some restrictions to hamper them if old-timers in the field are ready to begin work on civilian goods. WPB is said at present to hold to the policy of allocating materials to those already established in the field before favoring new firms.

The policy of an "even start" for all firms in an industry has been dropped, altho due consideration will be given to this problem. WPB is urging all manufacturing firms to check on their own facilities and labor supply, what rate of production they can start with when the order is given, and also to contact suppliers of materials and parts so they may be in readiness. These are general instructions given to all industries. A plant may get permission soon to turn out post-war goods and yet delay as long as it wants to, or as long as it must wait for parts and materials. These facts suggest there will be no sudden spurt in making new coin machines.

When manufacturers have applied for permit to resume making coin machines, they will be asked to look over a list of 125 urgently needed civilian items, as published in *The Billboard*, July 29, page 84. Coin machine manufacturers are showing interest in this list and it may help them to get favorable consideration for their applications as well as provide a line of expansion in their plants for the post-war era. Many of the articles on the list are gadgets and coin machine plants could well expand in that direction. One of the earliest evidences of post-war interest by a well-known coin machine manufacturer was its investigation of the gadget and novelty field. In the earlier days of the pinball game the trade made a general effort to ally itself with the novelty trade and the new list of civilian gadget needs may provide a field of permanent interest for more than one coin machine manufacturer.

Applications Filed

The "spot authorization" plan is not the only means now provided for manufacturers to apply for permission to make coin machines again. It is now known that well-prepared applications, by any firm in any industry, has more than an even chance for favorable consideration by WPB. Last year more than 125,000 applications were submitted by as many manufacturing firms and at least 25,000 of them got to the highest officials of the WPB. Some coin machine manufacturers have had applications before the board for months now. The orderly and unhurried placing of these applications is said to be of great help to government officials, because they can give more careful consideration to the problems involved.

For the coin machine manufacturing industry, this is the period of placing

RUBBER BALLS

For Pokenos—Fascination & Bingo Games.

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50 Lbs. Nameplate Tape

For use in Roovers Nameplate Machine.
\$2.00 Per Lb. 1/3 Dep. With Order.

GEORGE PATERSON
6 West 190th St. BRONX, N. Y.

FOR SALE!

EASTMAN DIRECT POSITIVE PAPER

FRESH STOCK

20 Rolls 1 1/2 Inch at \$7.00 or \$3.75 Per
10 Rolls 3 Inch at \$6.00 or \$6.50 Per
11 Rolls 3 1/4 Inch at \$7.00 or \$7.00 Per

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TUBES IN STOCK

6807	\$1.30	3525	\$.85
2A4	2.35	CE-23	1.50
12SK7	1.10	2051	2.50
5U4	\$1.00		

Send Supplier's Certificate.

SPECIAL—Bakelite Flashlites, army type, complete with batteries, \$1.95.

Deposit with order, balance C. O. D.

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AMMUNITION

15 Cases of .22 Long Rifle

MAKE OFFER

BOX 990, The Billboard, 1564 Broadway, New York 19, N. Y.

1 10c Mills Blue Front, newly painted, \$225.00;
2 Mills 5c Q.T., was Blue, now Glitter Gold, \$100.00 each; 1 Mills 5c Escalator, \$30.00; 1 complete set Mills Reels and Discs, complete with Reel Strips, \$27.50; 1 set Mills Reels and Discs with Reel Strips, G.A., \$15.00; 1 Wurlitzer (61) Table Model, \$110.00; 1 Abbott Money Counter, counts 1c, 5c, 10c, 25c, 50c, model 2X5, best offer takes it. Like new. Will take 2 Mills Blue Fronts for Abbott Money Counter. One-third deposit.

H & G NOVELTY
718 S. W. 26th Road, Miami 36, Fla. Ph. 34140.

applications for resuming the making of coin machines when conditions will permit. It is also a period for starting experimental models for future manufacture. The industry is taking these steps in an orderly and patriotic manner.

Materiale protetto da copyright

Richmond, Va., Columnist Lashes Anti-Bell Machine Crusaders

RICHMOND, Va., July 29.—Reformers and crusaders who frequently take to task operators and patrons of bell machines were themselves lashed at the whipping post by one of Richmond's leading editorial columnists, Thomas Lomax Hunter, in his column on the editorial page of the *Richmond Times-Dispatch*, Sunday, July 16.

Hunter, whose column is read in this section, pointed out that patrons who play these ingenious devices are not asked to put their money in them and whatever play they receive is entirely left to the discretion of each individual. Wonderment was expressed by Hunter as to what happens to machines when confiscated by the police, and the con-

clusion made that bell machines must have few friends in politics or they would not be singled out for the sacrifice. The article as it appeared in the *Richmond Times-Dispatch* stated:

"The slot machine seems to be the whipping boy of the reformers. Whenever one of our big shot moral guides feels that a bit of vice-crusading is indicated in his case he steps on Rosiante, takes down the official lance from the wall and tilts furiously at slot machines. When I was a child I used to hear sung a song of which only one moving line remains in my memory, 'Did you ever know the rainbow to do you any harm?' This line occurs to me when I hear solemn people talking about the horrendous moral ravage brought by the slot machine. I have heard people call the slot machine 'the one-armed bandit,' but I have encountered all kinds of slot machines and bearded them in their lairs and fastnesses and never had them to do me the slightest hurt. This fact leaves me with the belief that the slot machine is a much-maligned robot.

"Ever since I was old enough to doubt the actual Santa Claus I have had sense enough to know that whoever could design so ingenious a thing as a slot machine could so contrive it that it would have a big advantage over me in any contest for nickels, dimes or quarters. I respect the superior skill of the slot machine and the business for which it was built and so I have never had any occasion to complain of it. I imagine the most liberal of these contrivances allows the player about four chances in 10.

Questions Fate

"The slot machine does not reach its hands into your pocket. Whatever it takes from you must be freely given by you. You drop your nickel in its appointed slot with the same freewill that you drop your nickel into the plate which is passed to you in church with the exception that in the latter instance you have no hope of a jackpot.

"I see slot machines, handsome contrivances made of plastic and chromium resting in durance in the offices of the trial justice, being haled hither by the reever of the shire which the rude multitude call the sheriff. Our Gestapos, so I am informed, are instructed to creep up on them and catch them in the practice of their nefarious trade. I have

Natl. Coin Machine Assn. Write-a-Letter Drive Speeding On

CHICAGO, July 29.—The "write-a-letter" campaign which the National Coin Machine Association has undertaken as its wartime project is making good headway, according to Jack Kelner, secretary of the group. A million and a half posters will be ready to go out before very long, Kelner states, all built around the "write a letter to your kinfolk in the service" idea.

Expenses incurred in the production and distribution of these posters is being defrayed by contributions of coinmen in all parts of the country. "To those who have contributed," Kelner said, "we want to say thank you. But we still need more funds to put this drive over as it should be done. Up till now, all campaigns which have been undertaken by the industry have been sponsored and paid for by the manufacturers and top distributors. But this is a different affair. It's a rank and file operators' campaign in which all members of the industry are called upon to do their part."

Kelner points out that the industry has done its war duty nobly. Manufacturers have turned out difficult precision products which have won many "D" awards. All coinmen have been generous in supporting the Red Cross, Community Fund and USO drives. The trade has given equipment to hospitals and institutions, etc.—all in the line of duty. "But this write-a-letter campaign is something above and beyond the line of duty," Kelner points out. "Ask any soldier. It's like a 10-minute furlough to get a letter from home. The government has expressly asked that we stress the idea of getting people to write to their kinfolk, because they do not want to encourage strangers to write soldiers.

"The campaign is coming along in good shape," Kelner concluded. "The coinmen won't be applauded for their efforts, for few outsiders will know of it, but the millions of service men and women who will be benefitted will be their reward."

never discovered what happens to these captured slot machines.

"During the moral blackout known as prohibition it was a common and distressing sight to see home-made stills brought into court, products of the unskilled handicraft of the poor but honest farmers and these the court directed the gendarmes to lay waste with an ax. I have never seen a slot machine that had been destroyed by the hatchetmen of the law.

"It always astonishes me to see the pother and uproar made over slot machines when all around us the Ten Commandments are succumbing to the well-known strain.

Few Friends

"It must be that the slot machine has mighty few friends in politics or it would not be singled out for the sacrifice.

"I have sat in nisi prius court and listened to solemn jurist consults delivering as the law directs their instructions to their regular grand juries. Nearly always they devote much of their time to talking about the activities of the arch criminal—the slot machine. Giving ear to these lugubrious talks one might well gather the impression that if the slot machine could only be exterpedated the lamb and the lion might lie down together and the wicked cease from troubling and weary be at rest.

"Apparently righteousness will be largely appeased if we could put the slot machines out of business and not clamor against some of our lovelier delights.

"So we behold robot righteousness hot on the trail of robot sin. A lot of people are made easier and feel safer and more secure in the practice of their darling vices when our political masters cry 'yohicks!' and set the hounds of the law to pursuing this robot rabbit."

Cig Tax Yields \$286,299

OLYMPIA, Wash., July 29.—Net revenue, from cigarette taxes for the month of May in the State of Washington was \$286,299, according to a statement issued by the cigarette tax division of the State.

UNLOADING SALE!



LES FLECK

says . . . Our stocks are heavy and I believe it best to unload our surplus stocks now, before the whistle blows!

GRAB THESE BARGAINS PIN GAMES

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FOUR ROSES	37.00
FALLING SUN (Rev. 10 Spot)	47.00
FOUR AGES	99.00
GOSS	99.00
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HOME RUN	24.00
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STAR ATTRACTION	42.00
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SPOT-A-CARD	44.00
SENTRY (Rev.)	99.00
SUPER CHUBBIE	34.00
SEA POWER (Rev.)	67.00
TWIN SIX	37.00
TEXAS MUSTANG	59.00
TOPIC	82.00
TARGET SKILL	34.00
TEN SPOT	37.00
UMPS	24.00
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1-2-3 (39)	39.00
1-2-3 (40)	82.00

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1 5¢ Evans Domino, '41 Model, Two Tons, Like New, No J.P.	374.50
1 25¢ Black Cabinet Domino, Extra Clean	134.50
2 5¢ Evans '40 Mod. Dominos, Clean, Each	219.50
1 25¢ Pace Races, Red Arrow, J.P., Like New	350.00
1 25¢ Super Bell, Single, Comb. F.P. & P.O., Like New	384.50
1 Selectorscope, Slightly Used, Same as New	149.50
1 Bally Rapid Fire, Clean	149.50
1 10¢ Watling Roll-o-Top, 2-4 Pay, Repainted and Perfect	54.50
1 Jennings Fasttime, F.P., Clean	69.50
2 Jumbo Parades, F.P., Clean	89.50
1 Watling Big Game, F.P., Newly Repainted, Like New	94.50
2 Jumbo Parades, P.O.	99.50
1 Big Game, Real Clean, P.O.	99.50
3 Paces Races, Jr., Rolls Real Clean	134.50
1 Defender, Extra Clean	274.50
2 HI Hands	144.50
1 Shoot the Chutes, Hitler Conversion, Newly Refinished	139.50
1 Bally Club Bells, Clean	245.00
Longacres . . . \$564.50 Thorobred . . . 564.50	
Pimlico . . . 429.50 Club Trophy . . . 334.50	
'41 Derby . . . 334.50	
Brand New "Sportsman," Bell Conversion, Like Longacres	399.50

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ONE BALL FREE PLAY AND PAYOUT

West Big Prize, F.P.	\$110.00	Seven Flasher, F.P.	\$ 79.50	Gold Cup, F.P.	\$ 42.50
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SLOTS

Pace Comets, 5¢	Write	Mills Single Jackpot, 5¢	\$ 49.50	Jennings Rockola Front, 10¢	\$ 57.50
Jennings Century, 5¢	\$ 85.00	Jenn. Single Jackpot, 5¢	49.50	Mills Dewey, 25¢	125.00
Watling Roll-a-Top, 5¢	72.50	Mills Double Jackpot, 5¢	57.50	Mills Q.T., 1¢	32.50
Watling Roll-a-Top, 10¢	100.00				

MISCELLANEOUS

ABT Challenger Targets	\$ 27.50	Double Slot Cabinets	\$ 67.50	P12 Wurlitzer	\$ 75.00
Metal Stands for Above	5.00	Silver Moon	139.50	Jennings Duchess, 1¢	27.50
3-Way Grip Machines	17.50	Mills Empress	249.50	Jennings Duke, 1¢	22.50
Single Slot Cabinets	27.50				

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2 Argentine	55.00	2 Velvet	39.50	4 Gottlob Liberty	139.50
3 All American	89.50	3 West Wind	65.00	1 Major, '41	49.50
1 Air Force	69.50			1 On Deck	39.50
2 Broadcast	39.50			1 Powerhouse	39.50
2 Big Chief	39.50			1 Paradise	39.50
3 Bola Way	59.50			1 Sky Chief	159.50
1 Big Parade	110.00			3 Seven Up	45.00
1 Bosco	69.50			3 South Paw	55.00
1 Blondie	29.50			2 Star Attraction	55.00
1 Big Time	29.50			4 Sea Hawk	49.50
3 New Champ	59.50			2 Silver Skates	45.00
1 Old Champ	49.50			1 Stratollner, Jap Conversion	49.50
1 Canteen	149.50			2 Spot Pool	59.50
1 Captain Kidd	59.50			2 Sky Ray	29.50
1 Crossline	39.50			1 Shangri La	119.50
1 Cadillac	39.50			2 School Days	39.50
1 Ton Spot	39.50				
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2 Seeburg 8800, E.S.R.C. Ea.	\$495.00
1 Wurlitzer 800	525.00
1 Wurlitzer 780R, 24, Last Machine Made, Wooden Hideaway Cabinet, Slightly Used w/ a 430 Speaker with Coin Box	350.00
2 Wurlitzer Twin 12 in Steel Cabinets w/ Adaptors, no Amplifiers, Ea.	50.00
4 Rockola 12 Records, Ea.	75.00
2 Rockola 16 Records, Ea.	90.00
4 5c Buckley Wall Boxes, Ea.	20.00
6 5c Wurlitzer Wireless Model 320 Wall Boxes, Ea.	15.00
3 5c Wurlitzer Wireless Model 360 Bar Boxes, Ea.	25.00
1 Wurlitzer Model 145 Impulse Stepper	25.00

SLOTS

1 10c Mills Blue Q.T.	\$ 79.50
1 5c Watling Rolatop, D.J.P.	65.00
1 1c Watling Treasury, T.J.P.	45.00
1 5c Jennings Silver Moon Chief	150.00
7 5c Gooseneck, Glittered Gold, Red & Green, Ea.	25.00
1 10c Mills Extraordinary	135.00
1 5c Mills Extraordinary	85.00
1 5c Caille Bonus Mystery	50.00

CONSOLES

3 Super Bells, F.P., P.O. Ea.	\$275.00
4 Jumbo Parades, C.P., Late Head, Ea.	99.50
4 Rays Track, Ea.	40.00
10 Turf Champs, Ea.	39.50
1 Bally Sport King, P.O. Ea.	179.50
1 Evans Galloping Dominos, '41	275.00
1 Silver Moon, 5c, Practically New	99.50
1 Paces Races, 25c, Walnut Cabinet	200.00
2 Hawthorne, P.O. Ea.	75.00

MISCELLANEOUS

1 Keeney Anti-Aircraft Gun	\$ 60.00
1 Stewart-McGuire Gigarette Machine, Broken Mirror	20.00
4 1c Grip Machines, Ea.	7.50
2 1c A.B.T. Game Hunters, Ea.	20.00
50 5c Counter Games, Liberty, Mercury, Sparks, American Eagle, Ea.	12.50
Folding Stands, Ea.	3.50
Double Safe Stands, Ea.	75.00
Safe Stands, Ea.	15.00

Wanted: Crystal Pick-Ups for ROCKOLA, 2 Top Glasses for 25c Dixies.

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WALNUT SALES CO.

1001 WALNUT ST. CHESTER, PA.

Sound Planning Licks War Woes of Detroit Music Firm

DETROIT, July 29.—The Marquette Music Company here has been using a simple plan to lick the wartime headaches which beset all large ops.

Victor DeSchryver, general manager of the Marquette outfit, sums it up briefly by citing two main points: (1) maintain a standard; (2) give service.

In maintaining both a standard and service, Marquette has hit upon a good plan of keeping two full-time crews working in the field. One is charged with the responsibility of rush service calls, while the other does nothing but general servicing, such as collections, record changes and other routine duties.

On the maintenance of standards, DeSchryver has little to say other than he believes that basic rules of operation must be observed. These are such things as the maintenance of an accepted, fair rate of commission or percentage to the location owner.

However, when it comes to giving service, DeSchryver believes in it to an extreme degree. He will go to great effort to give necessary service with little or no thought for immediate financial return on individual service calls. He believes such devotion to customer satisfaction pays off in the long run over a period of time, but should not be an immediate consideration.

Marquette's main objective is to please the customer, the location owner directly, and the paying public indirectly. To do this they maintain a service department which functions as the trouble-shooting branch of the organization, and a separate department for changing records which functions as a routine maintenance department.

Changing and selection of records is handled by the individual route operator for the company who is in closest touch with the situation. Buying records is centralized and is governed by supply and demand; the actual "finishing touch" of selection is applied by the man who knows the location best.

Wartime brings special operating problems which keeps DeSchryver busy meeting them successfully. Shortage of help is an example. He has made no attempt to use women as route or service "men" as some operators have done, feeling that he can get along by spreading the work among the remaining men employed. One way in which Marquette has met the help shortage is by the use of part-time workers. They have a number of men on the pay roll for a few hours each week, while they devote the bulk of their time to

60 Chi Teen Clubs Cut Kid Delinquency 25% in Six Months

CHICAGO, July 29.—There are now more than 60 teen-age clubs in this city and all of them have come into being since October, 1943, when the plan was first copied from a small Illinois town, Moline.

Each of these youth centers has a juke box and some are equipped with beverage venders.

A survey has shown that the city's juvenile delinquency rate has been reduced by 25 per cent and the various sections of city and suburbs are planning more of the popular centers for their youngsters. Each spot is not considered complete by the bobby soxers and their swains unless a juke is in evidence.

Disk Woes Still Plague Ops

BALTIMORE, July 29.—Juke ops feel they have "weathered" the hardest part of the storm so far as records are concerned and say they will be able to hold out and keep the locations going until such time more new disks are available.

Naturally repair parts and tubes are still a headache. While the kind of records desired for juke are not always to be had in the quantity required, there seems to be a good supply of oldies and these along with the small amount of new "stuff" is making it possible to keep routes up to par.

work in war production factories. In this way they are directly assisting war work, as well as keeping up morale on the home front.

The company is operating at present by changing records in all machines at least twice a month, and making a casual mechanical inspection of the machine simultaneously.

Ten years ago DeSchryver started on the bottom rung as a record and stock clerk and progressively advanced to more responsible positions with the Marquette Music Company to where he now stands as general manager of the firm. He is also president of the United Music Operators of Michigan.

Juke Party Clicks

NEW YORK, July 29.—Over 500 boys and girls ranging in age from 13 to 17 danced recently to juke box tunes at Public School 6, 85th Street and Madison Avenue, New York, under the auspices of the Parent-Teachers' Group and with the support of the Juvenile Aid Bureau. Commenting on the dance, the commanding officer of the 19th precinct juvenile aid police bureau in whose district the dance was held, says more will be held. He adds: "These parties are a wonderful thing. Juvenile delinquency has decreased considerably since they started. By the end of the summer we expect big results."

Will Hot Jazz Disks Help Ops Solve Record Problem?

Some Eastern ops testing hot jazz classics in bobby sox and race locations—smaller record companies increase output of le jazz hot disks

NEW YORK, July 29.—Reports indicate that at least a few operators in this area and other parts of the country are using hot jazz records to alleviate in part the difficulty they are having in obtaining sufficient quantities of current pop disks, hillbillies, standards, etc., for their boxes. Many of the smaller record companies have increased their hot jazz output and the hot jazz stars are really having a field day as a result. Such sidemen as Coy Cole, drums; Johnny Guarneri, piano; Charlie Shaver and Hot Lips Page, trumpet; Trummie Young, trombone; Don Byas and Ernie Carceres, sax; Slam Stewart, bass, and many others are kept busy in the studios of the disk outfits cutting one hot jazz original after another. Difficulty from the operator standpoint, however, is that many of the outfits which have been turning out hot jazz disks for years have very limited production and the bulk of that goes to retailers who have built up a following for the le jazz hot disks. Recent records label identification segment of *The Billboard's* high school poll indicated that the bobby soxers were prime hot jazz fans.

Some record companies, on the other hand, that are cutting more hot jazz items, are selling the disks to distributors with operator customers and direct to juke box ops as well. Good example of this is Savoy, Newark, N. J., platter-

maker, who has been making many hot jazz numbers recently. Last week, firm released *Ol' Man River* and *Wrap Your Troubles in Dreams* by Cozy Cole's All-Stars and *Salute to Fats Waller*, and *These Foolish Things*, by Johnny Guarneri's All-Stars. This week, firm cut four more sides, all originals by Don Byas and his All-Stars, and on August 8 they will cut four more with a 10-piece all-star outfit directed by Buck Ram.

Whether the hot jazz records will prove a satisfactory partial solution to the disk drought some ops are experiencing remains to be seen; but at least a few of the boys are giving the idea a whirl. Disks, of course, are concentrated in spots frequented by the ultra-five set and in some race locations.

Music Machines' Store Heat Cuts Disk Output 25%

NEW YORK, July 29.—Record manufacturers are not having enough troubles with production, what with shortage of man power, equipment, etc. For the past several weeks they have been hard hit along production lines by the extremely hot and humid weather which has been turning pressing rooms into bake ovens.

Production is down in practically all plants anywhere from five to 25 per cent as a result of pressers on machines having to lay off due to heat fatigue. Plants with large numbers of women workers were especially hard hit, what with fainting spells, etc.

Salt pills are one attempt at solution and fans, cooling systems, and such are being put to most extensive use possible, but difficulty in getting cooling equipment is real handicap.

