

The **Billboard**

AUGUST 12, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

STATION REP SCRATCH SHEET



HARRY JAMES
Still Busting B.-O. Records
(See page 4)

MUSIC

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Eats Up Pop Recordings**

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STATION REP SCRATCH SHEET

Showbiz Gang Tabbed in Navy

By Leonard Traube, SP(x)3C, Public Relations Dept., U. S. Naval Training Center, Bainbridge, Md.

BAINBRIDGE, Md., Aug. 5.—Eagle eyes of this big naval training center have looked into the civilian occupations of the ship's crew and uncovered a lot of interesting data...

That showbiz is in there pitching with an indefinite run in one of Uncle's fighting services is evident from the list of civilian occupations given below.

The Emsee Department

Probably the most fearless gents in the compendium are those who, without thinking twice about it, blandly noted that they are (that is, were) masters of ceremonies...

Strictly individualists, with one apiece in the pre-service breakdown, are a bowling alley manager, carrier-pigeon trainer, diver, lifeguard, micro-photog, scenic or propman, and a swim pool operator.

The Gamut List

There are 20 writers, newspapermen and press agents, 14 animal trainers, 46

Band Instrument Committee Files Appeal to Resume Mfg.

WASHINGTON, Aug. 5.—The band instrument industry advisory committee got in a few hot licks on WPB this week when it filed a vigorous appeal with the agency to permit the business to resume production of parts and sub-assemblies for ork instruments for civilians prior to general reconversion of the industry.

Up to now the band instrument industry has been making instruments and parts for the various service orchestras, and civilian orks have gotten little or nothing. In addition to producing band instruments, the industry also converted to production of bomb fuses, radio tubing, aviation instruments and glider parts.

In seeking permission to get going on parts, members of the committee told WPB that most band instruments contain a large number of parts. They cited the saxophone, which is composed of about 600 parts.

time a new type of part is made. Production of sufficient parts in preparation for assembly of all the many types of band instruments will therefore require a long time, committee members told WPB.

The members also contended that workers could be employed in making parts and sub-assemblies for band instruments during the intervals that frequently elapse between military contracts.

Long-term contracts now held by the industry makes an early return to large-scale production of complete band instruments for civilians impossible at this time, WPB said.

To Talk Copyrights When Lawyers Meet At Inter-Am. Confab

NEW YORK, Aug. 5.—First tangible step in doing away with one of the music publishers' chief headaches so far as Latin American countries are concerned, will be ironed out in the Inter-American Bar Association meeting now taking place in Mexico City.

That fee, which runs as high as \$12 per song in Cuba, and anywhere from \$5 to \$10 in other Latin American countries, has always been a thorn in the side of American pubs who wanted to cultivate the below-the-border market.

Altho the Bar Association meeting won't officially effect the ruling copyright law, it's expected that the governments attending the conference, thru representatives, will take seriously the suggested changes.

The Pan-American Union, organization here in this country to help better relations between the Americas, has drawn

Time - Buyers No Like Them

Only four peddlers doing job, say key biz-placers, who await the day

NEW YORK, Aug. 5.—Radio, as most every ad-agency radio executive will admit, is chockful of blind items. Talent wears few price tags, and even they fluctuate. Man power of the executive and idea categories comes nicely wrapped, with a brick-but in each package, to beat out as high a salary as possible.

It has been said that in an industry replete with pig-in-the-poke-purchases, namely showbiz, radio is afflicted with more unknowns than any other facet. The answer here is fairly obvious. Being the newest, save one, and that is television, of the entertainment children, radio hasn't been around long enough, almost but not quite, for everyone to get a line on values.

Blind Item No. 1

Among the blindest of blind items are the station reps. Just as artists handle talent, station reps handle stations, get them business, national account business. For this they usually get 15 per cent of all the national business on the station, whether placed by the rep or not.

Schools To Have Tape Libraries, Says Educator

CHICAGO, Aug. 5.—A prediction that the schools of tomorrow will be equipped with a library of recordings on wire or film was made by William D. Boutwell, former chief of the United States Office of Education's Information and Radio Bureau. Speaking before the recent school administrators' conference at the University of Wisconsin in Madison, Boutwell said that the school use of FM would be greatly aided by recording developments made by the armed forces.

Boutwell also predicted that there would be 2,000 or more radio stations in the U. S. by 1950. "It is conceivable," he said, "that the local radio station will be as common to American life as the local newspaper. And it should be just as indigenous and just as responsive to local needs and interests. It must not become merely a spigot for programs out of New York, Chicago and Hollywood."

FM, said Boutwell in another section of his address, holds high hopes for adult education. He pointed, in this regard, to the possibility of organized courses of instruction on the air during the evening hours. Separation of education

Job for a Ghost

NEW YORK, Aug. 5.—Olsen and Johnson have signed with Ziff-Davis Publishing Company to do a book, From Gags to Riches, O and J agree to have manuscript in the firm's hands before the first of the year and guarantee publication by July 1, 1945.

Dansant Op Sues For Security Tax Refund of \$401

DES MOINES, Aug. 5.—Suit for refund of Social Security taxes paid for members of bands that have played at ballrooms at Fort Dodge, Storm Lake and Rockwell City has been filed in United States District Court by Larry Greer, operator of the ballrooms. The suit was brought against the Iowa collector of internal revenue for \$401 refund of the taxes paid during 1941 and 1942.

The petition termed the American Federation of Musicians contract, by which six orks concerned were engaged, an "ingenious attempt to avoid liability for taxes" on the part of the band leaders or owners and contended that the "leader of each such orchestra was an independent contractor and was the employer."

In the suit, Greer said he had paid \$160.44 in federal insurance contributions and \$240.64 in unemployment tax August 4, 1943 under protest and asked for 6 per cent interest from that date.

Band leaders named in the suit were Al Menke, Les Hartman, Jimmy Barnett, Paul Moorhead, Blue Barron and Doc Lawson.

GI's Like Heifetz

NEW YORK, Aug. 5. — Jascha Heifetz, home from a USO-CSI tour of the Italian battlefronts, told the press Friday (4) that 70 per cent of the GI's he met like good music. He neglected to add that they like it only if you play 80 per cent middlebrow stuff.

Heifetz stressed that the report from Rome which stated that he had said that only 10 per cent of the soldiers liked good music wasn't true—it was just "bad reporting."

"What I actually said," he explained, "was that even if only 10 per cent of the soldiers liked good music, it would still justify sending concert artists overseas."

He also said that the quality of the performers sent over must be kept high.

In This Issue

Table listing contents of the issue including Bands & Vaude Grosses, Legitimate, Reviews, Night Clubs, etc.

Showbiz Carries On in Sweden

NEW YORK, Aug. 5.—Sweden reports all amusement activities functioning normally, the chief aches stemming from inability to book foreign talent for cirks, parks and vaude spots.

Stockholm, chief amusement center of Sweden, relies on opera, legit and films for its winter amusement fare. Vaude spots, cirks and amusement parks took over as usual at the end of April for the summer season. City has two large amusement parks, Tivoli and Nofesfaltat, both of which present open-air circus-vaude programs.

China Theater is the sole vaude house and in pre-war days was a big-time spot, featuring good American acts as well as top Continental talent. This season's programs at the China Theater and the parks are made up almost exclusively of domestic talent, with a few acts brought in from Denmark and Norway.

Gothenberg is also a prime amusement center—with a winter indoor circus season in the Lorenzberg Arena and a summer season of vaude and circus at Liseberg, the city's attractive amusement park. Liseberg opened its season April 29 but vaude and circus presentations at the park did not get under way until May 16. Circus acts are presented on open-air stage while vaude shows are given in cabaret hall. Top-notch foreign and domestic acts were pre-war fare at Liseberg but park is now forced to rely almost entirely on domestic and Scandinavian talent, as do all other spots.

Circus Schumann, well-known Danish circus, played indoor dates at the Lorenzberg Arena, Gothenberg, March 3-19, and at the Djurgarden Arena, Stockholm, during March and April. Other circuses on tour this season are the Circus Mijares-Schreiber, Circus Scott, Zoo Circus and Circus Altenberg. Latter circus is fortunate in having three well-known European acts on its program: Gilbert Houcke, son of the French circus owner; Jean Houcke, group of tigers; Reinsch, equestrian, and Three Ryles, good roller-skating act.

St. Pete To Get Auditorium

ST. PETERSBURG, Fla., Aug. 5.—Plans for a semi-open city auditorium has been listed by Alex Speer, executive director of post-war projects, as a must for St. Petersburg as soon as materials and man power become available. According to Speer, the structure will be 185 by 200 feet, will seat 12,000 persons, and will cost the city \$100,000.

HARRY JAMES

Still Busting B.-O. Record

ALTHO the billing is supposed to read "Harry James and His Music Makers," James is going down in musical history as Harry James, his trumpet and his orchestra, because he's a personality in himself, a second personality with that horn, and a third when he fronts the boys.

He was sending 'em at the age of 10, altho then he didn't takes chances; he did a contortionist act with a 65-year oldie on the side. And for those who pooph-pooph contests, it was a Texas State-wide competi-

tion that took him from Beaumont and sent him on his way to fame with orks in Dallas and Galveston.

It was logical that those things called platters should have switched him to big time, just as they helped to make Harry James win scores of fan and trade polls as the No. 1 swing band in the nation. And James plays more sweet tunes than swing.

It was Benny Goodman who heard the platters that spun James to fame and fortune and his spot in the Goodman band. He was with the Ben Pollack ork at that time, and James's trumpeting of *Deep Elm* was what sent him to Goodman. Three years with B.G. and then, in 1939, on his own. His record of *You Made Me Love You* sent him to the top and he's been there ever since. On the way to the West Coast now, he's breaking record after record on one-nighters. He's set for five years with MGM and he's an important slice of the pic, *Two Girls and a Sailor*. He also makes his musical contrib to *Bathing Beauty*.

On disks, in pix, on locations and on the air, Harry James music is pay notes.

It's an Old S. A. Custom; Writers Skip More \$ Chance

NEW YORK, Aug. 5.—Brazilian composers and authors are in a good way, financially, according to a decision handed down by Brazil's Supreme Court (Tribunal) a short time ago. According to informed sources here, the tribunal decided that the government had no right to set up a rate system for usage of music but that authors had the right to charge as much as they wanted for the use of their works.

It all came about when the Syndicate of Public Amusement Parks refused to recognize the scale of prices set up by the government, saying that no one had the right to set up prices for use of music, and took the case to the Tribunal. Case affected some 300 writers who collect anywhere from \$10,000 to \$20,000 per annum for use of music.

Price rates for the use of music in Brazil were first set up in 1942 (February) by Dr. Israel Souto, head of the government's division of the cinema, which controls everything pertaining to films, music and public places of amusement. Schedule was set up at the time because Brazilian amusement owners were being forced to pay two Brazilian collection societies, SBAT, Society of Brazilian Authors of the Theater, and ABCA, Association of Brazilian Composers and Authors. Dr. Souto declared that no establishment could be the victim of two societies, so one price schedule was set up.