Salt Lake Firm In Big Expansion Move

SALT LAKE CITY, July 29.—Andy Stevenson, owner of the Consolidated Amusement Company here, and member of the OPA industry advisory committee, this week leased the property of the defunct Inter-Mountain Casket Company, 278 West First South Street, for a 10-year period. This lease involved \$70,200.

It includes a three-story brick structure in which Stevenson will warehouse his equipment and install his repair shops and other units of his juke box and pin game business.

At the same time, Stevenson purchased nearly a block of business property in downtown Salt Lake City, including a small hotel, several tavern and restaurant sites and business location property within a half-block of the business center of the city.

U. of Minn. Holds War Plant Music Clinic

MINNEAPOLIS, July 29.—The "Music-in-Industry" Institute will hold its first clinic at the University of Minnesota, 10 and 11.

At the clinic will be discussed modern swing music's place in the symphony of humming wartime plants and its effect on war workers.

Announcing the clinic as the first of its kind in the Middle West, the University said industrial leaders will make a two-day study of the effectiveness of music in promoting efficiency of factory workers. In addition, they will discuss problems of acoustics and insulation, selection of the right music and industrial radiocasting installations.

Editorial

Kinship Advantages

Records of the U. S. Patent Office show a high tide of interest in methods of recording music and also in devices for reproducing recorded sound. Altho some of the patents now being cleared are on devices and methods known before the war, some of them will be completely new to the public when introduced on the market because they were still secret in experimental laboratories when the war started.

By following these patent records it soon becomes evident there is a direct kinship running thru the whole list, from methods of recording to the various devices which will reproduce the music. Some of the developments have attracted wide attention in recent months because they promise novel uses for the future. The ideas for recording sound on wire and on plastic tape have aroused interest around the civilized world because the armed forces and news broadcasters have used the methods for giving reports on the fighting fronts.

These new inventions have raised the direct question of what effect such methods might have on the familiar disk record used in juke boxes. This shows the juke box trade must be interested in any new ideas that may come along in the recorded music field. It is also highly probable that all new developments will be considered for their applications to the juke box field.

The juke box trade has always shown its progressiveness by finding ways to adapt new ideas to its own uses. This spirit will manifest itself more than ever in the post-war period, and juke box music may be counted on to hold its own as all other types of music advance.

Mechanical improvements are always enticing, and the juke box trade will have the opportunity to gain still more by emphasizing the

kinship of all the advances in recorded music. The juke box trade will certainly get credit for making the record changer so popular and also making the mechanism so fool-proof.

The trend has already started to call the modern phonograph, with record changer, the home juke box, and its coin operated brother has much to gain by such a name. It will do much to give the commercial machine prestige and respect. For a long time the trade resisted the use of the juke box name, and then gave up in despair and decided to make the best of it. But when people begin to refer to their modern home machines as juke boxes also, then the commercial product will assume new popularity.

Since the commercial juke box will always be in the front lines in using new ideas, users of home juke boxes will tend more to watch the machines in their favorite public haunt. The public juke box will become the advance agent of much that is new and good.

One of the most important reasons why the juke box trade should encourage this kinship with recorded music devices is the fact that all prestige gained in this way will help to fight high taxes in the future. The tax problem still continues and the juke box trade needs all the ammunition it can get to prevent high taxation.

A close kinship between home juke boxes and the commercial product may provide important technical arguments in the future, or at least it may prevent tax threats which are due to reform agitation against juke boxes. For its own protection, the juke box industry can afford to be the biggest booster of all the new inventions that promise to put more recorded music in the home.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

All Communications to 155 N. Clark St., Chicago 1, Ill.

Red Foley on Net

Ramblin' Red Foley, who has been appearing on the local broadcast of *National Barn Dance*, WLS, for a long time, is now heard on the network broadcast for Alka-Seltzer. Red, whose singing and guitar strumming have made him a favorite both on the air and on personal appearances, has just had his contract with Decca renewed for a year.

Play for Hospital

Roy West and the Range Riders, WGAR, Cleveland, appeared in a big show at the station last week to raise funds to help equip the U. S. General Hospital for wounded servicemen. West and Lenny Sanders, violin players, recently worked theater dates thru the South with Polly Jenkins and Uncle Dan.

Tunester Tattle

Lulu Belle and Scotty, *National Barn Dance* duo, are vacationing at Detroit Lakes, Minn.

Hank, the Yodeling Ranger, Canada's Bluebird recording artist, is featuring Jack Howard's *Blue Ranger* to big crowds in his tour of 45 theaters.

Jesse Rogers, cousin of the late Will Rogers, has started an early morning program of cowboy songs over WFIL, Philadelphia.

Bobby Gregory and His Cactus Cowboys will start their second rodeo tour with Roy Rogers early in September.

Tonto, familiar and popular Indian heavy of Autry Westerns and scores of other pix, organizing group in Hollywood for radio show.

Hill County Jamboree gang and the Chuck-Elle Story duo, WOV, New York, among those featuring *My Valley Heaven*,

a Mel-Kelly-Martilla mountain ballad. Laura Lee Owens, Bob Wills and Texas Playboys diminutive vocalist, lost no time in returning to work after a forced leave of absence due to food poisoning. Left a San Diego (Calif.) hospital one day and was back on the job the next. Reports she is feeling fine.

Famous Lashua got pre-induction medical last week. Reports "heaps" of fan mail during past few weeks on *I'm Glad (You've Gone and Left Me)*. Famous's novelty, *Chocolate Ice Cream Cone*, still going strong. Patsy Montana says her daughter, Beverly Montana, brings the house down with her rendition of the tune. Beverly is heard often on her mama's programs and stage appearances.

Notes, Here and There

Max Terhune, guest artist July 9 at Los Angeles Riverside Breakfast Club, reports tremendous crowds. Spade Cooley and band continue to attract patrons of Western and folk tunes to the spot, where he has almost become a fixture.

Stacks of fan mail requesting repeat performance of *Sweetheart of the Alamo*, introduced by Bill Boyd and His Cowboy Ramblers, indicate that the number is not to be classed as just another song of old San Antonio. Written by Boyd, Waldo O'Neal and Al Moquin, co-writers of the popular Arizona tune, *Moon Arizona*.

Skip Dean and His Sandhill Billies Trio may look like a nightmare walking, with their comic mountain garb, stilt-walking and assortment of instruments; but folks really like the act. World traveled Skip Dean and trio are current at Hotel Victoria, Lincoln, Neb.

To meet requirements of BBC and several American stations, Kelly Publications has reissued new sheet music copies of the Mel-Whitney-Spainhourd novelty, *Keep Your Hands Up Stranger*, with slight revisions in lyrics. Number has shown rapid progress on Midwestern and Southern programs in the past month.

Arle Kinkade, formerly of the Boone County Jamboree and Renfro Valley Folks' shows, where he was featured as the One-Hand Fiddler, continues with music and songwriting in off-duty hours from a defense job. *Will the Letter Come?* is considered one of his best tunes to date.

Jennie Lou, Bluebird disk by Bill Boyd and His Cowboy Ramblers, is reported one of the most often requested numbers on WJAZ, Norfolk, Neb., recorded programs. Also is enjoying a long life on Long Horn Joe's recorded shows, KROW, Oakland.

Doc Embree, formerly of KMA, Shenandoah, Ia., has switched his programs to KWTO, Springfield, Mo. Doc has long been a favorite with folks in the Corn Belt, together with his talented partner, Esther Embree.

Schnozz's "Inka" Re-Issue

NEW YORK, July 29.—Columbia is re-issuing an old Brunswick disk by Jimmy Durante, *Inka Dinka Doo*, backed by *Hot Pattata* August 28. *Inka* was featured by Durante in MGM pic, *Two Girls and a Sailor*.

Waxery is planning to put heavy ad and promotion campaign behind the Schnozz release, making a drive among retailers, juke ops and disk jockeys. Record may also get some plugging on Durante's radio show. Original plan was to back *Inka* with *So I Ups to Him*, but original contract on latter tune calls for pairing with *I Can Get Along Without Broadway*. Hence the *Pattata* "B" side.

If the *Inka* disk catches on the way Columbia execs figure it might, other Durante re-issues will follow.

No Plug---Big Hit

NEW YORK, July 29.—Record companies' boast that a disk makes a song is again borne out, but good, in the Mills Brothers' recording of *You Always Hurt the One You Love*, published by Sun Music, owned by Decca. Publishing house has no pluggers, and to date tune hasn't had a single plug on the air.

Decca disk has sold close to the quarter million mark, and sheet music sales are over 75,000. Song has been out about seven weeks.

Savoy Hot Jazzin' It

NEW YORK, July 29.—Savoy records this week cut four more hot jazz originals by Saxman Don Byas, with a five-piece all-star group headed by Byas, featuring Charlie Shavers on trumpet, Slam Stewart on bass, Clyde Hart on piano, and Jimmy Parker on drums. Tune titles are *Worried 'n Blue*, *Don's Idea*, *Riffin' and Jivin' n Free and Easy*. Another Savoy four-side session of originals is skedded for August 8 when Buck Ram will head up a 10-man outfit, with Shavers and Hot Lips Page on trumpet, Trummie Young on trombone, Pud Johnson, Ernie Carceres and Don Byas on sax; Cozy Cole on drums, Slam Stewart on bass, Johnny Guarneri on piano, and Al Casey or Tony Mattola on guitar. Tunes to be cut at that session are *Witch Walk*, *Morning Mist*, *Twilight of a Tootsie Roll*, and *Ram Session*.

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POPULAR RECORD REVIEWS

(Continued from page 21)

LIONEL HAMPTON (Decca)

"Hamp's Boogie-Woogie" — FT; "Chop-Chop" — FT.

For the Lionel Hampton followers, *Hamp's Boogie-Woogie* is as important to the band's repertoire as *Flying Home*. Ever featured by the band, the screaming and scorching eight-to-the-bar treatment is highly individualistic, with the highlight of the spinning in Hamp's famous two-fingered piano noodling against the boogie bass piano pounding of Milton Buckner. Also plenty exciting is the riff-formed *Chop-Chop* jumper, featuring the solo and ensemble hot horns in the band embellishing a riff figure continuously repeated thruout the spinning by the trombones for effect. Lionel's vibre hammerings compliment the hot horns for this exciting session.

Chalk up a couple coin catchers in both of these sides, with "Hamp's Boogie-Woogie" virtually a pre-sold side for the music boxes.

JOHNNY GUARNIERI (Savoy)

"Salute to Fats" — FT. "These Foolish Things" — FT.

Re-creating the style of the late Fats Waller, piano pounder Johnny Guarnieri, with an all-star mixed band, dishes out a fine shade of blues for his *Salute to Fats*. The slow blues pattern is introduced by Johnny at the keyboard and then taken up by Lester Young on tenor sax, Billy Butterfield on trumpet and Hank D'Amico on clarinet before returned to the black-and-white savant. The same lads shine in solo spots for *These Foolish Things Remind Me of You*, also taken at a slow tempo.

The hot jazz fiends will go for these sides in a big way, with "Salute to Fats," because of the Waller interest, attracting the most attention on a phono sticker.

FRED WARING (Decca)

"Battle Hymn of the Republic" — FT; V. "The Time Is Now" — FT; V.

The Fred Waring Glee Club, accompanied by the orchestra, turn in a thrilling performance for this plattering. *Battle Hymn of the Republic*, with a solo by Gordon Berger, makes the spine tingle in the singing of the glee club. The patriotic pitch is maintained as well for Waring's original *The Time Is Now*, a spirited and exciting "awake America" marching song.

While these sides are not designed for juke box dinking, locations which shower favor on the patriotic platters will find much in favor in both of these sides.

Cozy Cole (Savoy)

"Ol' Man River" — FT. "Wrap Your Troubles in Dreams" — FT.

Pacing the plattering with his drum beats, Cozy Cole has corralled a mixed crew of swing-bitten stars. In their righteous jamming for Jerome Kern's *Ol' Man River* and the evergreen *Wrap Your Troubles in Dreams*, spotlight the improvisations of Coleman Hawkins on tenor sax, Johnny Guarnieri at the piano and Emmet Berry's trumpet bugling. The Jerome Kern classic is taken at traffic-stopping speed, with Cozy's drumnastics taking the breaks on the last chorus. A lively bounce beat is maintained for the one-time ballad favorite, with all the boys blowing off super-heated notes.

Locations catering to the hot jazz coterie will find plenty of calls for both of these sides.

SULA'S MUSSETTE ORCHESTRA (Continental)

"A Fellow on a Furlough" — FT; VC. "Time Waits for No One" — FT; VC.

Eschewing the polka rhythms for the nonce, Sula's Mussette Orchestra provide the accompanying music for the ballad singing of Don Baker. Both *A Fellow on a Furlough* and *Time Waits for No One* from the movie *Shine On, Harvest Moon* make excellent ballad material for any baritone singing in the romantic mood. However, there is nothing distinctive in Baker's singing of these two songs, and certainly nothing in the mill-run backgrounds provided by Sula's musical aggregation.

Apart from the tune titles themselves, there is little here to hold attention for the juke box fans.

Popular Album Reviews

NEW AMERICAN JAZZ (Capitol)

The long-heralded issue of *New Amer-*

ican Jazz inspired by Dave Dexter, the record label's swingophile, with all the hot men hovering over the West Coast participating, has finally made its appearance. It was last November that Dexter first started to round up the hot men, with a dozen or more men segregating into various combinations, helping to make up this eight-sided package. It's the pure and unadulterated jamming—hardly "new" in the sense that it indicates a new style or a new trend in such improvisations. The jam flows freely enough without much concern over integrating their efforts. Paced by men like Jack Teagarden, Dave Matthews, Barney Bigard, Eddie Miller and Jimmy Noone, the lads all blow away as they feel without being confined to any written or scored notes. Teagarden takes to song for *Casanova's Lament*, a typical race blues, as does Peggy Lee, the former Benny Goodman thrush, for *Ain't Goin' No Place*. Miss Lee also goes in for the finer lyric projection *That Old Feeling*, strongly supported by Stan Wrightsman's celeste in a take-off on her waxed efforts for the Goodman gang. Outstanding is Dave Matthews's tenor saxing in the *Body and Soul* style for Ellington's *In My Solitude*. Remaining four jam patterns take in *Clambake in B-Flat*, *I'm Sorry I Made You Cry*, *Sugar* and *Some Day Sweetheart*.

BING CROSBY—Vol. II (Brunswick)

For the collectors of Crosbyana, Brunswick has packaged eight more Bing Crosbys that date back to 1931. While it's a far cry from the Bing songs of this day, there's plenty of sentimental appeal packed in this album for the host of Crosby fans. Sides are all old favorites, teeing off with his famous theme, *Where the Blue of the Night Meets the Gold of the Day*, and taking in such stand-bys as *Stardust* (with the verse), *Dancing in the Dark*, *Sweet and Lovely*, *I Apologize*, *Many Happy Returns of the Day* and *At Your Command*.

AMERICAN WALTZ MEMORIES (Musicraft)

A string ensemble, marked by harp pickings and a clarinet, all under the direction of radio's Paul Lavelle, gives an overly rich and velvety presentation of the three-quarter-time favorites of an earlier year. Scratched out in salon style, the package takes in such evergreens as *A Kiss in the Dark*, *Wonderful One*, *Remember*, *That Naughty Waltz*, *Missouri Waltz*, *Beautiful Ohio*, *Always* and *Let Me Call You Sweetheart*.

TEXT OF WPB ORDERS

(Continued from page 60)

the manufacture of cast iron boilers is restricted by Order L-187 which merely limits the number that can be made. Accordingly, a person may make experimental models of cast iron boilers within his quota under that order without complying with the limitations of paragraphs (d) and (e). However, if he wants to make experimental models of such boilers outside of his quota, he must comply with those limitations.

(g) How to get priorities assistance for materials for experimental models. Any person needing priorities assistance to get materials for making experimental models may use the V-9 allotment symbol and AA-3 preference rating assigned for that purpose by Preference Rating Order P-43, subject to the terms of that order. However, the priorities assistance provided by Order P-43 may not be used to get any facilities for making experimental models (of the types which could not be made for this regulation) if such facilities would be capital additions.

Issued this 22nd day of July, 1944.

WAR PRODUCTION BOARD,
By J. JOSEPH WHELAN,
Recording Secretary.

(PREFERENCE RATING ORDER P-43,
AS AMENDED JULY 22, 1944)

LABORATORIES
Section 3296.106 Preference Rating Order P-43 is hereby amended in the following respects:

1. Paragraph (a) (1) is amended by placing an asterisk after the word "possessions," and by adding the following footnote at the bottom of the column:

*Laboratories located in Canada may obtain maintenance, repair and operating supplies in the United States under Canadian Order PO5B.

2. The following new paragraph (d-d)

is inserted after paragraph (d):

(d-d) Restrictions on getting materials to make experimental models of products designed primarily for civilian markets.

(1) A laboratory may get, in the manner provided in paragraph (b), controlled materials needed to make experimental models of products designed primarily for civilian markets. A laboratory may get Class A products and other materials and products needed to make such models in the manner provided in paragraphs (c) and (d) respectively, except that an AA-3 preference rating must be used instead of the AA-2 (or AA-1) rating assigned by those paragraphs.

(2) The priorities assistance provided by this order may not be used to get any facilities for making experimental models of the types which could not be made but for Priorities Regulations 23, if such facilities would be capital additions.

(3) Materials obtained under this order for use in making experimental models of the types which could not be made but for Priorities Regulation 23, may be used only in conformity with the restrictions of that regulation.

3. Paragraph (e) (1) is amended by inserting after the word "structures" the following: "needed to carry on scientific or technological investigation, testing, development or experimentation."

4. Paragraph (e) is further amended by deleting the present subparagraph (2) and by adding the following new subparagraphs (2) and (3):

(2) Except as otherwise provided in paragraph (d-d) (2) above, the priorities assistance provided by this order may also be used to get materials for non-experimental construction jobs (other than maintenance and repair) needed to carry on scientific or technological investigation, testing, development or experimentation where the cost of the job does not exceed \$500. (In determining the cost of such a construction job, the laboratory's cost of labor and the cost of any equipment which is being installed to carry on scientific or technological investigation, testing, development or experimentation, may be excluded. No job shall be subdivided for the purpose of coming within the \$500 limit.) Under Order L-41 any such construction job may be carried on without getting permission to begin construction under Order L-41. All other non-experimental construction may be carried on only to the extent permitted under the provision of Order L-41. The term "non-experimental construction," as used in this paragraph, means putting up or altering any sort of a building and the installing of any equipment or fixture, when the purpose of the construction is not to test the building, equipment or fixture or any of its parts.

(3) The priorities assistance provided by this order may be used to get materials for carrying on experimental construction jobs, but such construction may be carried on only to the extent permitted under Order L-41. The term "experimental construction," as used in this paragraph, means putting up or altering any sort of a building and the installing of any equipment or fixture, when the purpose of the construction is to test the building, equipment or fixture or any of its parts.

5. Paragraph (f) (1) is deleted and paragraph (f) (2) is amended to read as follows:

(2) Experimental models which are made with materials obtained under this order may be made only in the minimum number and the minimum size required to determine the suitability of the article for commercial production and use. This does not permit a person to make trial production runs of experimental models. Nor does it permit the making of experimental models which are to be distributed for the purpose of promoting sales or creating a consumer demand for the article.

6. Paragraph (i) is amended in the following respects:

i. The paragraph designation "(1)" and the words "Except as otherwise provided herein," are deleted and the word "nothing" is capitalized.

ii. The word "Specifically" is changed to "For example."

iii. Subparagraph (2) is entirely deleted.

7. Paragraph (k) is amended by changing the semicolon following the words "War Production Board" to a period and by deleting the remainder of the paragraph.

Issued this 22nd day of July, 1944.

WAR PRODUCTION BOARD,
By J. JOSEPH WHELAN,
Recording Secretary.

Few Problems Beset Music Operator

MILWAUKEE, July 29.—While most music ops have been cutting down on locations due to gas, labor and supply shortages, the Novelty Service Company has been expanding for some time in this city.

Some of the big headaches which beset large ops have not touched the Novelty outfit. For example, it's man-power



MIKE RISCHMANN

problem has been a minor one, as the policy which Novelty inaugurated quite a few years ago, while most ops had young servicemen working for them, was to build up a staff of older men with families.

Mike Rischmann heads Novelty Service Company and says, they, like other big ops, have been obliged to dispose of the "far-out" locations since the tire and gas shortage has become acute. Most of the company's spots are in this city with very few outside the city limits. Rischmann has also devised a regular system for servicing all locations. Those that are "slow" are only called on once each two or three weeks while the hot spots are taken care of as often as two and three times each week.

In building up his efficient organization, Rischmann says, that in what he considers the last normal year, 1942, they invested \$20,000 in equipment and are now realizing a good return on that investment. Novelty does not sell jukeboxes for huge profits; instead, they are letting all their machines work for them and figure they are farther ahead in the long run.

All in all, Novelty's policies have been working out well and they are building up good will here for the time when the war will end and when real service will really pay off.

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Move on To Revive National Cigaret Merchandisers' Assn.

Spade work being done on suggested policies to be presented to cig vending assn. reps thruout U. S. . . . Aim to tackle industry problems on national basis

NEW YORK, July 29.—The National Cigarette Merchandisers' Association, which has been dormant due to the war, will be revived in the very near future, Matthew Forbes, managing director of C. M. A., says. Forbes adds that the C. M. A. is now at work on a platform and outline of policies intended to be submitted to reps of cigarette vending associations thruout the United States.

Forbes says that with the advent of the "spot authorization" order effective August 15, plus other straws in the wind, cigarette ops feel that the time has come to start the mechanics of a national cigarette vending body in motion. He points out that inasmuch as groundwork for this body has been laid

some years ago, this has had opportunity to take root and will obviate the necessity for prolonged pioneering.

With post-war problems looming before the cigarette vendors as indeed it is before the entire American economy, the feeling is, Forbes stresses, that for these problems to be solved completely they must be met on a national basis. Attacked locally, he adds, it means only a piecemeal job which often not only falls short of the desired end but frequently is nullified by the action of some association in another part of the country.

"If there was need for a national body before the war, what shall be said when the war is over and such matters as radically re-designed machines, soldiers entering the business probably with federal support and similarly involved situations turn up," Forbes asks.