The whole thing started back in 1937 when a group of popular writers broke away from the then existing society, SBAT to form ABCA. Latter group wanted to set up a small rights society which corresponds to ASCAP's collection for right to use popular music. SBAT cancelled its contract with ASCAP in 1942, a contract started in 1930, and signed another with BMI. Thereupon ASCAP made a reciprocal deal with ABCA. When that happened, a large number of SBAT writers moved over in a bloc to ABCA.

That was the situation in 1942. A place of entertainment had to pay the two societies for the right to use their music. At that time, Dr. Souto passed a decree establishing a scale of prices (unknown here in the North) agreeable to both societies. A central collection agency was set up, and at the end of a given date lists of music were brought in from the places of amusement, and a rep from each society was on hand to collect for the music used.

Recently, the Syndicate of Public Amusement Parks, a group of operators, refused to recognize the price scale set up by Souto, they took the case to the Tribunal, and the Tribunal just found that they were right—the government has no right to set up a scale of prices because "The author had the right to charge as much as he wants."

Consequently, the syndicate is now paying the scale set up by the societies, because the authors feel that the price rates are, if not equitable, at least a fair rate of income for the present. The authors aren't going to take advantage of the Tribunal's ruling and charge what the traffic will bear, but are going ahead as if nothing happened.

Goldsmith on Pix at TPA

NEW YORK, Aug. 5.—Dr. Alfred Goldsmith will address the Television Producers' Association at its August 14 meeting at the Hotel Pennsylvania on *The Part Motion Pix Will Play in Television*.

Movies of *Treasure for Two*, the Bud Gamble WABD production of July 30, will be shown. An attempt will be made to synchronize the pix, taken at 30 frames a second, with recordings made especially for the show.

Street Sing Union

MEXICO CITY, Aug. 5.—The mariachis (Mexican street singer) have formed their own union, with headquarters here. There are thousands of mariachis in Mexico.

Cincy's Zoo Opera Under 1943 Season

CINCINNATI, Aug. 5.—Twenty-third season of grand opera at the Zoo here, presented under auspices of the Cincinnati Summer Opera Association, concluded a six-week engagement tonight. Oscar F. Hild, prexy of local Musicians' Association, was again managing director.

Attendance was below that of last year but biz for final week was over \$19,000, with sell-outs nightly. Plans are already under way for the 1945 season, despite the fact that this season is expected to show a slight deficit.

Operas, presented nightly except Mondays, had 50 members of the Cincinnati Symphony Orchestra, and featured 48 stars from the Met and other opera companies during the 36 presentations.

Hild attributed the season drop in business to gas rationing, extremely hot weather and heavy activity in the local war plants, which kept many away from the opera box office.

Det. Police Censor Goes Literary, Too

DETROIT, Aug. 5.—All censorship activities of the Detroit Police Department are being merged into a single unit under the control of Lieut. Charles W. Snyder, effective August 1, by order of Police Commissioner John F. Ballenger.

Principal change is the addition of the literary censorship duties, including books and periodicals, to the amusement censor's duties. The literary assignment was formerly in the hands of the uniformed division of the department, while the amusement censorship was under the detective bureau.

Snyder has been in charge of stage, night club, motion picture and outdoor show censorship for the past couple of years, originally starting as motion picture censor. He will now have a full-time staff of five men.

"Times" Buying Station; Plans To Move It To Town

CHESTER, Pa., Aug. 5.—Chester, tho it's close to Philadelphia, will get a radio station. *Chester Times*, local newspaper, is buying WILM, 16 miles away at Wilmington, Del., for \$125,000, and planning to move the station to this city.

Alfred G. Hill, editor and publisher of the local sheet, his wife and the newspaper company itself are acquiring a two-third interest in the Wilmington station. Purchase made from J. Hale Steinman, Pennsylvania newspaper publisher, who with his brother, John F. owns a string of six stations linked as the Mason-Dixon radio group. Steinmans will hold on to their remaining one-third interest in WILM.

Hill, under contract, will acquire 304 shares of outstanding shares of common stock for \$85,100, giving him 51 per cent control of the station. His wife will get 60 shares of common and 61 shares of 102 shares of preferred for a total of \$27,475. The newspaper itself takes 40 shares of common and seven of preferred for \$12,425. Gives the Hill-Times set-up 404 shares of common and 68 shares of preferred, amounting to two thirds of each.

Hypo for Monterrey Showbiz

MEXICO CITY, Aug. 5.—Monterrey, second largest city in Mexico, is to have a race track costing half a million dollars. Grandstand and clubhouse will seat 4,000 persons, and track will be operated by John Charles Freys. Track expected to attract many Americans and hypo showbiz same as the big Hippodrome track in Mexico City.

Tourist Gripe

MEXICO CITY, Aug. 5.—Tourist grip, which is biggest in Mexico's history, is complaining almost daily of being gyped. Government has ordered an investigation into taxicab charges and is making it tough on hotels caught charging higher rates than the set prices.

Swing Shift Terp OK'd by Louisville

LOUISVILLE, Aug. 5.—Altho a city ordinance bans public dancing here after 2 a.m., those 4-to-midnight toilers in war plants have at last had a break. Swingsters' balls are drawing about 1,000 slack-suited welders, machinists, riveters and other odd-shift workers who frolic to Johnny Burkhardt's ork from 1 to 5 a.m. every Saturday with the police chief's special blessing.

Dreamed up by the workers' OWC War Recreational Council, which also arranges the floorshows, the idea was seized upon by Club Madrid manager, Milt Magel, as a summer stop-gap, as his place is open only Saturday night during the hot weather. Success of the innovation, however, has prompted Magel to include the workers' jamboree on his fall schedule.

COPYRIGHTS TALK

(Continued from page 3)

up a draft of an Inter-American Copyright Law that will be offered.

Herman Finklestein, of ASCAP, is slated to attend meet, as is Ed Kilroe, of 20th Century-Fox. Latter will represent the Hays office as well. Another chief function of the meeting will be to draft a satisfactory copyright law that will enable the Americas to invite European countries to join in. At the present time, Europeans and several of the countries here, work thru the Berne Convention, but U. S. is not a member. It's hoped that if a successful draft is adopted by the various American nations as a result of the Mexico City meeting, that European countries will take part in the new copyright proceedings.

TAPES FOR SCHOOLS

(Continued from page 3)

national and commercial channels, he said, will provide fuller exploitation of radio's educational potentialities.

This was Boutwell's last speech as a representative of the office of education. On August 1, he left that post to take over the editorship of an important educational journal.

A TALK ABOUT NAMES AND ADDRESSES

Names and addresses of every musical organization, service, association and company worth knowing will be listed 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 how the music world will talk about some of those lists which have been compiled exclusively for the '44 MYB.

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BLOCK TIME BUYING FOUGHT

NBC Engineer Nixes Women At Controls

Good Robots Only

CHICAGO, Aug. 5.—Women will never be as efficient operators as men for radio stations' transmission and electronic control equipment. This idea, long a theory in the minds of radio execs faced with the need for hiring women as wartime control board operators, was declared to be a fact this week by Beverly Fredendahl, transmission engineer for NBC's Central Division. Fredendahl has been conducting a class in the operation of control booth equipment and control and recording technique for the past month at the NBC Radio Institute at Northwestern University here, with this experience he has discovered facts about the relative adaptability of men and women in the field of radio control board operation.

He claims that in his class, of which 23 are women and five men, it has been proved definitely that women don't have what it takes. He said that women, not mechanically inclined fundamentally, must work under supervision. They can't be depended upon to meet an emergency such as the breakdown of transmission equipment. They are more nervous at the control board. They easily learn how to operate equipment, but are able to go no further. They can't think for themselves in an emergency. They are good robots, able to do what they are told, but that is about all. Fredendahl admits that there are exceptions to his rules but as an average, he said, women are not as reliable as men in applying what they learn about electronics.

He said, however, that women make the better operators of record making equipment. This is true, he said, because women have more patience and a more delicate sense of touch, two fundamental requirements in the making of records taken off network lines for later re-broadcasting.

Ozzie and Harriet Build CBS Sun Slot

NEW YORK, Aug. 5.—International Silver's *Theater of the Air*, (CBS, 8-8:30 p.m. Sunday, EWT), will be replaced October 8, by the *Adventures of Ozzie and Harriet*, new variety show starring Ozzie Nelson and Harriet Hilliard.

Program will, according to the trade, make even stronger, the G. F. two-hour attempt to capture a listening bloc by getting listening audiences early against NBC's *Catholic Hour*. Y & R is the agency.

Goodrich Has Top Money Show in Mex

MEXICO CITY, Aug. 5.—Unique radio program which is sure-fire here is the Goodrich weekly show. Listeners told to check their tire numbers, and if last three conforms with national lottery winner for that week they can collect \$5 from any Goodrich dealer. If tires are in good condition they can collect another five spot. Program is brainchild of John Kuneau of J. Walter Thompson Agency. "Our client hasn't much to sell right now," said Kuneau, "but we want the automobile owners to keep their tires in condition and to remember Goodrich."

Texas Still Met-Op Minded

NEW YORK, Aug. 5.—The Texas Company has signed to sponsor for six years more the Saturday afternoon broadcasts of the Blue's Metropolitan Opera. Contract says that Texas will sponsor the 1944-'45 season, with options on the remaining five years.

Stein-Wise CBS

NEW YORK, Aug. 5.—Thru a long and wearying afternoon at CBS's photo studio a press association photog and flack Art Miller waited to get a shot of two pigeons who were playing house on a back-drop near an open window. The two arrived at 10 a.m. to find a single pigeon waiting for its mate. Miller and the lensman waited, too.

At 12 the pigeon got disgusted, threw down his cigarette and announced that he was knocking off for lunch. When he headed for the Plaza, Miller and the photog went for a sandwich. At 1 the three returned, took off their coats and got back to work. At 2:30 the pigeon told them that he couldn't wait any longer. He had to have cocktails at the Pierre with a client. The second pigeon, a dissipated look on her face, returned. Then Miller left and returned. The lensman left and returned. The second pigeon had a date at the hairdressers and left—then the first one returned.

At 4 the photog said: "Tell wit it." Said Miller: "Likewise." Said the pigeon: "I need a drink." Said Gertrude Stein: "Pigeons on the grass, alas, alas, but pigeons."

Censorship Still Radio Reporters' No. 1 War Ache

NEW YORK, Aug. 5.—Trying to get radio broadcasts out of Cairo during the days when it was a major news town, was like pulling teeth with a pair of rusty pliers, Leslie Nichols, Mutual correspondent just back from seven years in Egypt, told the press Friday (4). He explained that the antique equipment, almost as old as the pyramids themselves, plus "heavy" censorship made the radio reporter's job there one of the toughest in any theater of war.