Forbes makes the point that in the post-war era the average cigarette op will have to know much more about his machines and his stops than he does today. He will have to be a much better merchandiser to survive. He says he is certain that the only way an op can be assured that he will be up to the mark in the vending business of tomorrow is by participating in the exchange of ideas not only thru his local association, but as is planned for the revived national body.

He urges all cigarette ops individually or thru their respective associations to address either him or Jackson Bloom, prexy of the C. M. A., 101 Park Avenue, New York, so that no time be lost in revitalizing the National Cigarette Merchandisers' Association.

WPB Order for New Limitations on Cig And Candy Cartons

WASHINGTON, July 29.—The newly amended form of limitation order L-239 contains regulations on packaging material used for candy bars, cigarettes and some of the other items sold thru vending machines. The amended order was issued July 24, and, due to increased paper shortages, places some additional restrictions on paper boxes.

Among other things, it cuts down the number of styles of boxes that can be used. The section relating to packaging of candy, for the manufacture of set-up candy boxes above certain packages includes about six different styles. In some instances the order bans the making of small candy boxes for holding less than one-half pound of candy. The quantity of the paperboard to be used in the boxes is also specified.

Concerning cigarette boxes, the order says no persons shall manufacture any printed wrappers for 20s, because that type of cigarette packages are heavier than certain specified weights. The cigarette boxes for 20s to 200s sizes is also limited to light-weight cardboard. The order also provides that no cigarette boxes shall be manufactured to hold from 21 to 199 cigarettes.

Candy Industry Tops Bond Quota in 5th War Loan

BALTIMORE, July 29.—I. F. Kartmen, chairman of the Fifth War Loan Drive for the candy industry in this area, announced their industry had more than doubled their quota, collecting \$1,360,000, while the quota set was only \$669,000.

These final figures were hailed as representing the most successful bond drive yet conducted. Until the Fourth War Loan was conducted some months ago, response from the candy industry had been weak but they made such a good showing in it that the \$669,000 quota was decided for the fifth.

OPA Ceiling Prices Stand; Tobacco Marts Stay Closed

ATLANTA, July 29.—Tobacco markets here and in Florida remained closed following OPA refusal to grant an increase of 2 cents per pound on tied and untied flue-cured tobacco used to make cigarettes.

Late last week, Fred M. Vinson, Economic Stabilization Director, announced ceiling prices for the new tobacco season to be 39 cents per pound for untied flue-cured tobacco and 41½ cents per pound for tied flue-cured tobacco.

Southern tobacco men had asked the OPA to grant a ceiling price of 41 and 45½ cents per pound and announced ceilings were rejected by tobacco men.

The Georgia-Florida markets were due to open Monday (31), but a holiday of at least five days was ordered pending outcome of this week's appeal. In the discussion in Washington, the tobacco men have insisted that the markets would not open until they got what they asked for.

Refuse Vinson Offer

Standing by their guns, the group shouted down an offer from Vinson, if they would accept the lower figure, to sign a supplemental order allowing a 1-cent a pound "leeway" on the Georgia-Florida markets, where practically the entire crop is sold loose and ungraded,

to be "balanced off" under the ceilings in the Middle and Old Belt.

Of this new proposal, H. L. Wingate, of the Georgia Farm Bureau, said: "That would do nothing in the world but add confusion to dissatisfaction."

Government officials were reported as feeling no great concern over the threat of delayed openings of later markets, altho they agreed some damage might result to tobacco awaiting sale in the Georgia and Florida auctions.

Wingate, asserting that the fight was not over, said he hoped lines could be reformed to renew the campaign with the support not only of the governors and senators from the flue-cured belt, but with the active co-operation of burley interests. Burley growers and warehousemen were being invited to get into the fight, he said, because of a public statement by E. F. Ragland, head of the OPA tobacco section, that it was his intention, unless otherwise directed, to "roll back" burley prices this season from 45½ to 41 cents.

The present mix-up on ceiling prices, according to Wingate, dates back four or five months ago, when tobacco men asked the OPA to announce ceilings in the eastern belt earlier so that they could get together and not have a turmoil just at the time markets were due to open.

States' governors, senators, representatives, and tobacco officials were outraged when the "low" ceiling prices were made known late last week.

Fight Looms

In announcing the postponement of auction dates, Georgia's Agriculture Commissioner Tom Linder, said: "We'll stay closed. We'll fight it out if it takes all summer." Senator Smith, of South Carolina, declared the ceilings "an outrage and an insult to the flue-cured tobacco growers," and added that unless the growers received satisfactory prices he would ask a joint Senate-House agriculture sub-committee to investigate the OPA's action in setting the prices.

Linder, in a joint statement with Wingate (See OPA CEILING on opposite page)

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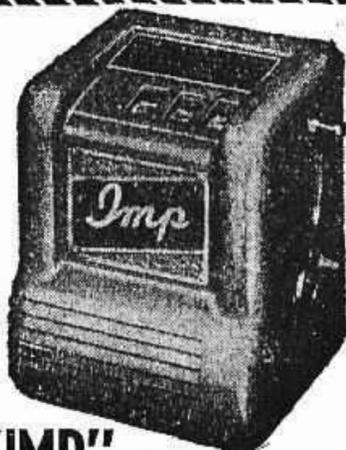
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Arcademen Look to Big Autumn Bowling Season

Alleys become prize locations as millions of bowling fans prepare for fall opening of league competition

CHICAGO, July 29.—Coinmen, particularly in the arcade field, are looking forward to a big fall and winter season as bowling alley proprietors throught the nation are readying their drives for the post-Labor Day start of league competition.

In the larger cities and numerous small towns the bowling alley during the fall and winter months has become a central meeting place.

Recent years have seen ever-increasing crowds frequenting bowling alleys and certain evenings as well as week-ends sees capacity crowds. The purpose of bowling alleys installing arcade equipment is reported to be threefold: (1) Add attractiveness to the establishment; (2) keep waiting bowlers on the premises, and (3) increase the weekly take thru the play of arcade machines.

The newer type of bowling alleys when they were built a few years ago, made provisions for a separate game room in which arcades were installed. Other alleys have built these game rooms when it was seen how popular they had become among their competitors.

Visits to these game rooms in various cities of the United States shows that the usual arcade equipment is used. ray-guns, skee-ball games, pin games, lifters, weighers, etc.

When huge defense areas sprung up in cities large and small, more persons than could be handled were coming to bowling alleys for entertainment. Owners knew that some scheme would have to be devised to keep the patrons on the premises during the time they were "waiting for alleys." In this city there are numerous really large bowling "palaces." On week-ends the wait is as long as two hours for alleys and patrons must be entertained. Some places have even installed bars and juke boxes play an important part in these spots.

When the idea of arcades in bowling alleys was first tried, owners soon found that the take from the machines was almost unbelievable. The larger establishments have reported, in some cases, the profit from the "bowling arcades" pays a goodly percentage of the operating overhead. There is, of course, little if any expense connected with the operation of an arcade in a bowling alley.

The only attention they require is routine servicing and occasionally a trouble shooter is needed to restore a machine which has been mishandled.

According to figures compiled by the American Bowling Congress on last year's play, more persons than ever before are expected to "take-up" the game this year. In one large West Coast city alone more than 4,000,000 persons patronized 60 bowling alleys. Multiply this by the 25 larger cities over the nation and it gives a good picture of the bowling take. Of these millions of people a goodly percentage of them spend a great deal of time in the arcades.

State Supreme Court Says Wholesale Cig Firms Must Pay Fee

MINNEAPOLIS, July 29.—In a test case which reached the State Supreme Court recently, it was ruled that wholesalers of cigs also must obtain local licenses to conduct sales to retailers.

Previously, the State attorney general's office ruled that wholesalers were not required to have license since the law was intended to eliminate the sale of cigs to minors by retailers.

Statute of the law, enacted in 1941, reads in part, as follows: "The governing body of each village, borough and city of any class may, after January 1, 1942, license and regulate the sale of retail cigarettes, cigarette paper or cigarette wrappers." Since each municipality has the police power to license, and sales of cigarettes come under such regulation, wholesalers therefore, are included in the provision of the local ordinance.

The court ruling leaves no other alternative for wholesalers but to seek revision of the State statute, as it was pointed out that the law, as it now stands, would put a heavy penalty on wholesalers serving more than one city or town. Under the interpretation by the high court, each municipality could impose a license fee, regardless of how much biz a wholesaler did in that particular community.

Hoarders Who Empty Cig Mchs Latest Problem

BALTIMORE, July 29.—When chewing gum became scarce on counters, hoarders turned to the penny-gum vender to supply them with the sweets they wanted and as a result venders were emptied almost as soon as they had been serviced.

Ops of cig venders here are experiencing the same difficulties, now that favorite brands no longer are plentiful on counters. Cig vending ops here have charged that consumers are hoarding their favorite brands of cigs by obtaining them from venders, thereby creating a serious cig shortage among the ranks of regular vender customers.

In some locations here, ops have posted notices to the effect that patrons are not to purchase more than one pack of cigs at a time. However, in spite of the steps taken, most venders in Baltimore are emptied soon after they have been filled and ops are unable to keep up with the unusual demand.

Ops here believe that much can be done to provide enough cigs for all concerned if people will not hoard them as, they say, is now being done.

N. Y. Cig Ops Enter Tobacco Jobbing Biz

NEW YORK, July 29.—United Cigarette Service here, operators of cigarette vending machines, has acquired the tobacco jobbing business of Abe Blumberg, 1813 Third Avenue, who has retired from the business. According to Tom Cola, head of United, purchase includes the store plus a cigarette inventory running into several thousand dollars. Purchase price was not disclosed.

Cola says the purchase is part of a post-war program mapped out by United which calls for the firm making a major effort in the tobacco jobbing field. United will also rely on its jobbing source to extend and reinforce its coin machine operation. The enterprise will be under the management of Louis Cola, a brother, and eventually will include five additional brothers now in the armed forces. These are Joseph, John, Angelo, Frank and Arthur Cola.

To Larger Quarters

NEWARK, N. J., July 29.—Asco Vending Machine Exchange and its affiliate, Asco Packing Company, both of which originated in a small store here only a few years ago, recently moved into a two-story building at 238 Murray Street, bought by Al Cohen, owner of both enterprises.

Additional packaging machinery has been acquired for the packing firm which has been located on the main floor and will turn out extra volume of 5 and 10 cent Rainbow Peanuts, an Asco vending brand. The floor above displays the firm's vending machines and also contains offices.

OPA CEILING PRICES

(Continued from opposite page)
gate, said other States in the tobacco belt were expected to keep warehouses closed until adjustment is made by the federal agency.

"We are not striking," Wingate said. "Not one cigarette will be lost. There will be no delay in the war effort. All the tobacco will be saved. We are merely asking for justice."

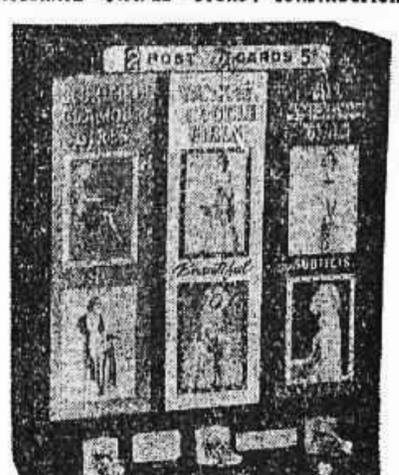
Representative Gibson of Georgia condemned Vinson's decision as "one of the greatest acts of injustice to a worthy people I have ever witnessed," and summed up the entire situation in a few words, when he said:

"Every possible effort was made to explain why they permitted burley in Kentucky to average 45½ cents a pound last season when it is admitted by them that historically it had sold a fraction cheaper than flue-cured, and why they were letting Maryland tobacco bring on an overall average around 48 cents, and cigarette tobacco in Maryland to sell at 62 cents when they demanded that we sell at 39 cents."

One Late Model PHOTOMAT
Seven Late Model PANORAMS
Four CHICKEN SAMS
Two KEENEY AIR RAIDERS
One BALLY RAPID FIRE
One TOKIO GUN (Shoot Your Way to Tokyo)
Plus:
A COMPLETE LINE OF OTHER ARCADE EQUIPMENT
Best Offer Buys — Must Be Cash
Caravella Music Service
618 TERRACE, MEADVILLE, PA.
Phone: Meadville, Pa. 26251

PHOTOMATIC OPERATORS
STOP SHEARING OF PINS.
STOP HALF DARK, HALF LIGHT PICTURES.
STOP JAMMING OF FRAMES AT LENS.
SAVE FRAMES, MECHANIC'S TIME AND CHEMICALS WITH NEW CONVERSION WHICH DROPS FRAMES FLAT.
Send Check or Money Order for \$20.00 for Complete Unit and Simple Instructions for Installation to:
VICTORY AMUSEMENT CO.
88 St. Stephen St., Boston 15, Mass.

GLAMOUR GIRL
2 FOR 5c CARD VENDOR
ACCURATE—SIMPLE—STURDY CONSTRUCTION



(Counter Model Only)

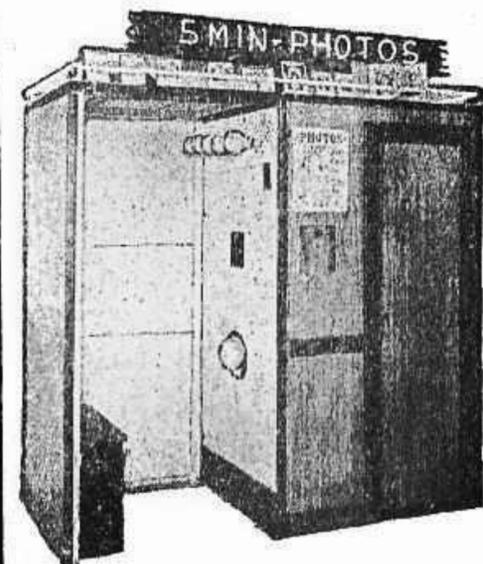
29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE.
Choose any 3 series of Mutoscope Cards to sell through this Vendor, insert the corresponding display (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesman" Mutoscopes ever sold!
ONLY A FEW LEFT! DEAL NO. 1—1 Vendor, with 1000 each All-American Girl, Glorified Glamour Girls and Yankee Doodle Girl cards. Vendor cost only \$60! 3000 cards FREE bring in \$75 selling at 2 for 5c.
1/3 Deposit, Balance C. O. D.
P. O. B. Long Island City, N. Y.

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.

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Wm. Rabkin, President
Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
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LONG ISLAND CITY 1, N. Y.

5 MIN. PHOTOS



We Guarantee to Supply all the Film You Need
FAST PROFITS
Your actual profits: Up to \$500.00 week. (Your supplies cost 5% of gross.)
— FINEST MECHANISM MADE —
STURDY AND SIMPLY MADE BY OUR AIR-CRAFT PARTS FACTORY. Our simplified instructions enable you to teach an inexperienced girl in 15 minutes.
Complete Camera and beautifully finished wired Booth with best fast 2.9 Steinheil Lens in Automatic Ibsor Shutter for 2 1/2 x 2 1/2" photos — \$475.00. (Camera and lens only \$200.00.) (Same price for 1 1/2 x 2", 2 1/2 x 3", 2 1/2 x 3 1/2", 3x4", or 3 1/2 x 5" sizes.)
Same only will take any two above sizes on same machine, \$625.00. (Double Camera and Lens only \$350.00.) 1/2 cash, balance C. O. D. Immediate delivery. All booths shipped set up, ready to operate; however, they are made for fast disassembly.
AMERICAN STAMP & NOVELTY MFG. CO.
Oklahoma City.
(Reference: D. & B.)
We repair Cameras and Lenses. Send for sample of Comic Cards for Photos—sells faster than Frames.

ARCADE EQUIPMENT

A. B. T. SIX GUN RIFLE RANGE, WITH 50,000 PELLETS AND 5,000 CARTRIDGES, COMPLETE	\$3,000.00
ONE LATE MODEL MUTOSCOPE PHOTOMATIC WITH FOUR CASES OF FRAMES	1,250.00
Shoot Your Way to Tokyo, Slightly Used	250.00
Keeney Submarine, Extra Clean	189.50
Floor Sample PERISCOPE	349.50

MUSIC

50 Model #125 Wurlitzer Boxes, 5-10-25c, Excellent Shape, Ea.	\$39.50
4 Model #145 Wurlitzer Steppers, Excellent Shape, Ea.	35.00

Steppers Sold Only With Boxes. One Stepper With 12 Boxes.

WALBOX SALES COMPANY 1713 YOUNG STREET, DALLAS, TEXAS

What Ops Want in New Machines

WPB Experimental Release Spurs Ops' Suggestions

Operators have definite opinions on what they would like to see in post-war equipment, survey shows—expect mfrs. to come up with "revolutionary ideas"

CHICAGO, July 29.—What do operators want in post-war equipment? Following WPB's announcement over the week-end that manufacturers of coin machines along with other industries could start to work developing experimental models for post-war production (see "More Steps Toward Reconversion" on first coin machine page this issue), this question was much discussed in trade circles during the past week. In order to tap operators' "wants" on this subject, *The Billboard* recently queried 500 operators. The response showed that operators have definite opinions on the score and that manufacturers who lend an ear to their suggestions will do much to make the business more profitable and less troublesome. The obvious conclusion drawn from the replies is that operators and the coin machine-minded public expect manufacturers to come up with "revolutionary" post-war machines that will make full use of the progress made in the fields of electrical engineering and electronics since the war began.

Over half of the operators polled gave direct answers and suggestions on the subject of what they want in post-war machines. Other replies had no suggestions to offer or stated they were putting the new equipment problem squarely in the laps of the manufacturers. Suggestions for music equipment led the list with games and "general improvements" about even for second place. Vendors held a slight edge over arcade equipment for third honors and about 40 columnen came thru with ideas for revolutionary equipment.

General Suggestions

Listed in the order of times most mentioned, the following general suggestions popped up most frequently:

1. Better machines giving less service trouble.
2. Higher priced machines to discourage location ownership and "small time" operators.
3. Simpler mechanisms with fewer gadgets.
4. Better materials for parts receiving most wear.
5. Easier access to interior parts of machines.
6. More slug protection.
7. Relief from clogged coin chutes.
8. Fewer new models and higher priced.
9. Protection from cheating on games.
10. Lower prices, so ops can buy more equipment.
11. More flash in games.
12. Less flash in phonos.

Phono Op Wants

In the music field, there ranges a wide variety of opinion on the number of records ops want the post-war boxes to play. Several operators would like to see 40-play mechanisms. One wants a phono offering 100 disks. Several want a machine that will play both sides of a record; yet, a far greater number said smaller phonos with fewer records would make just as much money since five or six "hit" tunes get most of the play. Many reported they would like to see a satisfactory substitute for records such as wire, film and tape boxes. Another wants to see a further development of wired music so that a central studio can serve several counties. Others vote for remote control refinements and improvements.

Among other specific post-war improvements phono ops would like to see are: Phonographs pre-wired for wall boxes so an op can plug in as many as needed; music and speaking equipment that can be installed in the wall of a location;

phonos without plastics or with unbreakable plastics; electric rather than mechanical selectors; lighter weight boxes with greater portability; higher (See *WHAT OPS WANT* on page 69)

More Liquor Holidays in Offing, Senator Predicts

DETROIT, July 29.—Additional "holidays" for the production of beverage alcohol to replenish dwindling whisky stocks, which have been plaguing the coin machine location owners throught the country, are in the offing, according to Senator Furgeson, of Michigan, who was a member of the Senate Committee investigating the national liquor situation, and which brought about the recently decreed August "liquor holiday." It is the contention of Furgeson that a second "holiday" is only two to three months off and this should ease the burden which was expected for locations throught the country just before the seasonal holidays.

Only thru granting of liquor production holidays could the government combat the evil of bootlegging, black market operations and poisoned liquor which in some cases has flooded the Eastern States and caused several deaths, according to the Senator. It is admitted that the liquor production question was a controversial one, highlighted by the WPB and Senator Furgeson's stand against Marvin F. Jones, war food administrator. Senator Furgeson and his committee won out and he is sure that the industry can meet government alcohol demands and at the same time turn aside occasionally from the stress of war needs and produce sufficient gallons for civilian consumption.

The effect of the liquor holiday and "gift" production schedule for civilian consumption in Michigan as well as in other States throught the country will not be felt until the middle of the month, the Senator admitted.

Affects Ration Program

In Michigan the State Liquor Commission reported that the August holiday and any future contemplated holidays invoked will stave off their plans for lengthening the individual State ration period from four to six weeks. When present stocks got so low prior to the granting of the August holiday it was feared that each ration cardholder would be unable to purchase his allotted one quart a month.

This boon to the coin machine location owners of Michigan as well as to resort owners in other States, who felt that one holiday for the production of liquor would not be sufficient to ward off the onslaught of civilian demands, which they would not be able to meet, is heartening to say the least.

Members of the distilling industry report, however, that virtually all of their August production will be used to stretch out the existing whisky stocks in the form of spirits blends—a blend of whisky and straight alcohol.

The prediction is made by Michigan officials alone, that within six months 95 per cent of all brands appearing in Michigan will be spirit blends. This will not be abnormal, it was pointed out tho, as in 1941 when liquor was most plentiful in Michigan, the five most widely sold brands in Michigan were spirit blends.

High-priced straight whiskies have almost disappeared from the shelves in

Detroit, and are available only at bars, and this stock, too, is dwindling. Scotch whiskies are also virtually extinct in Michigan liquor stores, and the supply coming into the country since the advent of "D" day which requires our cargo ships to make direct runs to the Normandy beachhead without making their pre-"D" day stop at Scotland to avoid a "deadhead" trip back to the States, is definitely affected.

First Reports of Federal Tax Beginning To Appear

CHICAGO, July 29.—Coin machine interests were carefully watching the regional office reports on federal revenue collected on coin machines for the fiscal year which ended June 30. The totals for Louisiana and Wisconsin were apparently the first to be made public. The Internal Revenue Bureau in Washington has so vast a job this year in tabulating the tax reports, due to changes in tax laws, that it may be later than usual this year in releasing the tabulation by States of the revenue collected on coin machines for the last fiscal year.

The report on the fiscal tax year will be of unusual interest to the coin machine trade this year because it will be the first full year's report since the increased rates went into effect. The official tabulation on taxes collected for the fiscal year ending June 30, 1943, was issued in October of that year, so it may be some months yet before the current report is available for all the nation. In the meantime, it is expected that regional reports will be released from time to time.

The Internal Revenue collector in New Orleans reported that collections in Louisiana for the past fiscal year reached about \$900,000 and he predicted that for the tax year which began July

Suburban Spots To Be Top Post-War Locations

BOSTON, July 29.—An official State report here reveals what population movements may do to future placing of coin machines. The report, in listing the farm trends in the State, revealed that there are 18,000 full-time and 13,000 part-time farms now.

The part-time farmers are following the ways of best transportation and may make the suburban stores the choice locations of the future. It is well known that as suburban areas grow, there is also an increase in retail establishments and usually these are smaller than those within the city limits. The downtown locations will always cater to larger traffic but operators have learned long ago that the suburban locations also make good money.

This movement to part-time farms began during the depression, but slowed down from 1939 to 1942, and now is reaching a new high. It means that many people are continuing at industrial jobs but also want country living. Due to industrial employment, it means also that masses of the people have more money to spend. Transportation and good highways is the key to the movement and it is known to be spreading in many States, as well as in Massachusetts.

the district will collect more than \$1,000,000. The coin machine trade in Louisiana paid \$441,203 in federal revenue for the fiscal year ending June 30, 1943.

Federal tax collections in Wisconsin for the tax year ending June 30, 1944, reached a total of \$1,288,850. For the fiscal year ending June 30, 1943, the total paid by the coin machine trade was \$847,169.

Thus, the first two States from which reports are available, the total collections show increases for the past tax year, during which time the increased rate on gaming devices was in effect, as compared with the previous fiscal year. Also, the tax on juke boxes was in effect during the tax year ending last June 30, but was not in effect during the year ending June 30, 1943.

Alabama City Taxes Cigs

MONTGOMERY, Ala., July 29.—A two-cent-per-package city tax on cigarettes has been passed by the city council and will go into effect August 15. Funds from the new tax will be used to build and equip two parks for children.

Over the Top!

NEW YORK, July 29.—Final check-up of the Fifth War Loan Drive at the International Mutoscope Reel Company here, showed that employees of the firm bought \$40,000 in bonds in addition to the regular 10 per cent pay roll deductions each week.

Ninety-five per cent of the employees are subscribers to the pay roll allotment plan and subscriptions amount to more than 10 per cent of the gross earnings of all employees.

PHONOGRAPHS AND SUPPLIES

Guaranteed by your

AUTHORIZED SEEBURG DISTRIBUTOR

MASTER ROCKOLA	\$325.00	SEEBURG CLASSIC	\$365.00
DELUXE ROCKOLA	295.00	WURLITZER 500	375.00
SEEBURG GEMS	275.00	WURLITZER 500-A	385.00
SEEBURG CASINO	275.00	WURLITZER 616 (Remodeled)	165.00
SEEBURG REX	185.00	WURLITZER 24	215.00
		WURLITZER 61 and Stand.	\$125.00

WALL BOXES

WS-10Z ...	\$47.50	WS-5Z ...	\$29.50	USR-2	\$65.00
GSR-1	\$49.50	UES-S	\$29.50		

1/3 deposit with order, balance C. O. D.

EACH MACHINE CHECKED BY FACTORY TRAINED MECHANICS

READY FOR LOCATION

A Complete Line of Remote Equipment
TUBES, RUBBER CORD, NEEDLES, CASTERS, WRAPPERS,
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**PRICED LOW!
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**ALL RECONDITIONED—
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- CHICAGO COIN HOCKEY .. \$189.50
- ACE BOMBER 279.50
- SEEBURG JAP GUN..... 139.50
- WESTERN BASEBALL 49.50
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- LUCKY LUCRE PAYOUT.... 199.50
- BAKERS PACERS, 5c, D. D.. 269.50

**SOUTHERN
AUTOMATIC MUSIC CO.**

**"THE HOUSE
THAT CONFIDENCE BUILT"**
542 S. SECOND STREET
LOUISVILLE 2, KY.

531 N. Capital Ave., Indianapolis 4, Ind.
312 W. Seventh St., Cincinnati 2, Ohio.
425 Broad Street, Nashville 3, Tenn.

WHAT OPS WANT

(Continued from page 68)
fidelity with lower volume; 30-wire re-
mote control; adapters on all phonos;
universal remote-control system; models
occupying smaller floor space; a univer-
sal coin chute that will take nickels,
dimes and quarters in the same slot to
be separated inside the machine, and a
quality mechanism in small steel cabin-
et for 30-wire box operation, mounted
on rollers, with easy access on all sides.

Game Operators Speak
Further development of the free play
or "re-play" feature is desired by pin
game operators, along with a playing
principle to replace bumpers. Dozens
of requests were made for arcade-style
equipment to be operated in regular lo-
cations. A great many operators want
games simplified so that players can un-
derstand them more quickly and reduce
maintenance problems. In fact, some
ops expressed a longing for the return
of the plain pin game principles without
back glass or scoreboards. A number
want unnecessary relay or contact
switches eliminated.

Other features ops would like to see
in post-war games are drop coin chutes
instead of the push-in style; improved
method of locking leg adjustments and
cheat-proof and slug-proof features.
Some mentioned that award mediums
are too tight and should give players
more of a break. Many pointed out that
a great boon to the operator would be
standardization of pin game parts so
that they would be interchangeable on
all machines.

Counter games evoked many sugges-
tions, particularly on ways to design
them so that they would not fall into
the \$100 tax bracket which took thou-
sands of penny counter games out of
operation.

Arcade Needs
"More action—more skill—more novel-
ty" sums up operator opinion in the
arcade field. Ops pointed out that ar-
cade patrons tire of the same equip-
ment and new ideas must be introduced
to keep earnings up.

In particular, many arcade ops stated
something must be found to replace pin
games and shooting devices in the fu-
ture even thos they are getting good
play today. The demand is heavy for
equipment that will test intelligence,
ability, skill, strength, memory, etc.

Vender Desires
Vending machine operators generally
would like to see machines of larger
capacity with further mechanical im-
provements and refinements that would
reduce service calls. Improved slug
detection and non-clogging coin chutes
got most votes along with easier access
to interior parts and mechanism to
facilitate repair and adjustment.

Some of the machines which vending
men would like to see introduced includ-
ed ice cream bar venders; refrigerated
candy bar machines; combination cig-
arette, candy and gum vending ma-
chines; candy cabinets with 5, 10 and 25
cent selections; more rugged vending
machines for factory installations; selec-
tive bottle and cup drink venders of
larger capacity.

New Machine Ideas
Of the suggestions for totally new
equipment, television received the most
mentions. One of the tele-minded ops
wants a "combination phonograph and
television machine to be operated with
nickels for records and 10-cent play for
tele." Variations of present movie ma-
chines were suggested, too. A large
number of ops said they wanted a
nickel-play, selective movie machine
with a sound track. Some suggested a
nickel slot for the music only and a dime
play for both music and the pic. All
favor selectivity and most votes were
for 20 selections. Film-phonos using
film sound tracks were mentioned by a
number of operators.

Several operators mentioned that they
were working on new ideas for coin-
operated equipment. Several stated
their ideas had been accepted by manu-
facturers for post-war production. A
few want to bring out their own ma-
chines. A number hinted that they had
something "hot in the works" but with-
held information on their ideas as they
intend presenting them to manufac-
turers.

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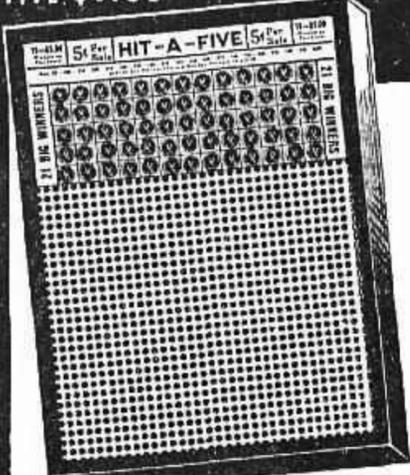
FIVE BALL PIN GAMES		SLOTS	
A. B. C. BOWLER.....	\$42.50	Reconditioned ★ Repainted ★ Club	
BARRAGE		Handles and Knee Action	
GOLD STARS		25c MILLS BLUE FRONT..	\$345.00
METRO		10c MILLS BLUE FRONT	245.00
PURSUIT	\$39.50	5c MILLS BLUE FRONT	225.00
SNAPPY		10c MILLS CHROME...	375.00
SKYLINE		10c MILLS BROWN	
WILD FIRE		FRONT	275.00
HI-BOY	\$54.50	5c MILLS BROWN	
HI-HAT		FRONT	250.00
HOROSCOPE		10c WATLING ROLATOP	125.00
BIG PARADE	\$110.00	10c JENNINGS FOUR	
KNOCKOUT		STAR CHIEF.....	159.50
SARA SUZY		5c PACE BANTAM....	44.50
SPARKY	\$29.50	5c PACE COMET	84.50
COWBOY		5c MILLS YELLOW	
GLAMOUR		FRONTS	169.50
BRITE SPOT		ONE BALL PAYOUT MACHINES	
SEVEN UP	\$54.50	TURF KINGS	\$485.00
SLUGGER		JOCKEY CLUBS	
SOUTH PAW		KENTUCKYS	\$375.00
SPOT POOL	\$62.50	SANTA ANITAS	300.00
SPOT-A-CARD		WINNING TICKET....	79.50
TEXAS MUSTANG		KLONDIKE★STABLES★	
MUSIC		ACROSS THE BOARD★	49.50
MILLSTRONE OF MUSIC	\$225.00	JUMBO PARADES.....	124.50
WRITE★WRITE★WRITE		SARATOGAS	84.50
For items not listed. We have		TRIPLE ENTRY.....	125.00
Arcade Equipment and items that		RAPID FIRE.....	200.00
you may want at prices that will		1/3 Deposit, Balance Sight Draft	
satisfy you.		F. O. B. Minneapolis.	
PHILLIPS SALES COMPANY			
1624 CHICAGO AVENUE		MINNEAPOLIS 4, MINNESOTA	

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FAST PLAY!**

★ Quick Sellout Means
VOLUME PROFITS

TEN \$5.00 WINNERS
FIFTY \$1.00



Net Price \$2.78
This board a SUPER THICK with 65
sewed seals
1184 Holes—Average Profit \$25.60

Write for COMPLETE PRICE ON FULL
LINE OF FASTEST SELLING BOARDS
TIP BOOKS—JAR GAMES

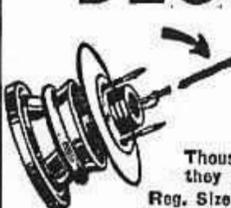
LC SALES CO.
855 PEARL STREET
BEAUMONT, TEXAS

FOR SALE

Four Brand New Columbia Gold Awards, used only
one week, \$100.00 each; 8 Blue and Gold Vest
Pockets, \$42.50 each; 1 Green Vest Pocket, \$30.00.

CHAS. R. BYRD, P. O. Box #895,
1208 Cadrow Ave., High Point, N. C.
Ref.: Wacovia Bank & Trust Co.

BLOCK SPECIALS!!!



**PIN BALL
BUMPER STEM
REPAIR SLEEVE**

Thousands in use because
they end bumper trouble!
Reg. Size, \$2.75. Pkg. of 25.
Spec. Size, \$3.00 Pkg. of 20.

MAPLE SKEE BALLS

3 1/8" for 14" Alloys,
Polished, Each 55c; per
100\$52.00

2 3/4" for 9" Alloys, Each
45c; per 100...\$35.00

2 1/2" for Playballs and
Roll-In-the-Barrel, Each
45c; per 100...\$35.00

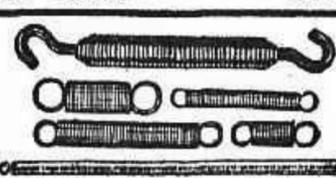
Send for Complete Catalog of
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**SEEBURG RUBBER PICK-UP
HEAD DAMPER BLOCKS**

2 to Set, 6 Sets for \$1.00
100 Sets - - - - - \$12.50

**WURLITZER RUBBER PICK-UP
HEAD DAMPER BLOCKS**

16 Pieces for \$1.00
100 Pieces - - - - - \$5.50



Slot Machine Spring Assortment
17 SPRINGS . . . \$2.50

BLOCK MARBLE CO. 1527 FAIRMOUNT AVE.,
PHILADELPHIA 30, PA.

GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

GET 'EM WHILE THEY'RE HOT!

Wurlitzer '42 24	\$425.00	Seeburg Wireless Console with	
Wurlitzer 600K	375.00	Transmitter	\$195.00
Wurlitzer 850	675.00	Seeburg Gem in 1942 Victory Cab.	439.50
Wurlitzer 71 Counter Model	149.50	Seeburg Rex, R.C., Metal Cabinet ..	235.00
Wurlitzer 616	119.50	Seeburg Gem, R.C., Metal Cabinet ..	285.00
Wurlitzer 312	84.50	Seeburg Rex, 3-Wire Celler Job	249.50
Wurlitzer 600R	309.50	Seeburg Hi Tone 8800, ES	499.50
Wurlitzer 500K, Rebuilt	395.00	Seeburg Hi Tone 8800, ESRC	549.50
Wurlitzer 24	210.00	Rock-Ola Super with Adapter	375.00
Wurlitzer 24, Buckley System, Celler		Seeburg Baromatic 3-Wire	42.50
Job	187.50	Seeburg Bargmatic Wireless	45.00
Rock-Ola De Luxe Dial-a-Tone Hd.	325.00	Seeburg Wafomatics, Wireless, 24 Sol.	32.50
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Glasses for the Following:

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"Commodore" revamped into "Sailorettes"	"Triumph" revamped into "Starlight"
"Drum Major" revamped into "Parade Leader"	"Bally Reserve" revamped into "Anti-Aircraft"
"Follies '40" revamped into "Scandals"	"Exhibit Leader" revamped into "Combat"
"Home Run '40" revamped into "Triple Play"	"Exhibit Stars" revamped into "Sweethearts"
"Jolly" revamped into "Poacherino"	"Exhibit Zombie" revamped into "Tropic"

We Have Plastic Bumpers, 75c Each
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A Spare Universal
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616, 24, 500, 600, 700, 800,
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We rewind and overhaul all motors for Bally and Seeburg Guns and all types of Phonograph motors. Prompt 10-day service. Try us. All workmanship is FULLY GUARANTEED! Send your motors to us Railway Express prepaid **\$7.50** TODAY!

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Size	Case Contains	Price Per Case
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If you want to buy, sell or exchange any machine that operates with a coin consult us. Our experience is very extensive. We know practically every operator from Maine to Maryland. Our knowledge and experience can be of real mutual benefit.

Send us your complete list of what you need or want to dispose of and you shall hear from us immediately. Routes of all kinds of coin operated machines wanted. No route is too big or too small. We have the buyers. Send us full particulars.

TERMS: Immediate shipment F. O. B. New York. Full cash with all orders for \$10.00 or less. Otherwise 1/3 Deposit, Balance C. O. D., Shipments made by Railway Express unless otherwise instructed by you.

Recall Panoram Girl? Now in Pix

CHICAGO, July 29.—Coinmen who attended the premiere of the Panoram which Mills Industries tossed at the Waldorf-Astoria, New York, some years back will remember "Sixteen Rogers" the official hostess for the affair. Those who've seen *Cover Girl*, pic starring Rita Hayworth, are seeing Sixteen again—only her new name is Betty Jane Hess.

Another Mills model brought out by Jim Mangan, who is reported Hollywood bound, is Elaine Langdon who manned the Mills booth at the recent *Chicago Tribune's* War Industries Show.

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**110V 25 Cycle AC
Equipment of Any Kind**

**Free Play Tables
Free Play Consoles
Diggers
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Arcade Equipment**

**Must be Universal or 25
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condition.**

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5 BALL FREE PLAY PIN GAMES

3 Bola Way\$ 65.00 ea.
1 Star Attraction 70.00
2 Big Chief 50.00 ea.
1 Gun Club 70.00
2 Band Wagon 40.00 ea.
1 Big Time 35.00
1 Sparky 30.00
1 Air Force 85.00
1 Home Run, '42 85.00
1 5-10-20 135.00
1 Sporty 35.00

All guaranteed to be in A-1 condition.

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AUTOMATIC BLACK JACK

Equipped with 5 automatic reels. Player inserts 1¢, 5¢ or 10¢ and machine automatically deals 2 cards in Nos. 1 and 2 windows. Player then can "draw" one or two cards in windows Nos. 3 and 4 by pressing buttons which release shutters. Hand held by "House" is revealed by pressing button under window No. 5 which releases shutter. Brand new in original cartons. Size 9x7x7 in. Wt. 10 lbs. Each **\$19.50**

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3 Seeburg 8800's, ESRC, Each 595.00
1 Seeburg 9800, ESRC, Walnut 625.00
1 Rockola Imperial 20, Hideaway Buckley Remoted 185.00
1 Seeburg Casino 350.00
3 Wurlitzer 616's, Each 139.50
1 Wurlitzer Victory Model, RC 495.00
2 Wurlitzer Victory Models, Each 450.00
1 Mills Do Re Mi 85.00
10 A.M.I. Singing Towers, Each 295.00
6 Seeburg Wireless Organ Speakers, Each 35.00

CONSOLES

10 Keeney Kentucky Clubs, Each\$125.00
1 '38 Track Times 125.00
3 Jumbo Parades, Free Plays, Each 95.00
2 High Hands, Combinations, Each 175.00
1 Pace Saratoga, Combinations, Ea. 165.00
1 Pace Saratoga, P.O. 125.00
2 Big Tops, P.O., Each 95.00
4 Beulah Parks, P.O., Each 110.00
2 Black Paces Races, Each 125.00
1 Silver Moon, F.P. 110.00
1 Mills Rio 65.00
1 Galloping Dominoes, Late Head 175.00
1 Galloping Dominoe, Early 95.00
2 Bally Club Bells, Each 235.00

ARCADE EQUIPMENT AND SCALES

1 Periscope\$395.00
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2 Rapid Fires, Each 215.00
1 Western Baseball 85.00
1 Palm of the Hand Card Vendor 40.00
1 Color of Eyes, Card Vendor 40.00
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2 Texas Leaguers, Each 40.00
1 Early Model Photomatic 850.00
1 Evans Barrel Roll 125.00
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1 Zombie 55.00	1 Wings 35.00
2 Triumphs, Ea. 25.00	1 Score Champ 35.00
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1 Crossline 49.50	3 Gun Clubs, Ea. 65.00
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6 '41 Model Evans Galloping Dominos, 2-Tone Cabinet, Like New.	Each\$450.00
2 Paces Reels, Cash Pay.	Each 85.00
1 Walling 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

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30 Mills Brown Fronts, 25c. Each\$350.00	25 Mills Blue Fronts, 25c. Each\$325.00
10 Mills Brown Fronts, 10c. Each 300.00	10 Mills Blue Fronts, 10c. Each 275.00
10 Mills Brown Fronts, 5c. Each 275.00	10 Mills Blue Fronts, 5c. Each 250.00

The above Brown Fronts and Blue Fronts have knee action stops, new drill proofed cabinets and club handles, refinished with baked wrinkle 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.

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- Wurlitzer 500
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- Seeburg Colonel ES
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- Seeburg Classic
- Seeburg K-20
- Wurlitzer Victory Model
- Seeburg Colonel ES-RC
- Seeburg O20 M
- Seeburg Cadet RE
- Seeburg Vogue ES-RC
- Seeburg Plaza

• Bar-o-Matics and Wall-o-Matics

Many other models not listed. WRITE, WIRE, PHONE OR STOP IN TO SEE US FOR COMPLETE INFORMATION. WE CAN FILL YOUR NEEDS IF YOU ACT AT ONCE.

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 - 3 Mills Roman Head, 5c, D. J. P., Spec. Gold Award.
 - 1 Mills Roman Head, 10c, D. J. P., Spec. Gold Award.
 - 3 Mills Blue Fronts, 5c, D. J. P., Spec. Gold Award.
 - 2 Mills Blue Fronts, 10c, D. J. P., Spec. Gold Award.
 - 4 Pace Bantam, 5c, D. J. P.
 - 1 Pace Bantam, 1c, D. J. P.
 - 16 Pace Comets, 5c, D. J. P.
 - 2 Pace Comets, 10c, D. J. P., 3-5 P. O.
 - 1 Mills 5c D. J. P.
 - 3 Jenning 5c D. J. P.
- All Above Machines in Storage Four Years. As One Lot to Highest Bidder Preferred. Write

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Jumbo Parade, F.P. \$ 72.50
Bakers Pacers (Daily Double and Jack Pot) 249.50
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5 Jumbo Parades, Brand New @ (Ea.) 135.00
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50¢ Blue Front, Crackle Finish, C.H. K.A., Like New, Serial Over 420,000. Write 99.50
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CIGARETTE MACHINES
That Cannot Be Told From New. Some Never on Location.
DuGrenier Champion, 11 Col. \$ 99.50
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U-Need-A-Pak, E Model, Like New, 15 Col. 62.50
U-Need-A-Pak, E Model, Like New, 10 Col. 57.50
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Rowe Royal, 10 Col. 69.50
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1 Safe Cabinet for Two Machines. 49.50
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Seeburg Crown 310.00
Seeburg Rex 175.00
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Mills Empress 325.00
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Rock-Ola Wall Boxes, 5 Wire 32.50
Rock-Ola Bar Boxes, 5 Wire 32.50
Rock-Ola Corner Speaker, Organ Type. 60.00
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One Coin Counting Machine. Will count from pennies to halves. Complete with handy case. Guaranteed Write
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Attention \$54.50 Roller Derby \$29.50
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Land Slide 32.50 Sport Parade 34.50
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All Machines Guaranteed To Be in A-1 Condition
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MEYERS COIN MACHINE CO.
232 Water Street, Baraboo, Wisconsin
Phone 424

Post-War Mfg. Site Bought By W. Blatt

NEW YORK, July 29.—Wille Blatt, head of Supreme Enterprises at 557 Rogers Avenue, Brooklyn, and long known as an Eastern distrib, has acquired a one-story building at 46-10 Church Avenue, Brooklyn, which he plans to use as a manufacturing headquarters after the war.
Blatt says 8,000 square feet are available at these premises which, he adds, will be devoted to production of such equipment as bowling alleys, guns and similar arcade merchandise. Working models of future output have been made up, according to Blatt.
Irving Kaye, who has had all-around experience with coin machines, will supervise Blatt's post-war venture.