"In addition to the omnipotent Anglo-Egyptian censorship, the toughest of them all, he said, "We had to get thru U. S. military, British army, RAF, and the Royal Navy censors before we could even think of trying to get on the air. The equipment there is about 1933 quality and very run-down. To get to all five of the censors we had to pass in those days, we had to run around Cairo by foot or cab because all the offices were in different parts of the city. Today it's much better, but Cairo is no longer a major news source."

Nichols explained that the difficulties that he went thru are now being undergone by reporters in the CBI theater.

Ed Franke, also of Mutual and first technician to get back from Normandy, told the press that the engineer's problems during the invasion were difficult but not insurmountable. The worst, he said was vibration from cannon fire that made his film recorders jump four and five inches off the table. Outside of that and the usual battle difficulties, he said, it wasn't as bad from a technical angle, as he had expected.

It's Biow Vs. Jones In Coming Elections

NEW YORK, Aug. 5.—Democratic National Committee this week appointed the Milton Biow Agency to handle its radio advertising. Democratic radio boss is Leonard Reinsch, on leave of absence from the Cox radio group.

With the Republicans using Frank Turnbull, of Duane Jones, as radio chief, and the Duane Jones Agency placing its business, the forthcoming presidential campaign figures to be strictly commercial radio.

Neither side has concluded its campaign radio details. However, bull sessions are scheduled for next week, after which the plans figure to be set.

Gillette Buys Fights All Year 'Round

NEW YORK, Aug. 5.—The Gillette Safety Razor Company has signed an agreement with Mutual to sponsor the broadcast of a prize fight each Friday night thruout the year. This is an extension of the former agreement which called for a minimum of 26 fights a year,

NAB Answers PAC Handbook

WASHINGTON, Aug. 5.—Harold Ryan, NAB prexy, replied Thursday (3) to attacks made upon the NAB code in the CIO Political Action Committee's radio handbook, saying that it (the code) was formulated as a guide for radio and that while it "May not be perfect, it is an honest attempt on the part of broadcasters to establish a sound policy of self-regulation in the public interest." He added that the code, "In intent and in practical application, assures labor a fair allocation of radio time."

The handbook states that the NAB code prohibits stations from allowing the solicitation of members over the air, to discuss controversial issues on paid time or to dramatize controversial issues. It added that "This code, a private document, contains many provisions that violate the fundamental rights of free speech and in practice the code has become a dead letter—except in the hands of a few stations which drag it up as an excuse for denying labor a fair break on the air."

Ryan's formal statement said that the code is elastic in its addition or revision of provisions and that the code committee is empowered to make changes as circumstances dictate. He further added that the responsibility for the formulation of a code is placed, by Congress, directly upon the licensee of the radio station. "This responsibility," he said, "cannot be shared with anyone, whether it be the CIO or any other individual or organization."

Indie Network for Forest Hills Tennis

DETROIT, Aug. 5.—A special-event indie network of 30 major stations across the country has been set up by the Stanley G. Boynton Agency here for the national tennis matches at Forest Hills, Long Island. Events will be played Sunday and Monday, September 3-4, and will be aired both days.

The contests are being sponsored by A. G. Spalding & Bros., placed thru the Ferry-Hanly Company, New York agency. Broadcast rights were issued by the American Lawn Tennis Association.

The set-up is similar to that built a year ago for the national pro football classic at Chicago by the Boynton Agency, which specializes in such indie-network commercial set-ups for its religious clients. Tennis matches will be short-waved to the overseas forces, as well.

with no provision for continuous weekly broadcasting. Most of the shows will originate from Madison Square Garden in New York, but others will be piped from other parts of the country.

Don Dunphy and Bill Corum remain as the commentary team. Time is 10 p.m., EWT.

'Public' Yelps At Monopoly

Letters said inspired but FCC still considering fast action to stop spread

NEW YORK, Aug. 5.—Public complaints to the Federal Communications Commission that continuous block buying of time by large corporations may soon lead to a monopoly of the best air time are a tip-off of pending direct action by the FCC to nip that rapidly-growing trend in the bud. Possibly goaded into complaints based upon recent buying of one and two-hour blocks by General Foods (*The Billboard*, August 5) and by the contemplated continuous skein-buying by the other three big spenders of radio ad dough, Standard Brands, Lever Bros. and P&G, at least three people have called the "dangerous" potentialities of the situation to the FCC's attention.

Altho many in the trade think that the letters have been inspired by agencies or sponsors in danger of losing choice spots, it is known that the Commission is disturbed and is attempting to find means of preventing what it considers a monopolistic tendency.

Meanwhile, reliable trade sources say that the G. F. block buying, set for the fall to buck tough opposition, is being closely watched by other large firms to cue to their own future plans. They all know that it will save money, as much as 20 per cent, but what they are waiting for are sales figures to prove the pay-off merits of the idea. Altho skein buying has been used in daytime shows, particularly in the Midwest, its effectiveness in socking home sales of grocery and other products is not definite. It is felt that a grocery firm can sell, for instance, flour on one show, follow it up with shortening, then coffee, then desserts, all to the same group of listeners. If it holds true in the case of General Foods, then others will move in but quick.

One important point made by the trade (See "PUBLIC" YELPS on page 11)

Joe Nassau Moving Back Into Radio

PHILADELPHIA, Aug. 5.—Joseph M. Nassau, veteran broadcaster formerly owning part of WIBG and WHAT here, and now with the Army Signal Corps as a civilian engineer, will return to the broadcasting ranks in buying an interest in WBEU, NBC outlet, at near-by Reading, Pa. Nassau will become general manager of the station. He's linked in the buy with a combine that includes Milton J. Hinkle, local real estate, who last year purchased KDRO in Sedalia, Mo., and George J. Feinberg, local textile manufacturer.

Reported that the three are shelling out \$210,000 for the 1,000-watt Reading station, which operates only daytime. Sister station, DRAW, covers Reading at night, but does not figure in the deal. Feinberg gets 75 per cent of the station with Nassau and Hinkle splitting the remaining 25 per cent. Understood that Feinberg put up all the money with the other two paying back their share from subsequent earnings.

Clifford M. Chafey, president and general manager of both WBEU and WRAW; Harold O. Landis, chief engineer of both stations; Raymond A. Gaul, commercial manager of WRAW, and H. S. Craumer, Reading attorney, each sold their 25 per cent interest in WBEU to the local combine. Chafey, Landis and Gaul own WRAW and will continue with that station.

Time-Buyers Nix Station Reps

Only Four Do A Passable Job

Biz so lush that he who golfs all day collects plenty for nothing

(Continued from page 3)

agent who gets 15 per cent or whatever his bit may be, of everything the artist makes. And just as many a talent rep, including the biggest of them, will fail to sell an item that a small agent with his office in his hat will peddle, just so do some of the station reps click where others flop, and vice versa.

There is another analogy among station reps, as a group, to talent reps. Both, from time to time, have leaders who become surfeited with success. The major difference is that in the field of talent the agent that starts to believe his own opinion of himself soon loses his lush clients to another percenter with a lean tummy, no eye on the gals and no taste for expensive cheeroots.

Among the station reps, the big boys who get bloated with profits usually manage to keep their clients. This stems from long-term station rep pacts and the current cushy business times. The criterion among station reps is the agency time buyer. He is the person who knows which rep is on his toes, which is lazy, which is insipid.

Specializers

Naturally, the station reps tend to specialize, just as do the reps in other fields. Some handle big stations, others handle small outlets, still others handle across-the-border transmitters.

Therefore, *The Billboard* has asked the leading time-buyers for an off-the-record evaluation of the station reps. And as might be expected, the returns show an interesting shuffle in station rep acceptance.

Biggest factor in the time-buyers' book on the percenters was negative. With very few exceptions, four in fact, the reps are doing a bad job. And one of the biggest, an outfit that still specializes in high-power outlets and full-page ads, has no acceptance whatsoever with the men and women who buy most of the national radio time.

On the "best" side, the leader, by a clear majority that came close to being unanimous, was John Blair & Company. The big reason here was its running account of availabilities. Not only do they know what their stations have available but this office provides day and night service. As one time-buyer put it, "they have a night phone that works."

Next to the Blair organization came Free & Peters. Here the answer was plenty of savvy that didn't stop tickling just because business was good. However, one criticism was that F & P were weak in the supporting executive spots. Thus, "When the boss isn't around you just have to wait till he comes in."

Slowing Up Department

Third place in this plus column was taken by Headley-Reed Company. Mostly on the basis of the swell job that it had done in the very recent past. One comment tells the story: "Have been doing a very good job but are now slowing down. Need a jolting to wake them up."

The only other accolade went to the Paul H. Raymer Company. Here the attitude of the time-buyers was that while they were not so good as the others, neither were they anywhere near as bad as the station reps who drew no mentions. Assuredly, this is nothing to rave about but then this entire piece is designed to hypo the station reps.

Best part of the tally was in the negative replies. For obvious reasons, the firm names are not being used. But what applies to one applies to all. Here are some of the comments:

"The reps are riding with the waves. They're sitting back and taking it easy since they have nothing to sell. They make lousy presentations; don't follow-

For Free?

MINNEAPOLIS, Aug. 5.—In perhaps the most unusual pitch ever made for future business, WCCO-CBS paid tribute to the 75th anniversary of Pillsbury Flour Mills, locally-owned concern, in a half-hour dramatic broadcast put on Tuesday of last week (25) from 8-8:30 p.m. (CWT).

Despite the fact Pillsbury does not use WCCO locally (alho it is on CBS web), station re-enacted dramatic highlights of the Pillsbury firm from the time Charles Pillsbury first came to Minneapolis in 1869, thru the time of the big Pillsbury "A" Mill fire down to the present day operation under Philip Pillsbury, firm head.

Sitting in the audience during the show were V. R. (Dick) West, head of Pillsbury public relations; R. J. Keith, mill advertising manager; P. S. Jerot, assistant to the vice-president in charge of sales and advertising; Harry Schultz, vice-president of the Pillsbury soy mills.

Among the unusual factors was that WCCO put on the show—while KSTP-NBC gets local radio biz from Pillsbury.

thru; just don't give a damn. All of which isn't making them any friends." "Right now I wouldn't give a station rep, with the few exceptions noted, the sweat off my wrist. They're not even order-takers. Service is something they have forgotten about. And good will is something they will remember when they come around after the boom is over."

Slower, Slower, Slower

"Station reps are now, and have been for some time, doing less than ever before. They're like a train coasting into a dark tunnel, going slower and slower and getting nowhere. They have no steam up; why they're not even good order-takers. I'm just waiting till this bull market breaks and they have to come around selling once again. I'm just waiting; boy, will they pay."

"With the exception of Blair, Headley-Reed, and Free & Peters, I wouldn't give you a dime for any station rep in business today. The salesmanship, service and promotion that they don't provide isn't worth the 15 per cent they get. They make no attempt to keep the time-buyer posted on what their stations are doing. Stations are doing plenty of advertising and promotion, but if we depended on the reps we'd never know about it."

"The reps today are not earning their 15 per cent. They're coasting, knowing that they'll get the business whether whether they work for it or not. And they work for it or not. And maybe some of the station managers are getting wise. I know that more and more of the managers have been coming around on good will visits in recent months. (See *The Billboard*, July 29, page 9). The station reps should do this but from the way they act you'd think my office was quarantined."

One other interesting fact came out of this off-the-record-referendum. The station reppery the time-buyers like best of all is radio sales, the sales organization for the CBS-owned and operated stations. However, it was not included in this listing, as it patently was in a class by itself.

From all of which it requires no Socrates to deduce that what the percolator reps need is a generous helping of hot-foot. This article is a move in that direction. Another might come from the client stations themselves.

One thing is fairly certain. Unless the reps awake, many a station is going to be wondering why it isn't getting its business in the post-war era.

New Blue Station Contact

NEW YORK, Aug. 5.—Blue has appointed James H. Connolly, former v.-p. in charge of radio in the Branham Company's New York offices, to post of station contact representative. His appointment takes effect next week.

Chi Listeners Get Einstein Twice on WGN

Seg Gets Good Press

CHICAGO, Aug. 5.—For the first time in years, a network dramatic program originating here will repeat one of its shows August 17, when WGN-Mutual for the second time present on the *Human Adventure* series, the story of the Einstein theory. Of interest in the second presentation of this show, which was first aired March 9 of this year, is the proof of the fact that radio listeners go for a show with a lot of intellectual guts, and not only the light frothy stuff presented with the theory that the public won't go for anything more serious.

Einstein show presents in dramatic form the history and explanation of one of the most complex scientific theories now known, a theory which, it was thought, the average layman could not understand. When Mutual first presented the show wire services, local newspapers and *Time* carried pieces about it, proving that the treatment by radio of such a complicated subject was news.

Hundreds of letters from listeners substantiated the editors' theories that radio treatment of such a show was news. These letters, with very few exceptions, said that this was, for example, "One of the best shows ever heard." WGN is still receiving letters of praise on the show, but station is not bragging about it. Execs there realize it was a good job, but they consider of more importance the proof that American listeners are anxious to hear more than comedy, soap operas and music.

WIND Planning To Give Chicago Different Segs

CHICAGO, Aug. 5.—Final negotiation here last week in the sale of WJJD to Marshall Field by Ralph and Les Atlass and realization that WIND will now operate on its own as a full-time independent, whereas it used to be part of the WJJD-WIND operation, brought into sharper focus an unusual condition in a city of this size. WJJD was sold for a final figure said to be more than \$750,000, to a company headed by Field, president; Clem Randau, vice-president, and Carl Weltzel, secretary-treasurer.

According to Ralph Atlass, president and general manager of WIND, his is the only full-time station in Chicago operating without allegiance to any one social or language group, or affiliation with a net—one of the unusual facets of radio operation in this city. In New York, for example, there are WHN, WNEW, SMCA, and WQXR, full timers in a position comparable to WIND's. WGES and WCFL, two other full-timer independents here are in different positions. WCFL, owned by the Chicago Federation of Labor, has a certain amount of labor programming it must do. WGES has foreign language shows about 90 per cent of the time.

With this in mind, said Atlass, he intends to operate his station so that it has mass appeal. "We will be able to give the listeners shows they can't hear anywhere else. We'll continue to give our listeners complete sport coverage." The station now has exclusive rights to local major league baseball broadcasts as well as the Chicago Bears professional football games.

Special Event Interest

"We intend to show great interest in special events," Atlass continued, "In fact, our philosophy of operation could be summarized as an attempt to give listeners programs they can find nowhere else at any given time. When net affil-

Sports Ed Sounds Off on Fisticuffs That Go Air Limit

MINNEAPOLIS, Aug. 5.—Dick Cullum, *Daily Times* sports editors here, whose dislike for radio has caused him to take left jabs in print at the industry more than once, has done it again.

In his column reprinted in *The Times' Fighter's Digest* weekly sheet for G. I.'s dated July 29, Cullum claims there are fewer knockouts in boxing bouts aired over the radio than ever before.

Reason, he claims, is that "When a sponsor pays for a certain time he likes to get enough commercials on the air to justify his outlay. He likes to have a full hour on the air."

Fight promoters, writes Cullum, are assured of success by selling radio rights to their bouts, even tho ticket sales may be off.

"It is just as much to the promoter's interest to give the radio sponsor what he wants as it is to give the paying spectator what he wants," writes Cullum. "And there are many experts who believe that the interests of the radio sponsor will soon far outweigh the interests of the paying fan."

"The promoter who is in the business to make a profit one way or another, knows that fights without early or sudden endings sell broadcasting rights more easily than fights that cut a sponsor off the air before he has had his full list of commercials read. Naturally, then, the promoter likes to have his fights go the limit. He prefers clever boxing to deadly hitting. In fact, shudders at the approach of a young man who carries a knockout wallop. If possible, he gets him discouraged early in his career, and in the preliminaries if possible."

"And so we are getting fewer and fewer knockouts in our headline fights, and more polite petting parties in which close decisions make re-matches possible."

KSTP Signal Guides Plane To Safety Thru Storm

MINNEAPOLIS, Aug. 5.—Twenty-one passengers and the crew of a Northwest Airline transport plane flying from Chicago to Minneapolis in last night's (3) storm owe their lives, at least in part, to radio station KSTP. When the wind, which at times exceeded 70 miles an hour at Wold Chamberlain Airport, blew down the field radio range tower, the airliner flying thru the storm had no way to guide it into Minneapolis. The airport dispatcher called KSTP and asked the station to remain on the air to provide a signal for the pilot to follow. Station continued to air its "overseas special" program, with which it normally signs off at 2 a.m., for an additional 45 minutes. Plane reached Minneapolis safely.

Kintner Blue Flack V.-P.

NEW YORK, Aug. 5.—Blue net board of directors has elected Robert E. Kintner, former Washington columnist and long-time newspaperman, to a vice-prexy job. Altho he doesn't have the title, Kintner will be in charge of public relations and public service.

Soon to be discharged from the army, Kintner will start at the web September 15. It is felt by the trade that his appointment will be a definite lift for the Blue, giving them a direct policy making head of publicity.

ates are having a preponderance of news, we might have music. When they have drama, we might have sports."

Atlass also said that his program staff, now located in the station's studios in Gary, Ind., will be shifted to Chicago in about six weeks when the station moves out of the quarters it now shares with WJJD and opens up studios in WJJD-WIND Building, studios formerly occupied by the University Broadcasting Council.

At least for the present time, WJJD plans no change in its personnel or programming scheme. With this station, it is said, Field hopes to make some money. He's going to operate it strictly as a business and not as the air voice of his newspaper holdings.

FOUR-WAY PICK-UP

NEW YORK, Aug. 5.—Harry Butcher, former CBS v.-p., went into Normandy on D-Day in the face of a hail of fire. Several days later he returned to London with his head covered with bandages. Cause—poison ivy. . . . Judy (Barnacle) Cortada, Blue trade flack, off on a two-week windjammer cruise along the Maine Coast. . . . Jack McCarthy has resigned from Blue announcers' staff to free lance. . . . Dinah Shore hit London Wednesday (2). . . . Marge Kerr is new talent buyer at N. W. Ayer's. . . . L. Frankel, radio editor of *The Billboard*, will be in Milwaukee next week attending the American Newspaper Guild's convention. . . . Sunny Skylar has penned the lyrics to a wastepaper salvage drive tune, *Paper Troopers*. . . . Lucille Von Urff, former pic ed of *Look* mag, latest addition to the CBS tele producing staff.

Blanche Wolfe, Mutual mag contact, taking her vacation next week in Chi. Miss Wolfe wants it known that she is a woman, not a "guy" as erroneously stated in the "mag" story last week. . . . Bud Armstrong, manager of WCOP, Boston, in town last week to discuss plans to start a hillbilly show similar to WOV's *Broadway Barn Dance*. . . . John Conte, now on the Coast, has replaced Bill Johnson as emcee of the MGM *Screen Test* Mutual show. . . . John Bubbers has been appointed studio engineering supervisor at WOV. . . . Mrs. A. L. Carrell, managing director of WBBZ, Ponca City, Okla., in New York for an extended stay accompanied by her son, Charles. Trip is a combination of business and pleasure.

CIO Political Action Committee today presented a WOR show in rebuttal of the NAM's *Business Men Look to the Future* e. t. . . . CBS's *Vox Pop* gets an extensive plug in the September issue of *American* mag. . . . Upton Close, sponsored by Lumberman's Casualty Insurance Company, and Dale Carnegie, sponsored by the Lee Hat Company, have both had their Mutual contracts renewed for another 52 weeks. . . . Everybody's making dough dept.: Artur Rodzinski, director of the New York Philharmonic (CBS, Sunday, 3-4:30), has leased an 18-room town house at 17 E. 84th Street. . . . Louis Ruppel, former CBS press chief, currently a marine officer, soon to be discharged, will go back with the Hearst org.

CHICAGO, Aug. 5. — Shirley Mitchell, Alice Darling of the Fibber McGee and Molly show and featured on many other net shows, in town for personal appearances. Says she is just about set to appear on Ozzie Nelson and Rudy Vallee programs in fall. Shirley, thru her agent, William Morris, recently turned down movie offer from Warner Bros. . . . Jack Brickhouse and Harry Wismer will split chore of describing all-star football game on Mutual program to be sponsored by Wilson Bros.' sporting goods company August 30. Brickhouse will handle 10-game series to be sponsored on WGN by the Chicago Motor Company starting late in September.

Hoosier Hot Shots back in Hollywood making another in their series of eight pix for Columbia. . . . June Merrill new director of women's programs at WJJD. . . . WMAQ-NBC will describe all-American golf tournaments with nine exclusive on-the-scene broadcasts under the sponsorship of the George S. May Company August 24 thru 27. . . . Grace Neuwerth, former secretary to Judith Waller, director of public service for NBC Central Division, will be transferred to Hollywood August 26. . . . Ralph Atlas, president and general manager of WIND, on two-week fishing trip in Canada. . . . Jack Peterson, formerly with WIS, Columbia, S. C., new announcer at WIND.

Professional Artists' Studio will give \$100 scholarship on WCFL's Nikki Tate variety show August 14

as part of promotional stunt arranged by Rosemary Wayne, promotion director for the studio. . . . Lorraine Lang has joined WBBM as secretary to Fred Killan, production manager. . . . Curley Bradley, star of NBC's *KC Jamboree*, married last week to Olga Brown, of Chicago. . . . Paul Gibson's *Housewives' Protective League* program on WBBM this week signed up four more participating sponsors.