A CARLOAD OF GOOD EQUIPMENT

4 Jockey Club @ \$550.00
2 Turf Kings @ 550.00
3 Long Acres @ 625.00
2 4 Bells in New Cabinets @ 775.00
1 3 Bell, 1-10c, 2-25c 1359.00
1 3 Bell, 1-10c, 2-5c 1200.00
1 Paces Reels, 5c, Rail 65.00
2 Bob Tails, 5c @ 125.00
2 Silver Moon, 5c @ 110.00
1 Silver Moon Totalizer, 5c 110.00
2 Bob Tail Totalizer, 5c @ 110.00
1 Pace 2-4-10c 45.00
1 Pace 2-4-5c 40.00
3 Pace 5 Star, 3/5, 5c @ 75.00
1 Pace 5 Star, 3/5, 25c 150.00
2 Mills Cherry Bell, 5c @ 200.00
1 Jennings Silver Chief, 5c 200.00
1 Jennings Club Special, 1 25c 325.00
10 Gold Award Columbia @ 55.00
1 Jennings Cigarette 65.00
1 Evans Ten Strike 45.00
2 Chicken Sams @ 100.00
3 Shoot the Jap @ 120.00
1 Mills Safe, Single 42.50
1 Mills Safe, Double 75.00
1 Jennings Safe, Double 75.00
1 71 Wurlitzer Stand 15.00
1 '41 Wurlitzer Stand 18.00
1 Columbia Stand 12.50
6 Mills & Jennings Square Stands @ 12.50
1 P.A. with Mike & Outdoor Speaker 125.00
1 Spray Paint Gun, 1 Qt., with Motor and Compressor 45.00
1 Empress 275.00
3 Thrones @ 225.00
1 Mills 12 Record Rotary Type 35.00
1 Rockola 12 Record, 32 Vat. with Vifroter 100.00
1 Rockola 12 Record 75.00
Discount if all sold to one party.
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ANNANDALE, MINN.

WONDERFUL BUYS!

Wurlitzer 616 \$119.50
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Wurlitzer 600R 310.00
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Rock-Ola DeLuxe 315.00
Rock-Ola Master 319.50
Rock-Ola Standard 319.50
Seeburg Hi Tone, 8800, ES 499.50
Seeburg Hi Tone, ESRC 549.50
Seeburg Victory Hi Tone Model. 425.00
Mills Empress 255.00
Seeburg Wollomatic Boxes, 24 Sel. 32.50
Seeburg Strollers, 20 Sel.
Wireless Boxes 29.50
Wurlitzer #320 Sweet Music Boxes 25.00
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1000 5¢ J.P. Swing Low Avr. 27.50 1.79
800 5¢ J.P. Seven-Eleven Avr. 19.75 1.80
1184 5¢ Jumbo Bingo Def. 20.70 1.92
1000 5¢ J.P. Jumbo Ten Big Fins 25.20 2.25
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10¢ 275.00 10¢ 450.00 10¢ 400.00
25¢ 325.00 25¢ 500.00 25¢ 400.00
50¢ Handload 800.00 50¢ 750.00
MILLS BUYS
1¢ Refinished Gold Giltter Q.T. \$ 39.50
5¢ Refinished Gold Giltter Q.T. 75.00
1 5¢ Original Gold Giltter Q.T. 125.00
2 10¢ Original Gold Giltter Q.T. 150.00
1 25¢ Blue Q.T., Like New 175.00
5¢ Vest Pocket Chrome 60.00
5¢ Bonus 3-5 K.A.C.H. 250.00
10¢ Bonus 3-5 K.A.C.H. 300.00
10¢ Blue Front, #461279, D.P., C.H.K.A. \$350.00
25¢ Blue Front, #456865, D.P., C.H.K.A. 400.00
10¢ Brown Front, Drillprf, K.A.C.H. 300.00
3 5¢ Original Chromes 400.00
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25¢ Cherry Bell, Drillproof, Knee Action, Club Handle 425.00
50¢ Gold Chrome Handload, 3-5 800.00

JENNINGS CHIEFS

1¢ Club Special \$100.00 5¢ Century, 2-4 \$80.00 25¢ Century, 2-4 \$100.00
10¢ One Star 125.00 1¢ Redskin 125.00 5¢ Redskin 175.00
PACE COMETS WATLING ROL-A-TOPS CAILLE
5¢ Deluxe S.P. \$99.50 5¢ 3-5 Payout \$ 85.00 5¢ DJ, 2-4, PO, Red \$50.00
5¢ All Star 85.00 10¢ 3-5 Payout 95.00 10¢ D.J., 2-5 Payout 60.00
10¢ All Star 95.00 25¢ 3-5 Payout 175.00 25¢ S.J., 2-4 Payout 40.00

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Wollomatic \$35.00 Wurlitzer 30 Wire Box \$24.00
5¢-10¢-25¢ Baromatic 47.50 1 Packard Box 32.50
CONSOLES—PAYTABLES
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Turf King 550.00 Royal Draw 125.00
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Race King 275.00 Lucky Lucre, Late Head 275.00
Jennings Goodluck 69.50 Saratoga, Rails Skillfield 135.00
Saratoga Automatic Payout 85.00 Paces Reels, Rails 135.00
'38 Trak Time 75.00 New Q.T. Box Stands 19.50
'38 Skill Time 75.00 Refinished Slot Box Stands, Blue or Br. 15.00
'39 Bangtails, Late Head 149.50 Jack In Box Safe Stands, Like Now 75.00
Paces Races, Black 85.00 New Mills Box Stands 25.00

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AUTOMATIC COIN SAYS BUY MORE BONDS!

Knee Action for Mills. Set of 3 \$7.50
Small Idler Pinion Gears for Mills Clocks 2.50 Ea.
Main Clock Gears for Mills, with Attachments 3.50
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5¢ Jackpots for Mills \$22.50
Standard Handles for Mills 2.00
Club Handles for Mills 4.50
Jackpot Glasses for Mills 1.25
Reel Glasses for Mills .50
Escalator Glasses for Mills .50
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Set of 5 Four Bell Glasses for Mills 12.50
Glass for Mills 3 Bells 17.50
Spring Kit (55 Springs) for Mills 9.75
Plastics for Rock-Ola '39, '40 Models, Top Corners, Lower Sides, Ea. \$12.75
Plastics for Seeburg 1941, 1942 Models, Lower Sides, Each 14.50
Sheet Plastics, 20x50, Red 12.50
New Locks for Pin Balls .65
5, 10, 15 Amp. Fuses, Ea. .04
Bulbs, No. 40-44-46-47-81, 1456-1458, Ea. .07
Cash Boxes for Mills 2.00
Reel Stops for Super Bells .40
Mills Panoram \$389.50
Evans 1941 Lucky Lucre 269.50
Evans Rolette Jr. 79.50
Evans '41 Galloping Dominoes 375.00
Evans '40 Galloping Dominoes, JP 315.00
Jenn. Fast Time P.O., Numbered Reels 79.50
Keeney Submarine 194.50
Mutoscope Sky Fighter 399.50
Ohkoken Sam (Jap) 159.50
Mills 1-2-3, P.O., Fact. Rebt. 179.50
Mills 1-2-3, F.P. 59.50
Seeburg Rayolite \$ 89.50
Jenn. 5¢ Silver Chief 219.50
Mills 5¢ Blue Front 225.00
Mills F.P. Jumbo 129.50
Jenn. Silver Moon Totalizer 129.50
SEEBURG PLASTIC WALL-O-MATICS
5¢ Play - - - - -Ea. \$37.50

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Keeney's Four-Way Super Bell, 3-5c, 1-25c Slot (Factory Re-built & Refinished) Write
Paces Saratoga, C.P., Late Model \$ 99.50 & Up
Mills Jumbo Parade, High Head, C.P. 99.50 & Up
Watling Big Game, High Hand, C.P. 89.50 & Up
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Jennings Fast Time, C.P. 99.50
Galloping Dominoe 325.00 & Up
Jennings Multiple Slot Liberty Bell 59.50
Jennings Multiple Racer 59.50
Keeney's Kentucky Club 59.50
Jennings Silver Moon, C.P. 122.50
Jennings Silver Moon, 25c, C.P. 169.50
Rolletto, Jr. \$227.50
Paces Spinning Reels, C.P. 117.50
SLOTS
Mills Blue Fronts, 5c \$169.50 & Up
Mills Blue Front, 10c 210.00 & Up
Mills Blue Front, 25c 299.50 & Up
Mills Cherry Bell, 5c 225.00
Mills Cherry Bell, 10c 249.50
Mills Cherry Bell, 25c 325.00
Jennings Airplane Silver Chief, 25c 289.50
Jennings Chief, 10c 179.50
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ALL ABOVE SLOTS HAVE BEEN REFINISHED AND RECONDITIONED
SLOTS OVERHAULED AND REFINISHED FOR \$35.00 EACH
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6SC7 METAL TUBES (OPA CEILING PRICE) \$1.30 EACH
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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.

LIKE NEW Used Less Than 30 Days
One Tokyo Raider converted from Muto-scope Drive Mobile.
One Periscope (New) \$345.00 Ea. Latest Submarine Hit.
F. O. B. Miami, Fla.
BRUNSWICK-BOWLAND
222 N. E. 13th St. Miami 36, Fla.

NATIONAL VALUES—PHONOGRAPHS

Table listing various phonograph models and their prices, including Rock-Ola Supers, Rock-Ola Master, and Wurlitzer Victory Model.

CONSOLES AND 1-BALL FREE PLAYS

Table listing console and 1-ball free play machines and their prices, including Pimlico, '41 Derby, and Club Trophy.

Large table listing various amusement machines and their prices, including Midway, New, Big Parade, 4 Aces, and many others.

ARCADE EQUIPMENT

Table listing arcade equipment items and their prices, including Shoot the Bull, Anti-Aircraft, and ABT Target.

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

COIN MACHINE MEN AND ARCADE MERCHANTS

Table listing various coin machine and arcade merchant items and their prices, including Radio Rifle, 750 Watt Projection Globes, and many others.

We Carry a Complete Line of Five-Ball Freeplays Automatics, Arcade Equipment and All Types of Machines for the Coin Industry.

1/3 Deposit With Orders, Balance C. O. D. or Sight Draft.

SOUTHWESTERN VENDING MACHINE CO.

2833 West Pico Blvd. Los Angeles 6, Calif. Phone: ROchester 1421

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.

NOW! Lights go on automatically with insertion of coin for each selection played.

SAM MAY INDUSTRIES

2000 N. Oakley Ave. Humboldt 5497 Chicago 47, Ill.

ARCADE EQUIPMENT—FOR IMMEDIATE DELIVERY!

Table listing arcade equipment items for immediate delivery and their prices, including Chicago Coin All Star Hockey, Keeney Anti-Aircraft Guns, and many others.

1/3 DEPOSIT, BALANCE C. O. D., F. O. B. BROOKLYN.

FRANK MARCUS

299 EAST 46TH STREET BROOKLYN, NEW YORK

Distb Comes to Aid Of Sailor by Offer Of Three Pin Games

CHICAGO, July 29.—Thru The Billboard, the appeal of a sailor for amusement machines to be used by his shipmates aboard the aircraft carrier Ticonderoga, received prompt action from Ben Axelrod, Olive Novelty Company, St. Louis.

Axelrod reports his company has already written Yeoman John Helquist, c/o United States Fleet Post Office, offering three pin games.

In the July 29 issue of The Billboard, Helquist's letter asking for contributions of amusement equipment, was published. Axelrod says all that is necessary now is for the seaman to indicate the place he wants the games shipped and that Olive will send them immediately.

Yeoman Helquist had been appointed by his commanding officer to take charge of equipping a recreation room for enlisted men aboard the warship, and any other column interested in supplying amusement equipment can address: John Helquist, Y2/c USNR, c/o Fleet Post Office, New York, N. Y.

1 Evans Tommy Gun...\$149.50 or Best Offer

- 1 Chicago Coin Hockey...\$199.50
1 DeLuxe Midget Skee-ball, 6 ft., never used... 199.50
1 Target Roll, 9 ft... 139.50
1 Keeney Air Raider... 219.50
1 Keeney Submarine... 149.50
10 Radio Air Rifles... 89.50
Lots of 3 or more... 79.50

100 Bally Streamline Pop Corn Machines, reconditioned, marbled, with new improved coin chutes. Best reasonable offer takes any part or all.

2 Early Model Mutoscope Photomatics, reconditioned and refinished inside and out, 15c play, with outside floodlights. 1 machine complete except lens shutter for camera. Sacrifice 1 machine for \$650 or both for \$1,000, or first best cash offer.

CARDBOARD PHOTOFRAMES, \$22.50 per 1,000; 5000 lots, \$20.00 per 1,000. Cash with order—no C.O.D.'s on frames.

WHAT'S YOUR BEST OFFER? ANY PART OR ALL?

- 1 Bally Bull's Eye, all parts complete
2 Bally Eagle Eyes
2 Seeburg Ray-o-Lite Guns

Lemke Coin Machine Co.

31 W. Vernor Highway, Detroit 1, Mich.

Arcade Equipment

- 1 Bally Defender @ \$200.00
1 Bally Practice @ 75.00
1 Keeney Air Raider @ 150.00

Cigarette Machines

- 10 Rowo Aristocrats \$15.00 Ea.
15 8-Column Rowo Imperials 25.00 Ea.
5 8-Column Rowo Royales 75.00 Ea.
4 10-Col. U-Need-a-Paks, Model E 50.00 Ea.
10 8-Col. U-Need-a-Paks, Red Knobs 75.00 Ea.

SPECIAL

2 Kooldrink Coca-Cola Cup Dispensers, Perfect Condition \$450.00 Ea.

Rock City Amusement Co.

151 Second Ave., No. Nashville 3, Tenn.

Table listing various amusement machines and their prices, including Wurlitzer 950, Seeburg 8800, and many others.

All Types of Radio Tubes—OPA Prices. Used Records, 5¢ Each on 1,000.

BATTISTA TURCOL AND SONS

1008 Union St. Wilmington 160, Delaware

MARKEPP VALUES

SLOT MACHINES AND CONSOLES

Table listing slot machine and console values, including 50c Mills War Eagles, 25c Mills Brown Front, and many others.

PHONOGRAPHS AND WALL BOXES

Table listing phonograph and wall box values, including Wurlitzer Victory Model, Seeburg 8200, and many others.

ARCADE EQUIPMENT

Table listing arcade equipment values, including Chicoin All Star Hockey, Deluxe Western Baseball, and many others.

FIVE BALL PIN GAMES

Table listing five ball pin game values, including ABC Bowler, Air Circus, and many others.

VENDERS

Table listing vender values, including U-Select-It Candy Bar, National Candy Bar, and many others.

The Markepp Company

Established 1928 3908 Carnegie Ave. Cleveland 15, O. (Henderson 1043)

SALESBOARD OPERATORS

Here is a Winner. The Fastest Quarter Board Ever Produced. No flashy girls, but a board with plenty of appeal to smart board players.

Table showing a sample of a Southern Charley salesboard with various numbers and prizes.

SOUTHERN CHARLEY—Semi Thick, 1200 Holes — 25¢

Table listing salesboard operator values and prizes, including Takes In, Gives Out, and Last Sale on Board.

\$1.69 Net Each

In Lots of 100 or More, Will Print Any Name You Desire in Place of "Southern Charley." Deposits With All Orders.

A. N. S. CO.

312 CARROLL ST., ELMIRA, N. Y.

WANTED

For Postwar Period

Exclusive agency in Province of Ontario for reliable Coin Machine Manufacturer or similar products. We are experienced and well known in this field and will furnish bond and references. Address all communications to

BOX D-252, The Billboard, Cincinnati 1, O.

REAL BUYS!

For Immediate Delivery

- 1 Mills Four Bells 1-25c 3-5c \$895.00
- 7 Mills 25c Brown Fronts .. 324.50
- 5 Mills 10c Brown Fronts... 269.50
- 6 Mills 25c Blue Fronts 299.50
- 4 Mills 10c Blue Fronts 259.50
- 4 Mills 5c Blue Front Q. T.'s 89.50
- 5 Mills 5c Q. T.'s 89.50
- 4 Mills 10c Q. T.'s 99.50
- 6 Mills 25c Q. T.'s 139.50
- 7 B & G Vest Pockets, 5c. 54.50
- 3 Waffling 5c Rolatops, 3-5.. 79.50
- 1 Waffling 50c Rolatop, L. N.. 475.00
- 2 Caille 7 Coin Slots 139.50
- 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
- 1 Bally Gold Cup, F. P. 42.50
- 1 Bally Rapid Fire Gun 165.00
- 2 Jennings Fast Times 79.50
- 8 Sheffler Loboy Scales 49.50
- 1 Waffling Scale—Mirror ... 99.50
- 2 Jennings 10c Four Star Slots 225.00
- 6 Organ Type Speakers 47.50

OPA Places 30 Beer Brands on Premium List; Aids Sale Cost

WILSON, N. C., July 29.—Rather than reclassify ceiling prices from 3-B to 2-B on beer sales in this city, OPA has placed 30 brands of brew in the "premium" bracket, upping it from the "non-premium" class. This means that retailers in this area will get a break on the price scale by being able to charge 15 and 20 cents per bottle for beer.

The ceiling price on "non-premium" beer is 12 and 17 cents a bottle and wholesalers complained to OPA officials in Raleigh, N. C., that they were not able to realize a profit on sales unless they charged the retailer 12½ cents per bottle and the retailer in turn was not able to pass on the hike in price to the consumer.

The placing of "non-premium" beer in the "premium" class is expected to solve the problem, since wholesalers and retailers were unable to obtain enough original "premium" beers as listed by OPA when the first classification was announced recently.

Ala. Liquor Profits High

MONTGOMERY, Ala., July 29.—Profits from State liquor stores for the first six months of this year were \$4,017,658, Hayse Tucker, finance director, announced yesterday.

June profits were \$631,817, an increase of \$144,663 over the same month a year ago. Gross sales in June were \$2,271,056. Stocks of rum, brandy and liqueur increased approximately \$600,000 during the month, resulting in the abandonment of rationing for these beverages July 1.

25 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 Victory Model Wurlitzers
- 1 Wurlitzer Counter Model "41"
- 1 Wur. Twin 12 Rollaway
- In Metal Cab. with Keeney Adapt.
- 1 Wurlitzer 412
- 1 Rock-Ola '39 Deluxe
- 1 Rock-Ola Monarch
- 2 Mills Empress

IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.

STERLING NOVELTY CO.

669-671 S. Broadway, Lexington 20, Ky. "WE ARE WHOLESALERS AND SELL FOR RESALE."

CANADIAN OPERATORS:

Complete Line of Scales, Vendors, Pin Games, Consoles! Write or Wire Us for Your COIN MACHINE NEEDS! WE SPECIALIZE IN EXPORTING!

VENDORS

- 6 Northwestern Tri-Selectors With Stands, 1c & 5c Coin Chutes, Each... \$ 29.50
- 20 Advance Peanut Vendors, Repainted and Rebuilt Like New, Each... 8.50
- 1 U-Need-a-Pak, Model 500... 135.00
- 10 DuGrenier Model S, 7 Col., Each... 35.00
- 1 DuGrenier Model V-D... 65.00
- 1 Goretta 7 Col... 25.00
- 4 Popomatic Popcorn Machines, Each... 85.00

MUSIC

- 1 Wurl. 600R, Marbleglow Cabinet & Modernized Light Up Cabinet... \$350.00
- 1 Wurl. 616 In Marbleglow Cabinet & Modernized Light Up Cabinet... 159.50
- 1 Wurlitzer Victory Model P.K... 495.00
- 1 Seeburg Regal... 325.00

SLOTS

- 3 5c Waffling Rolatops, Each... \$ 95.00
- 2 5c Jennings, Each... 105.00
- ONE LOT OF 18 MEILINK SAFES—12 DOUBLES, 6 SINGLES, Unrated, \$300.00

CONSOLES

- Jumbo Parades, Free Plays... \$ 99.50
- Jumbo Parades, Payouts... 109.50
- Bally Big Top, Payouts... 99.50
- Jennings Bobtails, Free Plays... 99.50

WRITE FOR COMPLETE LIST OF FIVE AND ONE BALL FREE PLAY GAMES!

WE NEED PHONOGRAPHS, SLOTS, FIVE BALL PIN GAMES MAINLY FOR EXPORTING NEEDS. WRITE OR WIRE QUANTITY AVAILABLE AND BEST PRICE!

TERMS: ½ Deposit With All Orders for Domestic Purposes—Full Cash With Orders for Exports.

FOREIGN INQUIRIES INVITED!

International Coin Machine Distributors
2115 PROSPECT AVE., CLEVELAND 15, O.
Phone: MAIn 5769

CLOSE-OUT!

- 2 New Six-Foot Midget De Luxe 5kcs Ball Alleys, Each... \$150.00
- 1 New 7 ½-Foot Supreme Alley... 275.00
- 1 Used 2 Weeks Supreme 7 ½-Foot Alley... 225.00
- 5 New 9-Foot Supreme Alleys... Write
- 5 Nathanson Viewing Show Conversions for Panoram, Each... 25.00
- 1 New Cupid's Wheel... 225.00
- 1 Floor Sample Selector Scope... 225.00
- 1 Bally Torpedo, Clean... 175.00
- 1 Evans Playball, 2 Handles... 150.00
- 1 10c Planatellus Fortune Machine... 65.00
- 1 Vibro Foot Massage Machine... 35.00
- 2 Rapid Fires... 175.00
- 1 Shoot Your Way to Tokyo, Used... 250.00
- 2 Jennings Bob Tail Console, F.P... 95.00
- 1 Silver Moon Console, F.P... 95.00
- 1 Evans Galloping Dominoes, Black Cabinet, Perfect... 95.00
- 1 Evans Super Bomber, Perfect... 475.00
- 1 Skyfighter, Late Model, Perfect, WITHOUT TOP SCORING UNIT 200.00
- 1 New Pace Reel Console, Pay Out 225.00
- 5 Seeburg Parachute, Like New, Ea. 100.00
- 1 Pace Saratoga Console, Pay Out... 125.00
- 1 Cupid's Wheel, Used 1 Month... 175.00
- 1 Major League Western Baseball... 100.00
- 4 54-Foot Duck Pin Alleys... Write for Price

Terms: 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.

419 Market St. Philadelphia 6, Pa.
Phone: MARket 4641

SPECIAL TUBE OFFER!

- GSC7 \$1.25
- GL6 1.50
- 3875
- 5U4G75

ALL TUBES IN ORIGINAL FACTORY CARTONS!
Send Supplier's Certificate With Order

Terms: 1/3 deposit; balance C. O. D.

ATLAS VENDING CO.

410 N. Broad St., Elizabeth, N. J.
Telephone: Elizabeth 2-0089

MECHANIC WANTED!

FOR BOTH PINS AND MUSIC
Excellent Salary!
Wire or Phone

OVERBROOK AMUSEMENT CO.

Kevon Arms, 52d & Montgomery Ave.
Philadelphia, Pa.
Phone: Trinity 6778

FOR GUARANTEED

BAKERS PACERS

PACES RACES and SERVICE

BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

NEW SUPREME GUN \$330.00	TOMMY GUN \$149.50
A.B.T. CHALLENGER 29.50	A.B.T. YELLOW MODEL F 19.50
KICKER & CATCHER & STAND ... 34.50	WESTERN BASEBALL, 1939 99.50
ANTI-AIRCRAFT GUNS 74.50	SUPREME SKEE ROLL, NEW 299.50
KEENEY SUBMARINE 199.50	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 FIRES, PERFECT ... 229.50
EXH. DOME TOP DIGGERS 69.50	BUCKLEY TREAS. ISLAND DIGGER ... 69.50
MILLS MAIN CLOCK GEARS 2.50	BATTING PRACTICE 129.50
PEERLESS GRANDMA HORSCOPE. 139.50	NEW 1c BULLDOG COIN CHUTES... 2.75
PHOTO CELLS, SEEBURG & BALLY. 2.50	JAP CONVERTED CHICKEN SAM ... 149.50
EVANS SKI-BALL 99.50	EVANS F.P. TEN STRIKE 139.50

SLOTS — ONE BALLS — CONSOLES

TURF KINGS \$595.00	5c COLUMBIA CIG. REELS..... \$ 49.50
10c Q. T.—A-1..... 99.50	JUMBO PARADE, F. P.—LATE HEAD 89.50
SPORT SPECIALS..... 165.00	BALLY DARK HORSE..... 185.00
1941—1-2-3, F. P..... 94.50	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
XVY 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

USED PIN GAMES	NEW REVAMPS	USED PIN GAMES
DUPLEX \$ 64.50	UNITED'S	BELLE HOP \$ 89.50
BIG PARADE 129.50	OKLAHOMA \$219.50	BROADCAST 49.50
KNOCK OUT 129.50	SANTA FE 209.50	GUN CLUB 72.50
LEGIONNAIRE ... 59.50	ARIZONA 209.50	SHOW BOAT 59.50
TEN SPOT 57.50	MIDWAY 209.50	TOWERS 89.50
WILD FIRE 44.50	BRAZIL 209.50	SKY CHIEF 179.50
ATTENTION 49.50	STREAMLINER .. 209.50	5-10-20 129.50
'41 MAJORS 49.50	BELL'S	MONICKER 89.50
'42 HOME RUN... 109.50	FLYING TIGER .. \$209.50	BIG CHIEF 44.50
BOSCO 89.50	PIN UP GIRL ... 209.50	JEEP 129.50
ZIG ZAG 69.50	P & S	TOPIC 89.50
TEXAS MUSTANG. 79.50	PRODUCTION .. \$149.50	FOUR ROSES..... 57.50
SILVER SKATES . 59.50	BOMBARDIER ... 149.50	CROSSLINE 49.50
SNAPPY 59.50	EAGLE SQUADRON 149.50	NEW CHAMPS ... 64.50
	SHANGRI-LA ... 149.50	
	PARATROOPER ... 149.50	
	TORPEDO PATROL 149.50	

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

2812 W. NORTH AVE.
CHICAGO 47, ILLINOIS
Phone: Humboldt 6288

YOU DON'T MAKE FOOTPRINTS IN THE SANDS OF TIME BY SITTING DOWN!

Get your idle Machines repaired in 10 days at a fair cost to retain your goodwill for after the War, when we will again build finest "Bells" ever made.

Pace Slots and Races rebuilt to look like new by skilled mechanics at the original factory.

Can Make Immediate Delivery of 5c-10c-25c-50c Pace Machines — Also Large Stock of Parts.

WIRE—WRITE—PHONE

THE PACE MANUFACTURING CO. NOT INC.

2909-17 INDIANA AVE. CHICAGO, ILL.
Calumet 6272-6979

BUY AND KEEP YOUR WAR BONDS!

WANTED

ATTENTION, U.S. MANUFACTURERS

Coin Machines, Novelty, Jewelry, Sales Boards, Etc. Any Coin Operated Machines. One of the oldest coin machine and novelty sales operators in Eastern Canada. Resuming business again after honorable discharge from overseas duty. Needs merchandise and equipment of every description. Rush catalogues and bulletins immediately.

AUTOMATIC PHONOGRAPHS

P. O. BOX 223 MONCTON, N. B., CANADA

MILWAUKEE SPECIAL BUYS!

SLOTS

Blue Front, 5c...\$224.50; 10c...\$249.50; 25c...\$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 told from new. A sample will convince!

Mills Original Gold Chromes and Mills Original Chromes. 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, Flat Top...\$17.50
Slant Top...27.50
Darby Day, Flat Top...17.50
Slant Top...27.50
Keeney Kentucky Club...69.50
1 Keeney Kentucky Skill Time, 7 Coin Head, Excellent Condition, Now Glass...89.50
2 Keeney Track Times, 7 Coin Head...69.50
Bally Long Champ (Large)...34.50
Bally Solitaire Flicker...34.50
Stoner's Zippers, Payout...29.50

Overhauled, Checked and Cleaned

Jumbo Parade, F. P...\$79.50
Parlay Races, 7 Coin Late Hd., Slant Top...79.50
Roletta Jr...64.50
Galloping Domino, Rebuilt 7 Coin Slant Type, New Hd...149.50
Bally Skill Field, with Daily Double Feature, 7 Coin Hd...69.50
Jennings Fastime, Free Play or Payout...89.50
Paces Reels, Payout...84.50
Bally Ray's Track...89.50
Silver Moons...124.50
Big Game...89.50
Pace Saratoga...84.50

ONE BALLS

Overhauled, Checked and Cleaned

Fortune Convertible to Free Play or Payout...\$299.50
Skylark...249.50
Thistle-down...65.00
Fairgrounds...29.50
Preakness...29.50
Gold Cup...49.50
Seabiscuit...79.50
Blue Ribbon...69.50
Eureka...49.50
1939 1-2-3, Payout...89.50

Overhauled, Checked and Cleaned

Late 1939 Mills 1-2-3, Free Play, completely reconditioned and overhauled by Mills, in original crates, animal reels...\$79.50
Gold Medal...49.50
Track Record, Gottlieb, Free Play...89.50
Bally Stables...39.50
Jennings Flicker...39.50

MUSIC

Model 430 Wurlitzer Speaker with 5-10-20 Bar Box Attached, NEW...\$124.50
3 New Model 145 Wurlitzer, Remote Control, Impulse Speakers, Each...37.50
New Seeburg Wireless Remote Control Speaker...49.50
New Seeburg Transmitter...16.50

1/3 Deposit—Balance C. O. D.

State Distributor for Seeburg Phonographs and Accessories
Please Address Mail to Milwaukee 8, Wis.

Milwaukee COIN MACHINE COMPANY
3130 W. Lisbon Avenue • Milwaukee, Wis.

FIVE BALLS

Overhauled, Checked and Cleaned

All American...\$39.50
Anabel...29.50
Air Circus...119.50
Attention...59.50
Belle Hop...49.50
Big Chief...39.50
Big Six...19.50
Big Time...39.50
Bolaway...69.50
Bosco...64.50
Broadway...44.50
Crossline...39.50
Defense (Baker)...39.50
Defense (Genco)...89.50
Dixie...24.50
Entry...29.50
Doughboy...29.50
Fifty Grand...29.50
Five, Ten & Twenty, Like New...129.50
Four Diamonds...39.50
4 Rosos...44.50
Gold Star...34.50
High Hat...54.50
Jungle...69.50
New Champs...59.50
Paradise...39.50
Pursuit...49.50
Pylon...24.50
Red, White & Blue...29.50
Score Champ...19.50
Horoscope...69.50
Salute...39.50
Sara Suzy...29.50
School Days...49.50
Sea Hawk...49.50
Showboat...44.50
Silver Skates...49.50
Sky Ray...39.50
Sparky...29.50
Speedway...19.50
Spot Pool...69.50
Star Attraction...64.50
Stratoliner...44.50
Super Six...19.50
Fishin'...69.50
Target Skill...34.50
Three Up...29.50
Ten Spot...39.50
Texas Mustang...64.50
Toplo...89.50
Twin Six...49.50
Ump...29.50
Victory...84.50
Wild Fire...39.50
Wow...29.50
Zig Zag...69.50
Zombie...39.50

Calif. Inventor Obtains Patent On Mdse. Vender

WASHINGTON, July 29.—Only one actual coin machine appeared in the United States Patent Office Gazette, dated July 11. This was a vending machine covered by patent 2,353,496, issued to Charles F. Pease of Pasadena, Calif. The application had been made December 16, 1940, and seven claims were allowed. It appears to be a standard vending machine type with the gravity method of dispensing merchandise.

Auxiliary patents of interest to the trade included a package feeding apparatus apparently for vending machines which was invented by Paul M. Farmer of Maplewood, N. J. Twelve claims were allowed on the patent, which is 2,353,394. A patent for a disk record having a protective paper layer was issued to Richard W. Sears, II of Grayslake, Illinois. He also obtained a patent on a multiple speed bulletin listed design patents for a phonograph needle. Two design patents were issued to Lloyd J. Andres of Chicago and assigned to Permo, Incorporated, of Chicago.

FOR SALE PHONOGRAPHS

2 Rock-Ola Commandos, Each...\$550.00
1 Rock-Ola Playmaster Spectrovox, Combination Complete, 3-5¢, Rock-Ola Counter Boxes, 3 Rock-Ola 5¢ Wall Boxes, all for...\$95.00
2 Wurlitzer 950, Each...695.00

GUNS

2 Seeburg Chicken Sams (Converted to Shoot the Jap), Each...\$149.50
1 Bally Sky Battle...249.50
2 Bally Rapid Fire, Each...179.50
1 Keeney Anti Aircraft Gun, New Screen...49.50

CONSOLES

30 Bally Club Bells, F.P., C.P., Coin Mult., Like New...\$274.50

5 BALLS

1 Exhibit Second Front...\$127.50
1 Exhibit Jeep...127.50
1 Exhibit Action...127.50
1 Exhibit Duplex...49.50
2 Genco Captain Kidd...69.50
3 Genco Victory...89.50
2 Genco Bombardier...89.50
1 Genco Zig Zag...59.50
1 Genco Bosco...69.50
1 Genco Jungle...57.50
1 Western Barrage...27.50
1 Chicago Coin Sporty...17.50
2 Chicago Coin Sport Parade...27.50
1 Gottlieb Four Roses...49.50
1 Gottlieb Border Town...39.50

1c MACHINES

30-1¢ Holly Grip Machines, Each...\$ 5.00
One-Third Deposit, Balance C. O. D.
CENTRAL TEXAS AMUSEMENT CO.
1701 Guadalupe St. AUSTIN, TEXAS

MILLS BUYS

4 5¢ Blue Fronts, C.H., D.P., 3/5 P.O...\$220.00
1 25¢ Blue Fronts, C.H., D.P., 3/5 P.O., Like New...275.00
1 25¢ War Eagle, Like New, C.H., D.P., 2/4 P.O...200.00
4 5¢ Paces (5 Star)...85.00
Above Original, Almost Like New, 395,000 to 405,000

1 25¢ War Eagle, #337,200, A-1, 2-4 P.O...\$150.00
1 5¢ Blue Front, #405,988, Without Money Box Lid, 3/5 P.O., Needs Repair, A-1 Otherwise...200.00
3 Twin J.P. 3/5 P.O. Watlings (Less Keys)...40.00
Few Steel Slot Stands...10.00
2 Double Mills Steel Safes (Need Repair)...45.00
1 Double Mills Steel Safe...55.00
2 Single Mills Steel Safes...37.50
8 Box Safe Stands for Mills Machines...20.00

P. J. SATER
Golden City, Missouri

MECHANIC WANTED

FOR OUR SHOP. No service calls. Must know how to repair Pin Ball Games and Slots. State salary wanted and when available.

OLIVE NOVELTY CO.
2625 Lucas Ave. ST. LOUIS 3, MO.
Phone: Franklin 8620

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BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

Over 75,000 Now Giving Trouble-Free Service!

IMP BRAND NEW

\$9.90

WHILE THEY LAST! Regular Price \$12.50.



BRAND NEW

Wings...\$11.50 | Yankees...\$11.50
Sparks, 1¢ Oig...29.50
Cent a Pak...9.90
Ten Strike, H.S., F.P...275.00
Ten Strike, H.S...235.00

Zephyr...9.90
Turf Flash, Used...12.50
Champion...14.90
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Evans Playball...195.00
Love Testers...149.50
Exh. Merchantmon...49.50
Fan Front Mutoscope Diggers...79.50

READY FOR IMMEDIATE DELIVERY

TOKYO RAIDER CONVERSION FOR DRIVEMOBILE...\$16.75
KLIP-A-NIP CONVERSION FOR SKYFIGHTER...16.75

1/3 Deposit With Order.

MAX GLASS DISTRIBUTING COMPANY
(Successors to Gerber & Glass)
914 DIVERSEY • CHICAGO 14, ILL.

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One Year Guaranteed • 2,000 Hour Lamps • Complete Line to Fill Your Needs

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FEWER BURNOUTS MEAN REDUCED MAINTENANCE COSTS!

WE WANT TO BUY—PIN GAMES

Will Pay These Prices F. O. B. Your Shipping Point.

MONICKER...\$ 60.00
SKYBLAZER...45.00
SKYCHIEF...125.00
LIBERTY...115.00
KEEP 'EM FLYING...95.00
BIG PARADE...80.00
FOUR ACES...80.00
FIVE-TEN-TWENTY...90.00
KNOCKOUT...80.00
GENCO DEFENSE...60.00
GENCO VICTORY...60.00
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JUNGLE...40.00
WESTWIND...45.00
DO RE MI...50.00

MELROSE VENDING COMPANY

1238 Fillmore St., San Francisco, Calif.

BARGAINS!

1941 1-2-3, F.P., Perfect...\$ 75.00
Mills Ows, F.P., Perfect...75.00
Mills Wolf Head, Rebuilt, Chromed, CH, SO, 3-5 Pay...150.00
Stoner's Ollcks, Clean, Perfect...50.00
Spot Pool...\$50.00 | On Deck...50.00
Glamours...30.00 | Congo, Bang...25.00
Destroyer, Cadillac, Rebuilt...60.00
Roll Call (Glamour Rebuilt)...60.00
Keeney Anti-Aircraft with Screen...50.00
Complete P. A. System, Perfect...150.00
1 Mills Throne...200.00
4 Slap the Japs, Perfect, Now on Location, Ea...139.50
1 Pikes Peak...17.50
Jennings Fast Time, F.P...90.00

E. & R. SALES CO.
813 College, N. E., GRAND RAPIDS, MICH.

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 thruout 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"

HURRY 5 BALL FREE PLAY HURRY

WE NEED THE ROOM

Eureka...\$ 42.50	Doughboy...\$ 23.50	Barrage...\$ 29.50
Big Six...17.50	Mascot...19.75	Crossline...31.50
O' Boy...17.50	Speedway...25.75	League Leader...31.75
Triumph...17.50	Scorechamp...19.75	Home Run...22.50
Vacation...23.50	Super Charger...22.50	Landslide...22.50
Red Hot...19.50	Boomtown...32.50	Beauty...19.50
Cowboys...17.50	Spotcard...45.50	Big League...17.50
Slap Japs...42.50	Bosco...62.50	Jeop...129.75
On Deck...22.50	Target Skills...35.00	Pan American...35.75
Sport Parade...45.50	Blondie...32.50	Big Chief...47.75
High Dive...59.50	Zig Zag...62.50	Spot Pool...72.50
Scorecard...34.75	Majors '41...42.50	Chevrons...19.75
Flagship...24.75	Crystal...25.75	Twinkle...17.50
Skinner, P.O...49.50	Nippy...18.75	Mr. Chips...19.75
Sky Blazer...78.75	Air Circus...129.50	Midway...129.50
Big Parade...119.75	Knockout...119.50	High Hat...47.75
Dude Ranch...39.75	Victory...85.75	Speed Demon...29.75

(4 Bally Bumpers for \$50.00 Total)

2 Mills Q.T. 5¢ Glitter Gold Floor Samples, \$139.50 Each; 50 Metal Slot Stands for Mills or Jennings at \$5.95; Exhibit Consoles, Dominette and Longchamp at \$29.50.
1/2 Deposit, Balance C. O. D.

BUSINESS STIMULATORS

4912 E. WASHINGTON ST. INDIANAPOLIS, INDIANA

REX ANNOUNCES NEW STREAMLINE SMASH HIT IN BOWLING GAMES

BOWLING LEAGUE

- FREE BALL RETURN FEATURE
- Plywood Construction Thruout Cabinet
- Replaceable Runway
- Fool-Proof MECHANICAL Ball Return
- Easy To Adjust—Extra Heavy Switches
- No Troublesome Legs To Bother With
- Cabinet Finished in Snappy Lacquer Colors
- Appearance That Makes Every Location Want One



LOCATION TESTS PROVE FREE BALL RETURN FEATURE ON "5" CUP MAKES BOWLING LEAGUE BIGGEST MONEY MAKER IN HISTORY OF BOWLING GAMES.

Length—9 ft. 1 1/2 in.
Height—55 in.
Width of Runway—20 in.

IMMEDIATE DELIVERY

\$299.50

EXCLUSIVE DEALS OPEN FOR RECOGNIZED DISTRIBUTORS

1/3 Dep., Bal. C.O.D. F.O.B. Syracuse

REX MANUFACTURING AND SALES CORPORATION
821 S. SALINA STREET SYRACUSE, N. Y.
PHONE 2-5076

A TERRIFIC NICKEL SNATCHER!

New! Legal! Location Tested!
PRE-WAR CONSTRUCTION!
"PLAY POOL"



AND
"VICTORY POOL"

OUT-EARNING SKEE BALLS SIDE BY SIDE ON LOCATION BY ACTUAL TEST!

These pre-war built games were warehoused since 1941 pending a high court decision which was favorably received only recently!

72" Long
32" Wide

The Pool Table with Fascinating Player Appeal and Trouble-Proof Mechanical Action Features!!!

- Gates Lift Up!
 - Progressive Scoring!
 - Balls Advance Mechanically!
 - They Wait in Line To Play "VICTORY POOL"!
 - Packed With Last Ball Suspense and Action Thrills That Make Them Want To Play It Again and Again!
- Write! Phone! Wire!

EXCLUSIVE DEALS OPEN FOR RECOGNIZED DISTRIBUTORS!

\$295.00

1/3 Dep., Bal. C.O.D. F.O.B. N. Y.

COIN-O-MATIC SALES CO.
615 10TH AVENUE NEW YORK 19, N. Y.
PHONES: BRYANT 9-3295-3296

- One 1c Arcade Strength Test on Stand.....\$ 49.50
- One Supreme Shoot Your Way to Tokio, Like New 200.00
- One Air Circus..... 125.00
- One Big Parade..... 125.00
- One Knockout..... 125.00
- One Shangri-La..... 139.50
- One Gun Club..... 59.50
- One Belle Hop..... 59.50
- One Majors 41..... 59.50
- One Duplex..... 59.50
- Three Seeburg Speakorgans, Complete..... 49.50
- Two Packard Plamor Speaker Baffles, like New 20.00
- Thirty Seeburg Wireless Wallomatics, 5c Play 22.50

JOHNSTON & BICE

P. O. Box 811 (Phone 26-311) Winter Haven, Fla.

MAYFLOWER SPECIALS

All Our Equipment Is Reconditioned by Factory Trained Mechanics and Ready To Put on Location. Contact Your Nearest Mayflower Office for These Exceptional Buys.

CONSOLES		I-BALL PAYOUTS	
Four Bells.....\$650.00	Jumbo Parades, F.P. Animal.....\$125.00	Kentucky.....\$400.00	Santa Anita.....350.00
Four Way Super Bells.....750.00	Jennings Bobtail, P.O.....125.00	Grand National.....135.00	Grandstand.....125.00
Lucky Lucre, Walnut Cab.....200.00	Jennings Bobtail, Totalizer.....150.00	Pacemaker.....125.00	Flying Champ.....200.00
Lucky Lucre, Light Cab., 3-5c, 2-25c 425.00	Jennings Fast Time, P.O.....90.00	Gold Medal.....75.00	Thistedown.....75.00
Track Odds, A.C. Power Pack... 475.00	Jennings Good Luck 40.00	ARCADE EQUIPMENT	
Galloping Domino, Slanthead.....100.00	Bally Highhand, Comb.....225.00	Bally Rapid Fire..\$225.00	Air Raider.....225.00
Paces Reels, Rails Jr. and Sr.....90.00	Redhead Tracktime 79.50	Shoot-the-Chutes 135.00	Submarine.....175.00
Saratoga, Rails Jr. and Sr.....90.00	Paces Payday... 135.00	Texas Leaguer... 30.00	Western Baseball, De Luxe.....125.00
Jumbo Parades, Payout.....125.00	Kentucky Club... 75.00	Pikes Peak, 1c... 19.50	
	Long Champs, Sr. 50.00		
	Long Champs, Jr. 30.00		
	Royal Flush.....45.00		
SLOTS			
Pace Bantam, 5c and 10c.....\$ 50.00	Jennings Dixie Bell Chief 10c.....\$175.00		
Pace Bantam, 25c.....75.00	Jennings Silver Chief, 10c.....225.00		
Pace Comets, 5c and 10c, 2-4 P.O. 70.00	(All Chiefs will be refinished in attractive two-tone crackle, grey and brown)		
Pace All Star Comets, 3-5 P.O., 10c 100.00	Columbia Gold Award (Large Reel) \$ 85.00		
Jennings Duchess.....50.00	Calle Enamel (Black Reels, 5c & 10c) 59.50		
Jennings 4 Star Chief, 5c.....150.00			
Jennings 4 Star Chief, 10c.....160.00			

ALL MACHINES ARE CHECKED BY OUR TRAINED MECHANICS

Mayflower Distributing Co.