HOLLYWOOD, Aug. 5. — Dave Nowinson, KFI staff scripter, heads for the Rocky Mountains where he'll join his wife and daughter for a three-week vacation. . . . Sydney Gaynor, Don Lee web sales manager, is back at his desk following a two-week vacation at Balboa Island. . . . Sarah Selby, who appears in the CBS production, *This Is My Story* is doubling in legit, appearing opposite Hanley Stafford in *Family Man* at the Belasco. . . . Norris (Abner) Goff and Mrs. Goff, celebrated their eighth wedding anniversary August 8.

Noel Corbett, who quit the Blue's press department to become a freelance radio scripter, now has four shows under his typewriter. . . . Frank Graham takes over as narrator on *Jobs for Heroes*. . . . Ralph Rogers, Blue announcer, has resigned to accept a commission as a lieutenant (j. g.) in the navy. He reports at indoctrination center, Tucson, Ariz., August 15. . . . Terry O'Sullivan, also member of the Blue's spiel department, has bowed out because of commercial assignments. He'll still handle the announcing chore on *Nit-Wit Court*, *Glamour Manor* and the *Falstaff* show.

Cottonseed Clark, major-domo of the *Hollywood Barn Dance*, trains out for San Diego for a week of personal appearances with Smiley Burnette and Tex Ritter. . . . James Andrews of Lennen & Mitchell, who got the *Hollywood Mystery Time* rolling, heads for N. Y. this week. Don Sharpe, agency producer for Frank Vincent, takes over the production chore. . . . Mel Venter, former member of the Don Lee announcing department, was emcee on show from San Francisco, which commemorated the 154th anniversary of the coast guard. Venter is now public relations officer for the C.G.

PHILADELPHIA, Aug. 5.—June Oldham, in joining the WCAU news staff, gives news editor Bud Reinhard an all-gal staff. . . . Joe Grady, dean of the WHAT announcers, has quit the air for accounting with Philadelphia Electric Company. . . . N. W. Ayer adds the Pennsylvania Company, banking institution, to its account list. . . . WIP preems a birth announcement column of the air, tagged *Life Begins for Baby*. . . . WHAT has purchased WPEN's foreign-language disk library. . . . Donn Bennett, KYW staffer, producing a dramatization, *Choking Heels*, based on *Fighting Words*, new war tome. . . . O. Edward Smith, medically discharged from the army, links with the WPEN announcers. . . . WFPG, at nearby Atlantic City, marks its fourth anni on the air. . . . Elwood Stutz, formerly of WBTM, Danville, Va., is the latest addition to WIBG announcers.

Herman Basch Company, New York, for its Hammer Brand process, joins the list of participating sponsors for Ruth Welles's women's show on KYW. . . . Johnny Cahill, local nitery emcee, set to guest Saturday (12) on Blue's *Everybody On Stage*. . . . Stuart Wayne, KYW announcer, felled by the flu. . . . WIP and KYW carrying the *Something for the Girls* platters for WAVE recruiting. . . . Keystone Auto Club renews its weekly KYW variety show, featuring Clarence Fuhrman's studio band. . . . Bill Robinson, WIP recording engineer, developed special equipment for re-recording the small paper disks sent home by servicemen on larger and more durable platters.

Again and again, KPO wins

TOP

AWARDS ON WEST COAST

In **JUNE** it was **BILLBOARD'S** Annual Radio Publicity Survey. Local newspaper radio editors gave KPO first place in the San Francisco area.

In **JULY** came **BILLBOARD'S** Annual Radio Station Promotion Survey, with KPO again on top . . . voted "The clear channel station doing the best promotional job on the West Coast."

Followed two more KPO honors:

OCD's National Security Award for "maintenance of a superior standard of protection and security."

The Bells of Freedom Award, signed by the Governors of California, Nevada, Idaho and Washington, in recognition of KPO's "outstanding job on the home front in the war effort."

We at KPO are thankful for the honors, grateful to the donors . . . and spurred to keep this station at the top of the local parade.

KPO

SAN FRANCISCO

50,000 watts

680 on your dial

THIS IS THE NATIONAL BROADCASTING COMPANY

A service of the Radio Corporation of America

Midwestern Stations Head Nation's Promotion - Wise Outlets in Annual Awards

East, West and South Run 2, 3, 4 in Ad-Exec Rating

NEW YORK, Aug. 5.—Sectionally, the station promotional consciousness, as indicated in *The Billboard's* Seventh Annual Radio Station Promotion Survey, gives the laurel wreath to the Middle West, with 40 of the 111 stations entering the competition coming from that area. Of that 40, 10 brought awards to the stations, an indication not only that the corn belt thought that they were doing a promotional job, but that the judges (Carlos Franco, Young & Rubicam; Linnea Nelson, J. Walter Thompson, and Frank Silvernall, B.B.D. & O.) thought that one out of every four of the entries rated. Not only did one out of four rate a nod without regard to size of station, but breaking the salutes down according to channel classification indicated that the promotional-consciousness follows thru by type as well. There were 14 Midwest entries in the clear channel group and three of these received a plaque. There were 17 re-

gional channel entries from the Midwest and five of these rated solid nods from the time-buyer judges. Nine local stations sent in their entries from this area, with two of the nine running in the money. The regional Midwesterners ran a little better than the clear or local channel boys but not so far ahead as to indicate that the two last named groups don't think of broadcasting in terms of true merchandizing.

The East Okay, Too

Second in the station promotional sweepstakes was the East, with 31 entries and seven awards. In the East it was the local percolators that fell down, with only two locals entering bids for honors. The clear channel and the regional groups ran neck and neck with the latter, putting 15 stations in the running, and the former, 14. Each of these channel classifications rated three awards with the local group getting one award out of

BBC Bars Tunes; British Pubs Yelp

NEW YORK, Aug. 5.—British Broadcasting Corporation, which played havoc with pop tunes short time ago, barring *Heard You Cried Last Night* on grounds that public didn't want to hear certain types of songs, is clamping down on other tunes. According to info received here, pubs in London have banded together and are discussing the situation again with BBC execs.

Music situation in England, especially in London, has been plenty hit by the robot blitz which has dropped sheet sales to low mark. Reason is that people are too jittery to do much about sitting at piano making with the keys. English bands, such as Paul Feonoulhet, Geraldo, and Lou Preager are disking many American tunes, with Irwin Dash (English publisher whose American firm, Dash-Connelly, is now inactive), reporting disking of four tunes by Buck Ram.

the two stations that laid their jobs on the line.

No Sectional Consideration

It must be understood that the judges did not consider the entries sectionally. Every station in the regional group competed with every other station in that group regardless of the section of the nation from which the entry came. Thus the relation of entries to awards sectionally was more conclusive than if the stations had run against each other sectionally.

The South showed up n. s. h. in the awards. The mint julep area made 21 entries and received only two awards, or one out of every 10.5 station entries. This against the East's one award out of every 4.4 stations entered and the Midwest's one out of every four.

Amazing to the South was the fact that both the awards went to local station entries, with the locals equaling the general survey average of one award for every five stations entered. The South's seven regional entries didn't rate a single hello, nor did the clear-channel big boys (there were four of them) rate a hog call.

In the West it was the locals (3) that didn't stand up under the ad-exec scrutiny. The four regional-channel Westerners rated one award, and one out of the clear-channel senders getting the nod. There are fewer stations in the Western group and their nine entries and two awards compare favorable with the national average.

Ad-execs stress that the Seventh Annual Radio Station Promotion Survey pointed up exactly what promotional men were certain was true, but which no one in the past had been able to reduce to statistical form. The South has always been shy on promotion, and the Midwest tops in that field. What surprised everybody, however, was the way locals, regionals and clear-channel station promotion differed in sections of the country. The fact that only the locals rated in the South has 'em still groggy.

It is facts such as this that makes *The Billboard* series of awards invaluable to the industry. Every award has pointed a finger not only at what was being done that was tops but also what was needed to be done. *The Billboard* surveys will continue to do just that. . . . The next survey, as the trade well knows being that of ad-agency radio program promotion. . . . And again facts never available to the trade will be indicated—in *The Billboard*.

WCAU Goes Bang-Tail, Too

PHILADELPHIA, Aug. 5.—With virtually all of the indie stations carrying horseracing results, 50,000-watt WCAU, CBS outlet, goes 'em all the better by arranging to carry a hoof-by-hoof description of the bang-tail doings direct from the track. Starting today and carrying on until the season's close, September 8, WCAU will set up its mike at the Garden State track at near-by Pennsauken, N. J., to broadcast the feature race of the day at 5 p.m. Paul Webster, horse racing expert of *The Philadelphia Inquirer*, will give the hoof-by-hoof accounts, with Paul Phillips, staffer, providing the color.

Sale of NBC Pub. Service Segs Possible

Decish Waits Angell Return

NEW YORK, Aug. 5.—NBC's public service programs are headed for the block, not to have their heads chopped off, altho some day that too, will come, but to go on sale according to trade sources. A small strip of red tape is still in the works, trade says, but that'll be run thru the machine soon.

Altho Sterling Fisher, service counselor at NBC, says that the matter is still under discussion and won't be settled until James Rowland Angell, the public service counselor, returns Labor Day. It is known that the sales department is moving in on the public service shows and that neither Fisher nor Angell is very happy about the whole thing. Fisher told *The Billboard* that the matter has been under discussion for some time and that the Blue's recent sale of *Town Meeting of the Air* may have created additional discussion. No matter how often the question is mulled, he repeated, nothing definite will be decided until Angell returns.

"The management," he said, "did intend to carry on correspondence with Prof. Angell and thresh the matter out with him. However, they decided that it would be best to let him enjoy his vacation untroubled by business worries. Consequently, I think that no final decision will be made until his return."

Radio row reports tho, that the final decision has been made, without extensive consultation with Angell. That decision is to peddle the shows. It was made because NBC execs decided that with good sustaining time unavailable, they would put programs like *Lands of the Free*, *University of Chicago Round Table*, and *They Call Me Joe* into the sales department's hands. Fisher says that there is ample precedent for such a move.

It is felt that the latest step may serve a dual purpose for NBC. The first, of course, is to make more time available; the other is to get Angell to quit his job. There is a certain group in NBC, according to the trade, that wants him out, feeling that he has a professional mind that doesn't fit in too well with a web operation. They think that his reaction to the sale of his programs will be a resignation.

With the end of regularly skedded sustaining public service programs it means that the top service job NBC has been doing comes near to ending. What happened to the NBC symph when it went under the banner of General Motors is a typical example. Given another season and the public will forget that the *General Motors Symphony of the Air* ever was the great NBC org.

4 Significant Awards

RECEIVED BY KLZ DURING THE FIRST 7 MONTHS OF 1944

BILLBOARD

Award for Outstanding Public Relations

BILLBOARD

Regional Station Promotion Award

OHIO STATE INSTITUTE

Award for Farm Service Program

DENVER AD CLUB

Award for "Ad of the Year"

KLZ Denver

CBS NETWORK, ★ 560 KILOCYCLES
Affiliated in Management with the Oklahoma Publishing Co., and WKY, Oklahoma City
REPRESENTED BY THE KATZ AGENCY.