2218 University Ave. ST. PAUL 4, MINN. | 615 10th Street DES MOINES, IA. | 350 Delaware Ave. BUFFALO, N. Y.

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. Radio Tubes for All Coin Machines. O. P. A. Prices. Send Consumer's Certificate With Orders.

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3236 SOUTHPORT AVE. CHICAGO 13, ILLINOIS

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WE CAN SUPPLY YOU WITH ALL TYPES OF ARCADE EQUIPMENT!
Write for Complete List!

Complete Stock of All Sizes Drex and Eastman Paper... Write!
152 W. 42nd St., New York 18, N. Y. Phone Pennsylvania 6-9495

I WANT PHONOGRAPHS

Will Pay These Prices F. O. B. Your City

GEMS.....\$175.00	500.....\$320.00	8800.....\$425.00
VOGUE.....285.00	700.....400.00	3200.....450.00
ENVOY.....310.00	800.....400.00	750E.....450.00
COLONEL.....320.00	780.....400.00	780E.....450.00
600.....240.00	750.....400.00	850.....500.00
CLASSIC.....305.00	9800.....400.00	850.....500.00

F. J. HERYNEK JR.

508 GOUGH STREET SAN FRANCISCO, CALIF.

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.

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 BILL FREY, INC. P. O. Box 4141 Miami 25, Florida</p>	<p>Phone Bill Frey Person to Person Miami 20565</p>	<p>Wire BILL FREY, INC. 140 N. W. 1st Street Miami, Florida</p>
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SPECIALS! THIS WEEK

Paces Reels, Jr. Console Payout . . . \$149.50	Bally Club Bells . . . \$289.50
Paces Reels, Comb. Free Play & Cash Payout, Factory Rebuilt, Original Crates . . . 289.50	Selector Scopes . . . 189.50
Paces Races, Brown Cabinet . . . 289.50	Scientific Batting Practice . . . 129.50
Paces Races, Black Cabinet . . . 89.50	Seeburg Parachute Gun, 10-20 Shots . . . 179.50
Mills Jumbo Parade, Comb. . . 189.50	Seeburg Parachute Gun Conversion, 20-100 Slots . . . 199.50
Bally Roll 'Em . . . 189.50	Jennings Silver Moon, Free Play and Cash Payout, Like New . . . 179.50
Bally Big Tops, F.P. . . 149.50	Jennings Cigarolla XXV . . . 169.50
Bally Big Tops, Cash Payout . . . 149.50	Jennings Cigarolla XV . . . 85.00
Bally High Hands . . . 189.50	Four Bells (Excellent Condition) . . . 750.00
	Baker's Pacers, Daily Double . . . 350.00
	Sport Event (Excellent Condition) . . . 199.50

TAIL GUNNERS Brand New In Original Cases. Special Price \$289.50 Each	PACES REELS Factory Rebuilt In Original Crates \$289.50 Each	DIAL A TUNE HEADS for Rock-Ola DeLuxe or Standard Phonographs—Brand New, \$32.50 Each.
Plastic Bumpers Complete 50c Each In Lots of 25	Electric Photo Cells for Rock-Ola Tom Mix Guns \$5.00 Each	Clocks for Club Bells (With Your Old Clock) - \$12.50 Ea.
Main Clock Gears for Mills, Paces and Jennings, Complete With All Attachments. \$3.50 in Quantities.		

One-Third Certified Deposit With Order, Balance C. O. D. Or Sight Draft

B. D. LAZAR COMPANY

1635 FIFTH AVE. (Phone Grant 7818) PITTSBURGH 19, PA.

George Ponser and Jack Garliner cordially invite you to attend the opening of their new offices at

*2 Columbus Circle
New York, N. Y.
Suite 67*

Tuesday, August 8, 1944

A new amusement device "Pilot Trainer" will be on display for the first time

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, Convicts and other Seeburg Conversions.

Not a Rebuilt. Only \$35.00 Each.

COIN MACHINE EQUIPMENT CO., INC.

1346 Roscoe St. DIVERSEY 3433 Chicago 13, Illinois

MAIN GEARS

FOR WURLITZER AND SEEBURG PHONOGRAPHS

Now available for immediate shipment . . . brand new fibre main gears . . . less steel 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 F. O. B. Los Angeles.

E. T. MAPE MUSIC COMPANY

1701 W. PICO BLVD. (Manufacturing Division) (DRoxel 2341) LOS ANGELES 15, CALIF.

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"

SHOP MECHANICS

For repair and reconditioning department of Seeburg distributor. Must be thoroughly experienced on Seeburg wireless and other music, capable of overhauling and trouble shooting, and must fully understand amplifiers, wall boxes, etc. Also pinballs, consoles, 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, giving details of experience, age, marital and draft status, etc., in strict confidence.

THE GENERAL VENDING SERVICE CO.

306 N. GAY ST., BALTIMORE 2, MD.



**BERT
LANE
SAYS**

COME AND GET IT!
We're Exclusive Eastern Sales Agents for
"LIBERATOR"
Biggest Money-Maker Anywhere! Legal! Keeps its appeal on location for months! Order Now! Immediate Delivery! A New Firm—The Same BERT LANE!

ALL PHONES Beyond 9-7763
WORLD WIDE DISTRIBUTORS
675 TENTH AVE., NEW YORK 19, N. Y.

Trade Urged To Follow Lead of Steel Industry

CHICAGO, July 29.—The big steel industry set a good example for other industries in public relations work when it issued a booklet this week entitled "Steel's War Record." While it is recognized that the steel industry has made creditable records during the war, at the same time the coin machine industry could also publish an interesting story of its activities during the war.

The steel good-will booklet was prepared and issued by the Iron and Steel Institute, an organization which speaks for the steel industry in many ways. The steel industry has many things to brag about, including the way it has been used in building war products, defense plants, etc. The coin machine industry could boast, in turn, that it has been on the other side of the fence, helping to maintain public morale while workers built defense plants and continued from day to day to turn out war goods. The steel booklet is an outstanding example of careful preparation of statistics and argumentative reasons why the industry is worthy of public favor.

The coin machine industry, due to continued production of goods actually used in warfare, must still keep its real war story secret. At times some of the manufacturers have released general information on what they are building to help carry on the war, but these reports have been so general that they have not told the public very much.

The coin machine industry is hiding its time when the successful completion of the war will permit telling the full story. Then *The Billboard* will do its part in telling the nation what a small industry did to help win a complete victory.

LIBERATOR PRESENTS MOST COLORFUL WHIRLWIND ACTION EVER OFFERED IN A SHOOTING GAME!

Amazing Features Make It a MUST FOR EVERY LOCATION!

- ★ HIGH SCORE — COMPETITIVE PLAY!
- ★ Exciting Sea-Air Battle Illusion on brilliant, flashing 11-color field of action!
- ★ Sound Effects—Bells, Gunshots!
- ★ Here's How Player Drops the Jap Right Into Hirohito's Lap—Spots enemy planes in 3d dimension thru moving ring sight, aims with range-finder knob, fires nose gun in bursts or single shots by pressing firing button! On direct hit Jap and horizon burst into flaming red!

Terrific "Play Again" Appeal Because It's

NOT TOO HARD NOT TOO EASY

One Piece Unit (Base Removable), 5c Play—Guaranteed Mechanically Perfect—Locked Cash Box—Smart, Handsome Cabinet.

Price **\$395** Dimensions: 7' High, 16" Deep, 25" Wide. Crated wt. approx., 225 lbs.

1/3 Deposit, Balance C. O. D., or Sight Draft.

IMMEDIATE DELIVERY!
REVAMPED BY WILLIAMS MFG. CO.

Exclusive Distributor



MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

SPECIAL!

- 1 Standard-Johnson Coin Counter, counts 1c to 50c. \$275.00
- 2 Standard-Johnson Penny Counter, reconditioned by factory, includes wrapping chute. Each..... 125.00
- 3 New Brandt Automatic Cashiers. Each..... 175.00
- 1 Photomatic, reconditioned and repainted like new 1150.00
- 1 Photomaton, reconditioned and repainted like new 1100.00

1/3 Deposit, Balance C. O. D.

PHIL GOULD

220 E. 18th St. Brooklyn 26, N. Y.
Buckminster 4-8100

RADIO TUBES FOR THE COIN MACHINE TRADE

Tubes Offered to Consumer Market Only!

OZ4	\$1.52	6L6	\$1.85
1Q5GT/G	1.52	8R7GT85
2A3	1.80	6SK7GT/G	1.04
2A4G	2.35	6SR7	1.04
3Q5GT/G	1.52	3780
5U4G85	38	1.04
6A6	1.52	50	2.23
6C5	1.05	5676
6FRG	1.24	5785
6J5GT/G85	7685
6K7	1.04	2051	2.71

Send Supplier's Certificate!

1/3 Deposit, Balance C. O. D.

PHONO-ELECTRONIC SUPPLY CO.

4939 YORK ROAD, PHILA. 41, PA.

NEW—BRAND NEW! "MIDGET" for 1c or 5c Play

\$12.50



A little honey of a money-maker on the bar or counter. Unconditionally guaranteed. High grade mechanism. Three reels spin and stop like real slot machine. Chart on top shows odds for payoff. Size 6x6x8 in. Wt. 6 lbs. Shipped postpaid if remittance accompanies order; otherwise C. O. D., plus postal charges.

"BIG 3" COMBINATION DEAL

- 1 "Midget" Per Above Value \$12.50
- 1 "Automatic Poker" Value 22.50
- 1 "Automatic Black Jack" Value 25.00

Total Value \$60.00

All brand new equipment. Choice of 1c or 5c.
COMBINATION PRICE \$49.50

WEBB DISTRIBUTING COMPANY
612 N. Michigan Ave. Chicago 11, Ill.

CORRECTION

In recent issues the address of Eagle Coin Machine Co. has been printed as 350 S. Dearborn Street, Chicago, whereas the correct address should be:

EAGLE COIN MACHINE CO.
530 S. Dearborn Street
Wabash 1089
Chicago 5, Illinois

OLIVE'S SPECIALS THIS WEEK

- BALLY RAPID FIRE \$225.00
- 1938 TRACKTIME 125.00
- PANORAM PROJECTION LAMPS, 750 Watt, 25 Hour Guarantee .. Write
- PANORAM PROJECTION LAMPS, 750 Watt, 200 Hour Guarantee .. Write
- PRE-WAR RUBBER COVERED GUN CABLE, 7 Wire. Per Foot .20

Terms: 1/3 Dep. With Orders, Bal. C.O.D.

OLIVE NOVELTY CO.

2825 LUCAS AVE. ST. LOUIS 3, MO.
(Phone: Franklin 8620)

- 1 Chicago Coin Hockey \$200.00
- 1 Bally Alley 40.00
- 1 Western DeLuxe Baseball 85.00
- 1 Casino Golf, Used Two Weeks 40.00
- 1 Exhibit Merchantman Digger, Perfect, .. 55.00
- 3 Exhibit Photoscopes, \$15.00; three for .. 40.00
- 2 Mutoscope Drop Pictures, Large Counter, \$25.00; two for 45.00

The Above Equipment In Storage and Shipped Subject to Inspection. Send Deposit to Cover Two Way Transportation.

GROVES SALES & SERVICE

3123 BELMONT ST. BELLAIRE, OHIO

FOR GUARANTEED JENNINGS EQUIPMENT BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

WE HAVE IT TOO . . .

FOR WASHINGTON, D. C., AND THE STATE OF VIRGINIA

"LIBERATOR"

THE GREATEST LEGAL MONEY-MAKER EVER RELEASED!

Order Now! Immediate Delivery!

We Have a Complete Stock of Slots, Consoles, Pin Games and Arcade Equipment—Send For Our List.

BEN RODINS

MARLIN EQUIPMENT CO.

1355 RANDOLF STREET, N. W. WASHINGTON, D. C.
Phone: Taylor 4183

PARTS FOR MILLS SLOTS

	Each	In Lots of 25 or More
Large Clock Gears, Complete with Brackets and Springs	\$3.00	\$2.75
Reel Strips, 3-5 or 1 Cherry Payout55	.50
Reward Cards, 2-5 or 3-520	.15
Club Handles, Painted and Chromed	4.50	4.00
Payout Disc, 1 Cherry Payout	7.50	6.75
Payout Disc, S.P., 1, 2 & 3	7.50	
Disc Plugs25	.20
Oval Frames to Use Paper Reward Card on Brown Front	2.00	
Cash Boxes	2.25	
Vest Pocket Coin Chutes, 1c or 5c, New	3.25	
Payout Tubes, 25c Size (with Hopper)	3.75	
Bottom Main Silde, 5c-10c-25c	4.25	
20-Stop Star Wheel	3.00	
Large Clock Gears Comp. with Brackets & Springs for Jennings Slots	4.25	3.75
Back Board Glass for Jumbo Parade	4.50	
Top Glass for Jumbo Parade	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.

ROTOR TABLES

Coin-operated game rotates under glass top while players sit with drink, food, etc. 5c play. Every Restaurant wants a table. Games are in first-class condition, thoroughly reconditioned, ready to operate.

ONLY A FEW LEFT—\$79.50

NATIONAL NOVELTY COMPANY
183 MERRICK ROAD, MERRICK, L. I., N. Y.



OUTSTANDING BUY

OF THE BEST MONEY-MAKING
ARCADE MACHINES!

- 1 PHOTOMATIC — Latest Model—Serial No. PMD5
- 1 SKYFIGHTER
- 1 SELECTORSCOPE
- 1 GROETCHEN SKILL JUMP
- 3 KEENEY ANTI-AIRCRAFT
- 2 ACE BOMBERS
- 1 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 WHATSIS—
3 Machines on Stands
- 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

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"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. Reels or Fruit. 69.50
- 2 HEAVY SAFES, Double A-1. 79.50
- 1 DOUBLE SAFE—2 Doors, A-1. 79.50



Woolf 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 Multi. ... 299.50
- 4 KEENEY KENTUCKY CLUBS, 7 Coin, 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
- BALLY HIGH HANDS, Late Comb., F. P. & C. P. 175.00
- 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

- | | | |
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| ZOMBIES \$59.50 | HOME RUN, '42 .. \$89.50 | SEA HAWKS \$52.50 |
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| BHOW BOAT 59.50 | VICTORY 99.50 | SPOT A CARD 89.50 |
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| SPORT PARADE .. 55.00 | BOLAWAY 79.50 | MILLS OWL 109.50 |
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| ALL AMERICAN ... 49.50 | SKY RAY 49.50 | SPARKY 39.50 |

1/2 CERTIFIED DEPOSIT WITH ORDER.

CENTRAL OHIO COIN MACHINE EXCHANGE

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SLOTS

MILLS--JENNINGS--WATLING--PACE
RECONDITIONED—Guaranteed

By Our 48 Years of Experience
WRITE FOR PRICES

- 2 50c GOLD WAR EAGLES
- 3 5c GOLD CHROMES
- 7 10c GOLD CHROMES
- 9 25c GOLD CHROMES
- 2 5c SILVER CHROMES
- 5 10c SILVER CHROMES
- 8 25c SILVER CHROMES
- 2 5c BROWN FRONTS
- 4 10c BROWN FRONTS
- 12 25c BROWN FRONTS
- 3 5c BLUE FRONTS
- 5 10c BLUE FRONTS
- 8 25c BLUE FRONTS

All above Machines have Knee Action, Club Handles and Drill Proof.

12 5c Q. T.'s Originally Blue Made Glitter Gold \$89.50

6 10c Q. T.'s, Same as Above 99.50

8 5c JENNINGS FOUR STARS

2 10c JENNINGS FOUR STARS

6 5c WATLING ROLA-TOPS

2 10c WATLING ROLA-TOPS

4 5c PACE COMETS

1 5c-25c PACE COMET Comb. (Cabinet Model)

2 10c JENNINGS CLUB BELLS (Cabinet Model)

2 25c JENNINGS CLUB BELLS (Cabinet Model)

MILLS JACK IN THE BOX STANDS.

New, \$69.50. Used, \$49.50.

We have all types of Coin Machines. Tell us what you want.

SICKING, INC.

1401 Central Parkway Cincinnati 14, O.

ORDER NOW WHILE THEY LAST!

- 6 Rock-Ola Commandos, Brand New, Each \$575.00
- 2 Mills Thrones of Music, Each. 249.50
- 6 Wurlitzer 61 Counter Models, with Stands, Perfect Condition, Each 109.50
- Tail Gunner, Slightly Used 275.00
- Panoram Solo-Vue, Perfect 350.00

FULL LINE OF PIN GAMES ALWAYS IN STOCK—WRITE US YOUR REQUIREMENTS!!!

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FAST BUCKS—5c PLAY
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ONLY 484 HOLES FOR QUICK PLAY

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\$84.00 PROFIT

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HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO (7) ILLINOIS

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RED, WHITE & BLUE (Singles, fivefold and stapled in fives)

TIP BOOKS—BASEBALL DAILY

COMBINATION TICKETS (101-102) (#1440, 1836, 2052, etc.)

BINGO TICKETS (ON STICKS)

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WRITE FOR NEW PRICE LIST AND FREE SAMPLE TICKETS

Please state your requirements.

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WANTED—SKEE BALLS WURLITZERS

Any Model Highest Cash Price Paid

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for coin machine information

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There is no substitute for Quality

Quality Products Will Last for the Duration
D. GOTTLIEB & CO. CHICAGO

FOR SALE

Jumbos—new head, cash and check, used three weeks; 5 Q.T. Gold Chromes, 5c; 2 Kentucky Clubs, 1 Ray's Track, 2 Four Bells, 6 Gold Cups, 5-10-25c Mills Chrome, 5-10-25c Mills Blue Front, 5-10-25c Cherry Bell, 25c Bonus, 5-10-25c Silver Chief, 5-10-25c Four Star Chief, 5-10-25c Blue Skin Chief, 25c Watling.

For prices and serial numbers write

O. McFARLAND

P. O. Box 51 MADEIRA, O.

FOR GUARANTEED MILLS EQUIPMENT
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

TUBES and ACCESSORIES

FOR THE COIN MACHINE INDUSTRY

OZ4	1.50	5Y3	.70	117Z6	1.60	26	.75
1A5	1.50	5Z3	1.10	70L7	1.95	27	.70
1A7	1.60	6C5	1.00	12A8	1.00	30	1.00
1D5	1.30	6C6	1.00	12K7	1.00	33	1.00
1H4	1.00	6A6	1.50	12Q7	.90	38	.95
1H5	1.30	6A8	1.00	12SR7	1.30	41	.85
1LA4	2.35	6B5	1.75	12Z3	1.00	43	1.10
1LN5	2.35	6F6	.90	14A7	1.60	45	.80
1N5	1.60	6J5	1.00	14C7	1.40	46	1.10
1P5	1.60	6H6	1.10	25A6	1.10	47	1.10
1Q5	1.60	6K7	1.10	25L6	1.30	56	.90
2A4C	2.25	6L6	1.50	25Z5	1.00	57	.90
2A3	1.60	6Q7	1.10	25Z6	1.00	58	.90
3Q5	1.60	6S7	1.25	35A5	1.30	76	.85
5V4	1.50	6V6	1.15	35L6	1.00	77	.90
5Z4	1.30	6X5	1.00	35Z3	1.30	78	.90
5U4G	1.00	20S1	2.45	35Z5	.85	79	1.40
5W4	1.00	117L7	2.35	50L6	1.10	80	.70
						83	1.10

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SUPPLIER'S CERTIFICATE MUST ACCOMPANY ORDER!

When you need critical tubes we are always glad to accommodate. In all fairness, you should reciprocate by giving us ALL your tube business, including the less critical tubes marked with an (c) above. Our prices are right and warrant your orders!

NEW ACCESSORIES

Locks—Cash Box—Front—Back—with Keys	.65	Condensers for Seeburg	.80
5 Ft. Shielded Wire with Post, Clips Both Ends for Tone Arms. Good All Makes. Will Improve Tone of Machine	.40	Rock-Ola Belts (New)	6.00
OHM-Ohmite Dividohm, 2500, 25W	.90	Transformers for All Machines	6.00
OHM Resistors, Any Size, 10W.	.35	2 Wire Zip Cord, Approved, Per Ft.	.03 1/2
OHM Resistors, Any Size, 20W.	.55	Box 100 Carbon Resistors	3.00
16 MFD. Cond., 450 Volt	.85	P.M. Speakers, 8 Inch	5.00
16 MFD. Cond., 600 Volt	1.85	P.M. Speakers, 10 Inch	8.50
8 MFD. Cond. Tub. Can., 450 Volt	1.85	P.M. Speakers, 12 Inch	12.50
8 MFD. Cond. Tub. Ca., 600 Volt	2.50	Permo Point Needles, 3 for	1.00
		Electric Soldering Irons	1.75
		Photo Electric Cells (#CE 23), for all Ray Guns, Incl. Chicken Sam	1.85

Deposit required with all orders!

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The IDEAL COUNTER GAME
NO SLOT—NO TAX!

A Complete Casino Game With Top Appeal and Money-Making Power for Counter Play!

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HI-LO CHUCK-LUCK
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Write for Free descriptive folder in full color
H. C. EVANS & CO.,

Chrome finish. Beautiful 5-color plate glass top. Perfect dice under glass. Sealed agitator affords perfect protection for location! Game size: 18"x36"x2".

READ THIS AND RUSH YOUR ORDER!

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1 Wurlitzer 950	Write	8 Wurlitzer Twin Twelves, Ready for Location	\$145.00 Ea.
3 Wurlitzer 41 Counter Models	\$119.50 Ea.	2 Rock-Ola Master '40	350.00 Ea.
1 Wurlitzer 750	Write	2 Rock-Ola Standard Dial-A-Tune	340.00 Ea.
4 Wurlitzer 500	350.00 Ea.	1 Rock-Ola Super '40	375.00
1 Wurlitzer 600K	350.00	6 Rock-Ola Imperials	179.50 Ea.
1 Wurlitzer 600R	325.00	1 Rock-Ola Commando	525.00
3 Wurlitzer #580 Speakers, New, in original cases	155.00 Ea.	1 Seeburg Major, ES	340.00
1 Wurlitzer #580 Speaker, Slightly Used	119.50	5 Seeburg Hi Tones	525.00 Ea.

MUSIC ACCESSORIES

20 Seeburg 30-Wire Boxes, Ea.	\$ 7.95	100 Packard & Keeney Bar Brackets, Ea.	3.50
9 Wurlitzer #100 30-Wire Boxes, 5c, Ea.	12.50	100 Pedestals for Buckley Boxes, Ea.	2.50
8 Seeburg 5-10-25c 3-Wire Boxes, Ea.	44.50	25 Metal Cabinets for Twin Twelve Units, Ea.	12.50
1 3-Wire Bar-O-Matic	44.50	9 Packard Boxes	34.50
200 Buckley Boxes, Ea.	6.50	10 Chandelier Baffles, Like New, for 12" or 15" Speakers, Ea.	12.50
150 Buckley Boxes, Lite-Up Sides, Like New, Ea.	15.00	10 Atlas Organettes Lite-Up Baffles, for 12" or 15" Speakers, Ea.	9.50
150 Keeney Boxes, Some Converted to 30-Wire, Ea.	2.95	20 Keeney Organ Lite-Up Baffles, for 12" or 15" Speakers, Ea.	15.50
500 Buckley Bar Brackets, Ea.	1.50	4 Wurlitzer #145 Red Fast Steppers, Ea.	49.50
20 Rock-Ola Boxes, Ea.	17.50		

Ray Gun Lamps, #1489, 90c Each; in Lots of 25 or More \$.79 Each
1000 Aeropoint Needles, Per 100 44.00

3000 Ft. Used 30-Wire Cable (10 50-Ft. Lengths), Per Foot .25
10 Boxes 12" Pink Lumilines, Per Box of 24 19.20

1/2 deposit, balance C. O. D., F. O. B. Newark

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 123 W. RUNYON STREET NEWARK, N. J.

Floor Samples, Rebuilt and Slightly Used Slot Machines Equipped With Special Discs and Reels OFFERED FOR RESALE ONLY

11 5c BROWN FRONTS	\$250.00	4 10c ORIG. CHROME	Write
6 5c MELON	225.00	1 10c BLUE FRONT	\$235.00
4 5c CHERRY	225.00	4 25c BROWN FRONT	375.00 Up
6 5c BLUE FRONTS	225.00	4 25c BLUE FRONT	275.00 Up
1 10c MELON	235.00	6 50c BLUE FRONTS	Write
1 MILLS 50c GOLD CHROME, F.S.			WRITE
2 25c PACES RACES, Red Arrow			\$260.00
18 COLUMBIA BELLS, Check Separator			75.00
1 KEENEY FOUR-WAY SUPER BELL, 5-5-5-25			WRITE
1 MILLS THREE-BELL, 5/10/25c			WRITE
19 GALLOPING DOMINOS, Cash, Dark Cabinet			325.00
3 GALLOPING DOMINOS, Ch. Sep., Dark Cabinet			335.00
9 GALLOPING DOMINOS, Cash, Light Cabinet			475.00
3 GOLD CHROME VEST POCKETS, 5c Play			65.00
2 VEST POCKETS, Blue and Gold, 5c Play			54.50
13 GALLOPING DOMINOS, Ch. Sep., Light Cabinet			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, Original Coin Head			WRITE
9 5c MILLS JUMBO PARADE, F.P.			99.50
2 5c PACES RACES, Blk. Cab., Painted Brown			99.50
1 5c PACES RACES, J.P., Brown Cab., #5986			300.00
3 5c PACES RACES, Brown Cab., #6088-5695			190.00
2 JENNINGS CIGAROLA COMB., 5/10			90.00
2 SHOOT-YOUR-WAY-TO-TOKIO, Guar. Perfect Condition			250.00
2 UNNEED-A-PAK CIGARETTE MACHINES, 15 Col. Perfect			80.00
1 SANTA ANITA	\$250.00	1 CLUB TROPHY	375.00
4 41 DERBY	\$375.00		

SUPPLIES

Slot Machine Jackpot Glass, Per Doz.	\$13.50	Mills Four Bell Cabinets, New	\$ 32.50
5,000 Ft. 2-Wire Metal Covered Cable, Per Ft.	.05	2 Panorams, Latest Model	400.00

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.

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NEW MACHINES WITH SPECIAL DISCS AND REELS—WRITE FOR PRICES

All Merchandise Offered Is For Resale Only

10 Rockola Commandos	28 Mills 10¢ Brown Fronts	25 #120 Wurlitzer Wall Boxes
5 Bally Long Acres	16 Mills 5¢ Jumbo Parades, Cash Pay	15 10¢ Copper Chromes
83 Mills 5¢ Brown Fronts	25¢ Brown Fronts	5¢ Handoad, Emerald
5¢ Gold Chromes	5¢ Cherry Bells, Blue	5¢ Mills Mystery Bonus
10¢ Gold Chromes	5¢ Mills Consoles	10¢ Mills Mystery Bonus
10¢ Copper Chromes	10¢ Mills Consoles	Super Track Time
25¢ Copper Chromes	25¢ Mills Consoles	5¢ Jumbo Parade, Cash
10¢ Brown Fronts	25¢ Paces Race Red Arrow	5¢ Jumbo Parade, Conv.
Gallopings Dominos, J.P.	Columbia Bell, GA Rear Pay	Mint Vendor

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PARTS FOR ALL YOUR NEEDS!

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548—Aeropoint Needles	.50	5¢ Twin Super	525.00	5¢ Jenn. Bobtail, P.O.	129.50
550—Permo Point Needles	.35	5 25 Twin Super	575.00	Bally Club Bell	249.50
551—Tone Dart Needles	.40	5 5-5-25 Super	825.00	Panoram	395.00
648—Rubber Pad for Gun Butts	.50	Bang Tails, JP, '41	450.00	Choolin Hookay	249.50
169—Title Strips, 20,000	5.00	Sky Fighter	395.00	Shoot Your Way to Tokyo Gun	275.00
338—Perfection Cleaner, Qt.	.75	Mills 5¢ Club Bells, Fact. Rebuilt	450.00	Bally Hi Hand	164.50
617—Lens for Rapid Fire and All Ray Guns	2.00	5¢ Big Game, P.O.	139.50	Ex. Bicycle	129.50
351—Turf Champ Balls	.25	Four Bell Cabinets	27.50	Jenn. Cigarolla, Model XVV	129.50
325—Four Bells Glasses, Set of 5	10.75	New Jenn. Silver Moon, F.P.	159.50	Jumbo Parade, PO, Late	129.50
104—Mills Jackpot Glasses	1.25			Jumbo, F.P., Late	99.50
115—Mills Escalator Glasses	.75			Shoot the Chutes	159.50
116—Mills Reel Glasses	.50				
391—Mills Clock Springs	.15				
390—Mills Handle Springs	.15				
384—Mills Knee Action Stop Arm Springs	.15				
396—Contact Benders	.45				
923—Seeburg & Bally Photo Cells	2.50				
928—Non-Directional Cells	3.50				
387—Mills Escalator Springs	.10				
Panoram Projector Bulb	4.75				
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Master Parts Kit	7.75				

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MILLS MAIN CLOCK GEAR, Complete . . . \$3.50
JENN. CLOCK GEARS, Complete . . . 3.50
USED SLOT STANDS \$21.50
NEW GOLD AWARDS \$127.50
LOTS OF 10, \$119.50
Wurlitzer 61, DO \$ 99.50
Slap the Jap . . . 159.50
West. Baseball . . . 109.50
Kirk Guesser Scale 124.50
Jenn. Lo Boy Scale 69.00

1/3 Deposit With Order.

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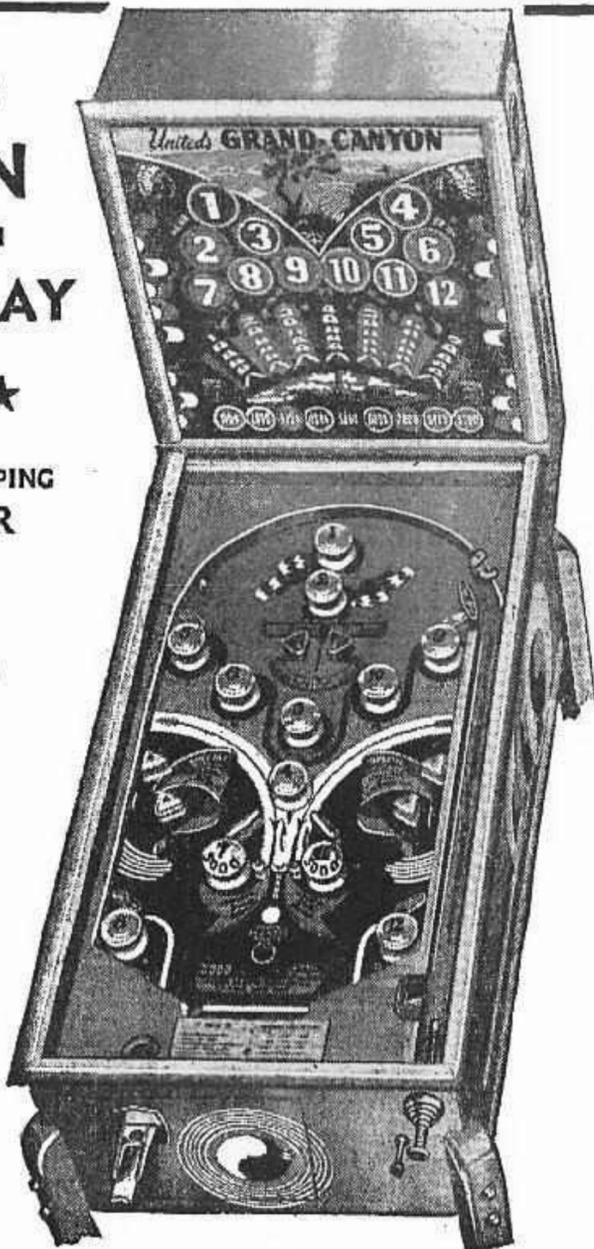
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A.B.C. Bowler 52.50	Metro 37.50	Duplex 49.50
Sky Ray 34.50	Paradise 44.50	Smack-the-Jap (10 Spot) 49.50
Venus 75.00		

ONE BALLS

1 Seven Flasher (1 Ball F.P.)\$109.50	1 Blue Grass, F.P.\$189.50
1 War Admiral (in Orig. Case) 175.00	1 Keeney Fortune 289.50
1 Challenger (1 Ball, Orig. Case) .. 175.00	

SLOTS

1 Mills Jack-In-Box Safe\$ 50.00	1 Mills 5c-2/5 Gold Chrome, Ser. 420941\$375.00
1 Mills Bl. Fr. 10c-3/5, Ser. 405420 (Like New) 275.00	1 Mills Br. Fr., Ser. 434295, 5c-3/5. 200.00
1 Mills Br. Fr. 5c, 3/5, Ser. 46830 210.00	1 Mills Bl. Fr., 5c-3/5, Ser. 405313. 200.00
3 Mills Orange Q.T., 5c, Like New, Ea. 110.00	1 Mills Melon Bell, Ser. 440834.... 200.00
2 Mills Gold Q.T., 5c (New), Ea. 150.00	1 Jennings Victory Chief, 5c-2/5.. 310.00
1 Mills Bl. Fr. 3/5, Ser. 404739 (Like New) 225.00	1 Jennings 4-Star, 5c, 3/5 140.00
1 Mills Wolf Head, 25c, 3/5, Ser. 309882 195.00	2 Pamco Bell, Ea. 35.00
1 Fast Time, P.O. 65.00	

ARCADE

1 Bakors Sky Pilot\$245.00	2 Mutoscope Sky Fighter, Ea.....\$325.00
3 Pikes Peak (Like New) 22.50	4 Bally Rapid Fire, Ea. 200.00
3 Exhibit Vitalizer (Repainted), Ea. 75.00	1 Bally Convoy 275.00
1 Bally Torpedo 175.00	1 Western Baseball Deluxe 99.00
1 Mills Punching Bag 79.50	1 Keep Punching 90.00
2 Keeney Air Raiders, Ea..... 225.00	1 Batting Practice 94.00
	3 Shoot the Japs (Chicken Sam), Ea. 139.50

CANDY VENDORS

3 Stoners 8 Col.\$90.00	1 Rowe 9 Col.\$70.00
1 Stoners 6 Col. 70.00	5 National 9 Col., Ea..... 90.00

REBUILT GAMES

Pin-Up Girl\$189.50	Sky Rider\$189.50	Shangrila\$149.50
Flying Tiger 189.50	Production 149.50	Torpedo Patrol ... 149.50
Engle Squadron 149.50		Midway 189.50

"ACTION" "LIBERATOR" "SUSPENSE"
— Immediate Delivery From Stock —

"BOWLING LEAGUE"

9 Ft. Skco Ball — Lighted Score Board

F-R-E-E B-A-L-L R-E-T-U-R-N
— Immediate Delivery From Stock —

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FRED IVERSON (CULVER-5278) JOHN BILOTTA
1824 E. Main Street Rochester 9, N. Y.

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 Chromes (Silver & Gold) 450.00
25c Mills Blue Fronts.... 375.00	5c Mills Bonus 299.50
5c Mills Brown Fronts... 275.00	25c Mills Bonus 375.00
10c Mills Brown Fronts... 300.00	25c Jennings Club Bells.. 375.00
25c Mills Brown Fronts... 385.00	50c Jennings Club Bells.. 550.00
5c Mills Chromes (Silver & Gold) 375.00	

PARTS FOR MILLS MACHINES

Knee Action\$7.50	Escalator Glass\$.50
Nickel Slide 3.50	ABT Coin Chutes (F.P.)... 3.95
Standard Handles 2.00	Coin Chutes (Mills Vest Pocket) 3.50
Club Handles 4.00	Reward Cards (2-5 & 3-5)... .15
Reel Strips, #236 & #356, Per Set 1.00	Main Clock Gears, Complete 3.00
Jackpot Glasses 1.00	Cash Boxes 2.00
All Reel Glass (Set of 3.)... 1.05	Springs—Complete Stock for All Mills Machines

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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

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MAKE YOURSELF JUMBO DOUGH



It's BIG — It's HOT — It has Five \$10.00 and Five \$5.00 possible winners for the year's biggest come-on flash.
ORDER AS: 910 JUMBO DOUGH—5¢ PLAY
TAKES IN: 910 @ 5¢\$45.50
PAYS OUT: Av. J. P. \$11.99
Consolations 8.80 20.79
AVERAGE PROFIT\$24.71

It's a counter-nopper that really m-o-v-e-s. Five \$50.00 and Five \$25.00 possible winners keep 'em punching.
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TAKES IN: 910 @ 25¢\$227.50
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Consolations 78.00 133.55
AVERAGE PROFIT\$ 93.95

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Evans Tommy Gun	149.50	Rockola Ten Pins, Repainted Red, White and Blue	59.50
Exhibit Bicycle (Motor Driven)	149.50	Seeburg Astrology, 10c	69.50
Fire & Smoke A.B.T. Target	22.50	Select-a-View	42.00
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Int'l Microscope Largo Sign Counter	29.50	Test Pilot	209.50
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01A	\$.90 50	6C5GT	\$1.00 3	7A4	\$1.30 50	83	\$1.30 50
0Z4G	1.60 50	6C6	1.00 3	7A5	1.30 20	85Z3	1.30 3
1A5GT	1.10 4	6D6	1.00 2	7A7	1.30 50	35Z4GT	.80 2
1F8	1.60 50	6F6GT	.90 5	7B4	1.30 15	35Z5GT	.85 3
1GGGT	1.60 50	6F8G	1.30 50	7B6	1.30 50	37	.85 50
1N5GT	1.30 3	6G8G	1.30 50	7C5	1.30 50	38	1.10 50
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1S5	1.60 15	6K7GT	1.00 5	7G7	1.95 50	41	.85 15
1T4	1.60 50	6K8GT	1.30 10	7Q7	1.30 50	42	.85 10
1V	1.00 50	6L6G	1.95 50	12A6	1.95 15	44	.80 2
2A3	1.95 10	6N7GT	1.80 10	12J5GT	1.00 10	45	.90 15
2A4G	2.35 50	6Q7GT	.90 1	12Q7GT	.90 5	47	.90 15
2A6	1.00 50	6R7	1.60 10	12SGT	1.30 10	76	.90 50
3Q5GT	1.60 25	6S7GT	1.10 15	12SJ7GT	1.10 1	79	1.60 50
3S4	1.60 50	6S7GT	1.30 15	12SK7GT	1.10 1	80	.70 5
5U4G	1.00 50	6S7GT	1.10 50	12SL7GT	1.00 10	83	1.30 10
5V4G	1.60 5	6SK7GT	1.10 50	12SQ7GT	1.10 1	85	.70 50
5Y3G	.70 25	6SL7GT	1.60 50	22	2.35 25	227	.70 50
5Z3	1.10 50	6SQT	1.10 5	24A	.90 50	450	2.35 50
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6AD7G	1.60 25	6U5/6Q5	1.30 25	26	.75 50	XXD	1.60 25
6B7	1.30 25	6V6GT	1.10 50	30 Special	1.00 5	XXL	1.60 10
6B8G	1.30 50	6Z5	2.35 25	31	1.00 50		

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IMPORTANT INSTRUCTIONS

- Send no deposit with your order—shipment will go forward express C. O. D. for full amount.
- Minimum order filled is for 25 tubes, each type within rationed limits shown above.
- Do not phone or wire for tubes—shipment cannot go forward until receipt of Supplier's Certificate.
- Tear out, sign and attach to your order the Supplier's Certificate at bottom of this advertisement.
- If you personally cannot use the minimum shipment of 25 tubes, contact another operator and place a single order, including your friend's needs.

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POLO	32.50	POT AND ESCALATOR	80.00

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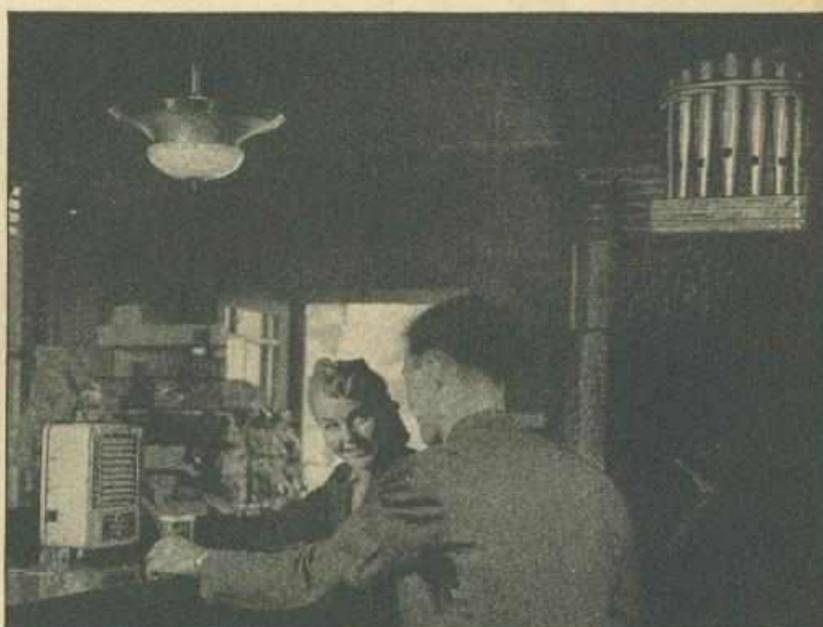
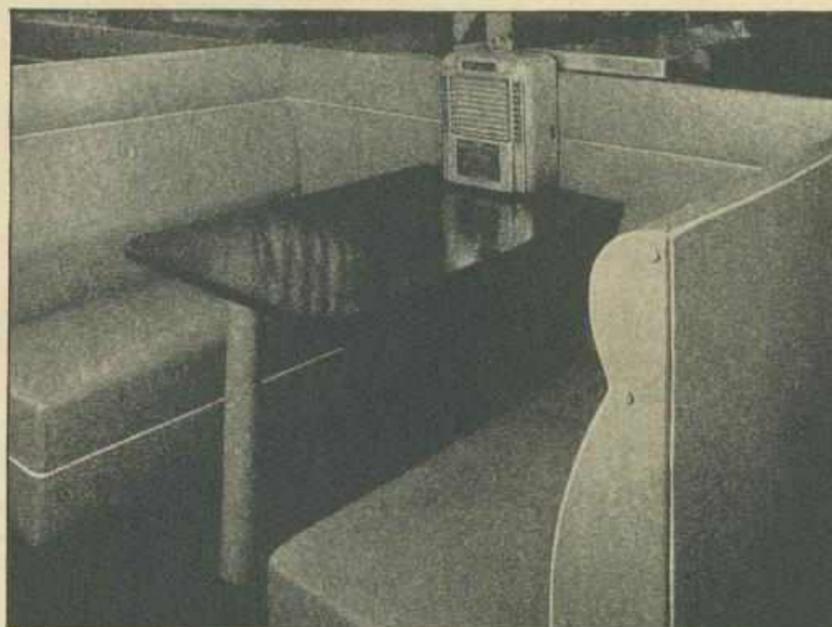


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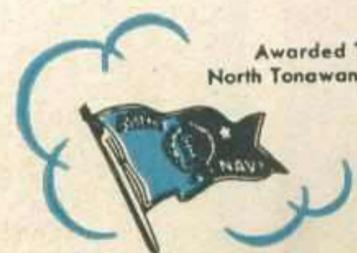


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