TALK ABOUT E. T.'s AND RECORD D. T.'s

Transcriptions and the problems that have given record men the d. t.'s will be covered in the 6th Annual Edition of *The Billboard Music Year Book* (to be published as a separate volume for the first time in 1944). The E.T. men and everyone from A to Z will be talking about the '44 MYB.

Chi Writers Consider Trek To Production Centers; Say Midwest Agencies Lazy

Public Service Programing Lack Added Exit Reason

CHICAGO, Aug. 5.—Radio writers in town are disgusted with the future of Chicago radio. They see lean picking for themselves here, and some of the top-notchers are thinking seriously of moving to New York and Hollywood. About 20 of the best in town have been yelping recently about the lack of big show originations here and are plenty angry with the agency and net bigwigs, who they say, are using a negative defeatist attitude which can be expressed in essence, they say, as "let New York and Hollywood do it." Five of these 20—and these five are among the best known here—very soon expect to leave the city for greener pastures.

One interesting fact of this contemplated exodus of writers from here is that it comes at the same time that NBC is planning to awaken the trade to a realization of the importance of Chicago radio. (See NBC-Chi story on another page.)

One of the best-known free lancers in town this week gave *The Billboard* his conception of the reasons for the writers' dissatisfaction. He said that in the six years he has been here he has seen nothing comparable to the lethargy with which agency execs treat suggestions for new programs and audition scripts.

He said that in the past there has always been a summer-time flurry of preparations of new shows for fall in the agency and net offices. This year, he said, it is different. Agencies are not preparing new shows, in fact, don't want to be bothered with ideas.

No Time Excuse

He admitted that lack of available commercial time on the nets might have something to do with it. But even this, he said, could not be used as an excuse to pardon the new program lethargy here. He said that if time is sold now the agencies and nets ought to be playing around with program ideas they can sell in the post-war era when things get back to their old competitive level and sponsors have to be sold, with some new, worthwhile programs. Even the willingness to buy new shows for local use only, it is said, is not here the way it used to be.

The writers here are saying that talent has moved to New York and Hollywood because program origination has been moving to those cities. They say that up to now the trek of writers has not been great but that if things don't change here soon, that, too, will begin.

Talk among writers is that only the Blue Network boys—possibly because they still have some good time open—are making a real effort to sell new shows.

The more patriotic among the writers even gripe about the lack of sociological and war-time morale boosting shows here. They point out that when a good show on racial or color programs are done on the nets, they're done in New York or Hollywood. These patriotic writers, who can't get into the armed forces, feel that they

owe their country some writing to help win the war and make for a better peace. They feel that their writing can do a part, even if only a small part. They feel, therefore, that they will have to move to production centers putting out this type of show.

Some are complaining, too, about what they call the amateur work being done here in television. There is no market for television scripts here, they say. They see the hand writing on the wall and wonder when the agency, station and net execs will see it, too. They say they, like so many others, want to earn a good living and do something with their trade to help win the war. If they can't do those two things here, they feel as tho they will have to pack their bags. Many of them, who have grown with Chicago radio and would like to see the industry here continue to grow, don't want to leave. But they are beginning to wonder if they have any alternative.

Thompson Now Top Mex Agency

MEXICO CITY, Aug. 5.—J. W. Thompson Agency, which opened its Mexico office only last January, now dominates the radio field in Mexico. Controls most all top programs, and garnered nine choice accounts the first few weeks.

John Kuneau, in charge of the local office, recently completed first consumer survey for radio, making deal with government for use of lottery ticket salesmen to make the survey.

"Those We Love" Okay

NEW YORK, Aug. 5.—General Foods has signed a 52-week contract with NBC to sponsor *Those We Love*, Sunday afternoon dramatic show. It will be carried on a 63-station net starting October 8 to plug Sanka Coffee, with Young & Rubicam handling.



TRANS AMERICAN BROADCASTING AND TELEVISION CO.
and other Program Producers use this 3x5 VISUAL record of song hits of over 100 publishers, plus old favorites. Includes lead sheets and lyrics of chorus.
Samples free.

TUNE-DEX
1619 Broadway
New York 19

PHOTO REPRODUCTIONS
Now doing work for FRANK SINATRA, EDDIE CANTOR, GUY LOMBARDO, HELEN FORREST, etc. Quantities as low as 5¢. Write for price list B.100—\$6.60
MOSS PHOTO SERVICE, 155 W. 46, N. Y. 18



YOURS FOR THE ASKING

Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

PARDON US FOR POINTING, but---

- ☛Having won one award after another....
- ☛Having been acclaimed the nation's leading station for Public Service....
- ☛Having been acclaimed the station doing the greatest single, overall war job....
- ☛Having been cited for "outstanding advancement of understanding and good will among the American people."...
- ☛Having gained a reputation for some of the greatest local shows in Radio....

There were a few people who said—"How can you possibly do any more?"

(Frankly, we wondered about that.)

AND THEN . . . the judges of

BILLBOARD'S SEVENTH PROMOTIONAL SURVEY saw fit to extend still another honor and selected . . .

WHP

for

Top Program Promotion

☛ Can you blame us for pointing—☛ with pride?

THANKS—to the judges:

- Carlos Franco (Young & Rubicam)
- Linnea Nelson (J. Walter Thompson)
- Frank Silvernail (Batten, Barton, Durstine & Osborn)

And THANKS TO BILLBOARD

for conducting the survey in the interest of better Radio.

WHP—HARRISBURG, PENNSYLVANIA

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM
REPRESENTED BY JOHN BLAIR AND COMPANY

6 MONTHS' DAYTIME HOOPERATINGS

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

The programs are listed in order of their combined ratings for the year. When a Girl Marries, that achieved more firsts than any other broadcast, is No. 1. Young Widder Brown, that held down the No. 2 slot in two ratings, actually doing better than a "four" average, is second. Lorenzo Jones, who made the ratings only once and then only as No. 9, is the final program listed, No. 17.

PROGRAM	Jan.	Feb.	March	April	May	June
WHEN A GIRL MARRIES.....	2	2	2	1	1	1
YOUNG WIDDER BROWN	6	1	7	2	2	5
KATE SMITH SPEAKS	10	5	4	5	5	3
MA PERKINS (CBS)	●	10	1	3	4	2
STELLA DALLAS	7	7	6	7	6	●
BIG SISTER	5	4	8	●	9	9
OUR GAL SUNDAY	●	●	9	10	7	6
BACKSTAGE WIFE	3	6	●	4	●	●
BREAKFAST AT SARDI'S	●	●	3	9	●	7
RIGHT TO HAPPINESS	4	8	●	8	●	●
LIFE CAN BE BEAUTIFUL	●	●	10	6	●	8
PORTIA FACES LIFE	2	3	●	●	●	●
ROMANCE OF HELEN TRENT.....	●	9	●	●	●	4
PEPPER YOUNG'S FAMILY	8	●	●	●	8	●
MA PERKINS (NBC)	●	●	●	●	10	10
WE LOVE AND LEARN	●	●	●	●	3	●
LORENZO JONES	9	●	●	●	●	●

● Indicates that the program for this period did not make the "First Ten."

KFQD Selling GI's And Anchorage

ANCHORAGE, Alaska, Aug. 5.—From a meager beginning as an amateur proposition 'way back in '24, the Cole local radio outlet, Station KFQD (790 kcs, 10,000-watts) is now big-time and going places. Thousands of G.I.'s stationed in the Alaskan theater depend on this indie for their entertainment, information, and reminder of the "outside" way of life.

Owned and operated by William J. Wagner, former War Department technical employee, the station is staffed by the following: Ken Laughlin, station and program manager; Dick Call, assistant program and traffic head; Art Chrest, operations super; Dave Fields, chief engineer; Jim Russel, operator; Norm Rothacker, receiving engineer; Herb Smith, salesman; Harold Hitchen, operator-announcer; Ted Hildebrand, Jimmy Isaacs, and several khaki-clad voices, announcers; and Bea Saldkell, receptionist.

Wagner (who also runs an electrical goods and music shop), came to the glacier country in 1930 as consulting engineer for a rebuilding project and remained to become chief engineer of KFQD. Ten years later he took over as manager, and in 1941 he purchased the station from Ray E. MacDonald.

Prior to the assumption of control by Wagner, the "Voice of the Golden North" had been run as an amateur proposition and it was not until 1930 that a partnership formed by MacDonald and J. P. Hannon revamped KFQD as a commercial enterprise.

Surveying the progress of the station since its reorganization under the Wagner aegis, it's discovered that KFQD was the first Alaskan station to accept and air the army morale branch transcriptions. For two years KFQD has done a bang-up job for the G.I.'s, donating an average of 50 hours weekly to the playing of AFPS waxings, as well as offering at least one hour a day to the Fort Richardson special service office for locally produced talent programs. Ken Laughlin, program manager, says that two other territorial stations have discontinued the gratis time, but avers "KFQD will continue to co-operate with the army to the fullest." That such co-operation is appreciated is witnessed by the overwhelming mail response from soldiers as far out in the Aleutians as Attu and as far north as Point Barrow.

In order to compensate partially for the all-out efforts made by KFQD at the outbreak of the war, the OWI subsidized KFQD for a few months to the extent of one grand per 30-day canto. This was discontinued, however, in 1942, when the army took back the distribution of their transcriptions. Set-up at this time calls for complete independent ownership and operation, with regular local accounts paying the freight. And Anchorage is booming.

Bob Johnson's Air-Disk Dates

NEW YORK, Aug. 5.—Bob Johnson, baritone, has been inked by Philco to a five-year contract that will pay him around \$1,500 weekly within three years if all options are taken up. Starts much lower. The singer also signed by the Borros Morros recording firm for 12 sides a year.

Moe Gale took Johnson over when he came in from Nashville recently. He spotted the six-foot blond lad on various sustaining programs three weeks ago and since then the offers have poured in. Johnson will be featured on Philco's Radio Hall of Fame.

Radio-Television Awards To End Awards

The Institute of Radio City College of New York-School of Business and Civic Administration is considering a series of 15 awards in radio as a publicity and promotional gimmick. Here are classifications:

1. For the best radio commercials. (a) Institutional. (b) Selling.
2. For the most original radio "spot" campaigns.
3. For the commercial radio program that contributes most to the winning of the war.
4. For the most successful promotion of a radio program by an advertising agency.
5. For the most successful sales promotion of a program by a radio station.
6. For the best program developed by an advertising agency.
7. For the best radio program developed by a radio station.
8. For the best radio program developed by a transcription company for a commercial sponsor.
9. For the best campaign by agency or radio station to develop interest of business in radio.
10. For the best campaign by agency or radio station to develop interest of business in television.
11. For the best television commercial.
12. For the agency that has made the greatest contribution to the advancement of television programs.
13. For the best television film commercial.
14. For the advancement of radio research.
15. Citations for trade papers' service to the business side of radio.

Each is award in two categories network stations and non-network stations.

Dates and other details are still not announced and it is expected that a host of other colleges will not follow award-suit.

KSAL is pleased to take a bow...

WESTERN UNION

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless indicated by a special symbol above or below the address.

SYMBOLS
DL—Day Letter
NL—Night Letter
LC—Delayed Cable
NLT—Night Letter
The Rulesbook

NR210 63-CJ NEW YORK NY 1B 125P

RADIO STN KSAL
KANSAS-

KSAL SHOULD TAKE A BOW. THE JUDGES, CARLOS FRANCO (YOUNG & RUBICAM) LINNEA NELSON (J W THOMPSON) AND FRANK SILVERNAIL (BATTEN, BARTON, DURSTINE & OSBORNE) IN THE BILLBOARD SEVENTH ANNUAL RADIO STATION PROMOTION SURVEY AWARD IT (IN THE REGIONAL CHANNEL DIVISION) A SPECIAL CITATION FOR "TOP MERCHANDISING FOLLOW THROUGH." THIS IS THE SECOND YEAR KSAL HAS LEAD THE PROMOTION PARADE IN ITS CLASS.
LOU FRANKEL RADIO EDITOR.

THE COPY WILL APPRECIATE PROMPTNESS FROM ITS PATRON CONCERNING ITS DELIVERY.

... we appreciate this recognition--the second in as many years--it shall be to us a challenge for the coming year.

SALINA **KSAL** KANSAS

1150 ON THE DIAL

Midwest NBC Plans To Win Back Industry Respect for Chi

CHICAGO, Aug. 5.—Officials of NBC's Central Division, feeling that the radio trade has long enough considered Chicago the forgotten town of radio, are planning a campaign to make the industry realize the importance of their operations here. So far, the campaign has consisted of nothing but meetings of execs and a plan for a new series of publicity releases, but increased NBC programing and sales activity are in the works, also.

Up to now, most of the vocal ball-carrying has been done by Harry Kopf, vice-president and general manager of the Central Division; Jules Herbuveaux, program manager, and Jack Ryan, manager of the press department here. They have had many conferences together recently at which it was decided that something had to be done soon to make the trade conscious of the importance of Chicago radio. They have gone so far, it is said, as to claim that if with their efforts they bring a little glory to work of other nets here, that won't be too bad either. They are interested in selling Chi prestige in any way possible.

The feeling in the trade here that Chicago is not receiving its just dues is of long standing. Months ago, Jack Ryan, Shep Chartoc, WBBM-CBS public relations and special events director, and Dale O'Brien, relations chief for WGN, key Mutual outlet in the Midwest, got together at lunch to figure out means of making the trade Chicago conscious. Nothing concrete resulted from that meeting until the NBC recently began to talk it up with the theory that, "He who doesn't toot his own horn permits his horn to go untooted."

As all the trade knows, big name shows, which at one time originated here, have moved to New York and Hollywood. But just this fact, the NBCer and many another exec here claim, does not mean that Chicago is not an important radio center. Chicago still is a top sales producer. The centering of many industries in the Midwest has resulted in network offices here having excellent sales records.

The Chicago office of NBC does more than one-third of the net's entire business. NBC has sales offices in Cleveland, as well as in New York and Hollywood, so the more-than-one-third record for Chicago alone is really something.

Other Nets Sell Plenty, Too

At other net headquarters here, the sales records are about the same as NBC in proportion to their East and West offices' records. Mutual, however, according to a survey comparing the first two months of 1944 business sold here with the business sold in New York during the same period, does not show a similar comparison. With this net, because of its inherent co-operative structure, a larger percentage of sales is in New York, but on the other hand,

many of its better public service sustainers originate in the Midwest.

NBCers here have other things to which they point with pride. They point out the fact that when Niles Trammell recently decided to hold conferences to outline a new sales policy for the web, the first place he came for consultation was to Chicago. They say, too, that many of the net's program ideas—such as soap operas—originated and grew to a lusty maturity here. They say, too, that the public service philosophy of the net is still based on ideas first promulgated here. They point also to the network traffic job done here, citing the fact that thru their control boards go just about all of the net shows on NBC and Blue. The sales record of WMAQ, NBC owned and operated outlet here, which has greater gross billings than WEAF, New York outlet of the net, is another thing to which they point with pride.

Altho no NBC exec here has come out with a plan to win back from New York and Hollywood some of this city's lost program laurels, it is said that possibility of such a plan for the near future is very strong. The NBC boys here are stirring in their nests and becoming fighting mad.

"Public" Yelps Over Block Time Buying

(Continued from page 5)

is the fact that the so-called time "monopoly" would be a scattered affair at first because of the desire on the part of the "monopolists" to buck soft opposition. On one night one concern would hold sway on one web with a strong set. On another night another firm would have the top shows, etc. The same would happen on a time basis during the day. Later, tho, strong "monopolies" would become so that every night would be a battle between four firms on four nets.

All this, it is felt, would do much to improve the quality of shows, but its major fault, in the reasoning of some radio men, would be the fact that other sponsors would be squeezed out of top-rated time, thus creating a "restraint of trade" situation involving a loss of the commercial freedom of the air. One of the letter protesters was a movie theater op who said that he had troubles with block bookings in film and didn't want to see it happen in radio. He also, it is pointed out, wasn't too happy about the two hours of top shows every night. That, of course, is the eventual picture, and who would pay to go to the movies?

The FCC, of course, is not empowered to regulate programing, but several trade lawyers pointed out to *The Billboard* that the Commission did have an out. FCC control of station option time, they said, provided ample precedent for block-buying control.

Set for Blow-Off

The entire situation, almost set for a blow-off, is fraught with a deep, basic significance for radio. In the opinion of one top net exec, a "monopoly" situation would be profitable to the nets at first and would help them increase listening, but there are two drawbacks.

"In the first place," he said, "the prosperity would be both false and temporary. Once the 'monopolists' had driven other advertisers into four-time slots or out of radio completely the big firms would be, like a consumer monopoly, in a position to dictate terms. Instead of an open market with sponsors bidding against each other, the nets would be in the position of having the sponsors telling them what they would pay and when they would be on the air.

"In the second place, the difficulties that the nets would be in with the FCC, along with the consequent bad press, would be a terrific blow to the prestige of radio and perhaps undermine commercial operation completely. If we allow ourselves to be, in effect, taken over by large advertisers, what we have, which are licenses to operate in the public interest, might be taken away from us. That's looking far ahead, I know, but it can happen."

He put the negatives very clearly.

"The Advertising Executives

INSISTED

THAT **WIBX** AWARD

read

SUPER PUBLIC SERVICE

COVERING A MAYORALTY ELECTION"

The Billboard in its issue of July 29, 1944, used the above paragraph in its Award-Citation Reasons Why, and we at WIBX sincerely appreciate this signal honor for a service so willingly given to its client, Socony-Vacuum Oil Co., sponsors of Mobilgas News on its airwaves for the past 6 years, and say just "thank you" to the judges,

MISS LINNEA NELSON OF J. WALTER THOMPSON CO.

FRANK SILVERNAIL OF BATTEN, BARTON, DURSTINE & OSBORN, INC.

CARLOS FRANCO OF YOUNG & RUBICAM

and to Lou Frankel, radio editor of *The Billboard*, and Robert Seidel, promotion manager of this survey.



1230 KC.

WIBX

UTICA, N. Y.

the voice of the Mohawk Valley

Margaret Potter Bowen
President

N. W. Cook
Nat'l Sales & Mdsa. Mgr.

Helen Wood Rep. in N. Y.

ONE FOR THE BOOKS

To Have and To Hold

SWEEPING the NATION

FOX-MAYA MUSIC CO.
54 W RANDOLPH ST. CHICAGO I, ILL.

Burrelle's

ESTABLISHED 1899

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

DuMont Television

Reviewed Sunday (July 30) 8-10 p.m. Style—Ballet, Pic and Documentary. Sustaining on WABD (New York).

There were three features on this Sunday evening session but only one is worthy of extended comment. Cecil & Presbrey opened the video evening with a pic called *Arizona Nights*. There's only one 35mm. camera at DuMont so they had to cut a full-length feature to 35 minutes. The cutting was fantastic but the pic could be followed if no one disturbed the viewer. In order to make it a tele presentation, the pic was preceded by a shot of an office boy in a theatrical office. The office boy was the usual Danny from Brooklyn and so he left the office to see *Arizona Nights*. All the way thru the pic he interpolated his ideas of the pic which was confusing as hell, unless you kept in mind that he was supposed to be in a movie theater seeing the same pic that you were viewing. Eleanor Smith who is handling the summer series for Thomas G. Sablin ad-agency exec explained that she knew that they should have broken the pic to bring the audience back to the fact that the office boy was viewing the pic and that they had done something like that before. . . . But they weren't doing it this night. Television producers will someday get the idea that they either do a thing—or they don't. Half-way measures stink. . . . And, by the way, the pic was a horse opera that was dated and as sour as the reference to smuggling "Reds" across the Mexican border indicated.

The final (13th show) of the series sponsored by Durez Plastics, was a typical sign-off. It was almost a half-hour commercial. Despite that fact, it was interesting and the product presentation and explanation (how plastics are made) held the interest. It was not entertainment and adding a singer from Billy Rose's Diamond Horseshoe only made the continuous commercial pitch more pointed. They should also learn to do something for singers without chins.

One more point about this plastic show. Last-minute thoughts don't help. They decided just before they took the air to have a girl hold up the plastic products. Naturally she wasn't properly made up or dressed for the show, i.e. she looked like something the producer had forgotten, just as she really was. Irwin Shane producer knew this but—the only legitimate butts and excuses are frequent failures which in wartime can't be helped.

The third and the really worthwhile air pic presentation as Bud Gamble's *Sketchbook* presentation of an underwater ballet called *Treasure for Two*. Gamble proved that with a little imagination you can do things with the video medium. His ballet dancers danced in a set that kept them at all times within the scanning of the iconoscope. Only one girl danced out of the frame and she only did it once. Then he had his second camera focused on a fish tank in such a way that by keeping both cameras wide open at the same time he had the girls dancing under water. The engineers explained the fish swimming in front of the girls while they were dancing, by stating that the camera on the fish tank being closer to the photographed object produced the illusion of it being in front of the girl who danced some distance back from the camera that was scanning her. It was a beautiful effect and proved that process shots are going to keep down the cost of television. Even the credits were projected with the fish swimming behind the names of the cast, directors, etc. This was done by simply pasting white letters on a sheet of clear plastic and having it pulled up thru a slot in front of the tank. The tank was edged with some wood bark to give a picture-frame effect. The lights went right thru the plastic and the tank but naturally the letters were opaque and they stood out in nice relief.

Just one more technical detail. It's difficult to set the stages at DuMont while the cameras are working and the boom mike in the studio is on. Many a production has been spoiled by hearing the stage manager or production men on one set talk while the cameras and mike were on another. Bud Gamble knew that, so he simply had all the dialogue and music recorded, just as is done so often in Hollywood, i.e. pic and sound produced at different times. Result: a professional show.

The dancing itself, however, was a little on the static side—i.e. they all

TELEVISION REVIEWS

DuMont Television

Reviewed Wednesday (2), 8:15-10:45 p.m. Style—Variety, fashion show. Sustaining on WABD (New York).

Last Wednesday DuMont tried to put on three major shows within two and a half hours. Considering the limitations of its studio, it's a wonder that they came off at all. Surprisingly enough, all three were quite good.

The evening's piece-de-resistance was a fashion show sponsored by Aldens, a Chicago mail-order house. Buchanan, agency handling the show, put the thing across nicely. Once the static screen and the spotty volume that are part of every DuMont show are discontinued, and once the comparative inexperience of some of the personnel is taken into consideration, it can be said that the presentation was good commercial video as well as adequate entertainment. Even tho the lighting was, in many shots, little better than kerosene lamps and, the camera handling was as uninspired as WOR-DuMont shows (today's low standard), it was still capable of selling Aldens' clothes.

The announced theme of the show, a "behind-the-scenes" story of the making of the company's mail-order catalog, wasn't followed thru when the program went off into a puppet show and a short dramatic playlet, but both were tied up with the sponsor's products and both were fun.

Emcee Jerry Lawrence, WMCA disk jockey, is telegenic, poised and intelligent, but he suffered from the old DuMont problem—equipment. What must have seemed to the home viewer as poor cuing, cuing that had Lawrence standing before a camera staring blankly until he realized that he was on the air, was caused by a blown pilot light on one of the cameras. That was also the reason for a blank screen between camera changes.

Nevertheless, all credit to Producer-Director Dick Hubbell; Alan Hahn, his assistant; Patti Sears, the script editor, and to Jerry Lawrence for a good show under trying conditions.

Storms Agency, for Park & Tilford, presented a condensed version of its *Television Follies of 1944*. It was not exactly a musical but a series of nearly unrelated variety acts none of them too good. It looked lavish but suffered from some of the vilest gags that have ever insulted a video audience. Otherwise, it was a well-done job with the usual camera, mike and light sluggishness. Someone should tell Ray Nelson that even tho the Conover Girls are pretty, they can't dance.

Lever Bros.' Time was more sprightly than this department has ever seen it. Pat Murray, Roberta Hollywood and singer Jerry Wayne all acted and ad-libbed competently, and a quick sketch artist did some backgrounds, which, while not inspired, fitted in well with the routines. It wasn't great stuff but it was an evening's entertainment, which is a lot more than many telecasts are at this time. *Marty Schrader.*

seemed to be dancing (except in an Octopus number) the same terps. The prologue and epilogue also were out of the mood of the ballet. Two youngsters fishing and the boy selling the girl on the wonders of what's beneath the water (because he wants to continue fishing and she wants to go home) is okay, but the viewers who enjoy ballet are bored by "cute" openings.

Television's greatest need, at the present, is set a mood and hold it. Just as sound broadcasting has discovered that the ear can't jump around too quickly, just so will its visual brother discover that the eye is far slower than the ear. . . . and visual moods will have to be built up to and then held.

The plea for mail by a youngster (girl) after the underwater ballet—wasn't in the ballet mood—and it took as much time to orient yourself to what she was talking about as it did to realize what she was requesting.

However, Bud Gamble must be credited with being the first producer of a television show that we have caught that indicated that he was really cooking with gas.

It's grand to see a show produced by somebody with visual brains.

Joseph Koehler.

B. & K. Television

Reviewed Thursday (3), 7:30-9 p.m. Style—Variety. Sustaining on WBKB (Chicago).

Except for the work of Ann Hunter, beautiful commentator who always comes up with new ideas, and the few good points in the offerings of other talent, tonight's program at WBKB was a definite television flop. And that's taking into consideration the studio space and equipment limitations of the medium today.

Might as well talk about the poor part of the show first and get it out in the open where its odor will have a chance to dissipate with airing. By far the least entertaining part of tonight's bill was the singing (at least that's what they call it) of a barber shop quartet, the Misfits. This could have been good television if the boys had done a little burlesquing and made fun of the barber shop style. But they played it straight, taking their work very seriously. Evidently the girls operating the cameras didn't consider the Misfits' work worthy of the small attention it would have required to keep them in focus. Sometimes the end men, during what were intended to be group shots, were half way out of the picture.

Another bit of unadulterated boredom was an interview of Forrest Orr, featured actor in *Goose for the Gander*. Orr has been in the theater for over 40 years. During the interview he tried to describe his career month by month and would have done it if Fran Harris had not cleverly stopped his egotistical monologue and made him talk about some of the great names of the theater he had known. The interview was so dull the audience's attention unconsciously drifted to the setting and background. A simulated parlor, it was home-like, informal and well lighted, the only redeeming part of this show.

June Merrill had the essence of a good idea in the quiz program she presented with the co-operation of John Stebbens, a team of sailors and a team of telegenic girls. But because she has been ill and because she has programs at two radio stations in town, she has very little time for rehearsal. The results showed it. In the future, when she has more time for preparation she should have commercial possibilities. Such old but comical stuff as having a boy and girl start chewing opposite ends of a string to reach a marshmallow on the center of the string is good television material when the cameras pan in for close-ups. The confusion during the quiz, which incidentally was 35 minutes—at least 15 minutes too long, will be absent when June can give her work more preparation. Then there will be cues, lines written and memorized in advance by June and Stebbens, and instructions given to the participants.

Ann Hunter followed the Misfits. What a contrast! Because of the present heat wave, Ann's ideas tonight had especial appeal. Ann deserves a round of applause because she planned her part of tonight's program with the purpose of doing something partially hinged on the heat wave. She explained how the natives of Tahiti, where she has spent a number of years, make an icebox with a wooden box, a tin can, some sand and stones. She explained how the same natives make a cooling fruit salad and get refreshingly cool milk from coconuts. She even demonstrated how the island Dorothy Lamours make a sarong. This part of the program, at least for the men, was not too cooling.

The secret of Ann's success, in addition to her telegenic figure and face, is her informality. She makes such perfectly normal remarks as "darn it, I got lipstick on my teeth," and she wins television friends who see her as a friendly woman, "Just like Mabel, who lives next door."

Studio lighting during Ann's work was not good because no white cloth or blotter was placed on the table behind which she sat, to reflect light upward onto her. There was electronic "spilling" and the waistline of her black dress looked like a light grey. Even one baby spot on that part of her dress would have helped.

WBKB will have to find a way to keep their audience's attention during the time sets are being changed. At present they show patriotic slides—sometimes one slide for more than five minutes. Many a viewer, bored with seeing only a

CBS Television

Reviewed Thursday, 8-10 p.m. Style—Variety. Sustaining on WCBW, New York.

If radio people are to become the leaders in post-war video, they are bound to incorporate in it radio techniques, ideas and formats. Whether or not a standard radio show has any place in the medium, plus the problem of day-time scanning, have been, until now, moot questions. CBS gave a partial answer Thursday night. That answer was the telecast of the *Missus Goes A-Shopping*.

Missus is a lively, ad-lib early morning quiz-gag show, emceed by John Reed King. It is clever audio entertainment. In video, it is commercially sound, rib-tickling daytime tele. The entire radio show, with no special tailoring, was put before the cameras. Only addition was a store counter and a few props. A normal audience was put into the screen along with King and his assistants. Gag questions, some visual, some strictly audible, were the base on which a lot of corny but funny cracks and actions were built. With eyes closed, it was entertaining, with eyes open, it was even so. But the importance of *The Missus* experiment lies in the first fact, not the second.

(1). The woman who is busy with her housework can look in occasionally and still hear a good show when her eyes are elsewhere. That's tremendously important.

(2). It is pure radio, but it's also good video. That, too, is important, particularly in the face of recent blasts by film people who say that tele will be their baby, not radio's. No matter who has the most money to spend, the gravy will go to the industry that has the entertainment. And if Thursday's show is any indication, radio is in there with the stuff.

The second preem over CBS was something called *See Yourself As Others See You*. In direct contrast to the *Missus*, this program was purely visual. There was little audio interest. General format is the before and after gimmick, this time applied to an over-dressed woman. Show opened with a "reporter" interviewing Rose Mary Bourdellon, beauty consultant. After three or four minutes of explanation, a "client," good looking but badly dressed and groomed, was brought in, and Miss Bourdellon gave her a going over. Despite bad timing that caused a very hurried last four minutes, it was interesting to both sexes, and handled cleverly and with enough showmanship to make it entertainment, too.

The commercial possibilities of this show are limitless. Cosmetics, clothing, girdles (et al) and beauty aides of all sorts can be plugged with endless variation.

Ev Hollis was on hand with his telecast, Vera Massey was up to her usual high standards, and two Canadian war film provided the seventh-inning tele stretch. *M. S.*

slide, undoubtedly turns off his receiver during their programs and doesn't turn it back on. A short film, as bad as they are for television today, undoubtedly could be used instead of the slides, and with much more interest-holding results. *Cy Wagner.*

Milk and String

NEW YORK, Aug. 5.—Little tricks with water, little strands of string make the toughest tele trials melt like ice in spring.

Sounds silly, but believe it or not, a six-inch piece of twine plays an important role in telecasts at WRGB, Schenectady television station. The dangling string is attached to the boom mike and warns the technical director that the mike is near camera range, but doesn't show up in the pic.

The problem of how to make the station puppet, Montana Slim, appear convincing when he sings sentimental songs and weeps, was overcome by the simple device of pumping milk thru his tear ducts. Plain water was found useless since it doesn't register on the tele screen.

Board of War Communications Set To OK Hi-Frequency Video?

WASHINGTON, Aug. 5.—When the Domestic Broadcasting Committee, the radio and tele committee of the Board of War Communications, meets here August 11-12, it will pass upon and approve, according to current trade reports, higher video frequencies suitable for quality commercial transmission. Frequencies in the upper two thousands, and bands 20 or more mgs. wide are advocated in the report that will be submitted to the committee, and it is believed that approval is in the wind.

If permission is granted, Washington tele men say, it will mean a green light for the ideas posed by CBS during the late unlamented "Perfection vs. Video-Now" battle. First tip-off on the expected change, trade says, was CBS's order, placed with GE several months ago, for a high-frequency transmitter. The new equipment, if delivered, will permit video of 750 lines instead of the present 525. According to engineers, the expanded lineage will mean a pic comparable in quality to a good 16mm. home movie projector.

The WPB's approval Tuesday (1) for the release of enough critical materials to make "one of everything," meaning one sample of each improved product that will go on sale post-war, is expected by video men to be the wedge for the manufacture of at least one experimental transmitter. If it is permitted, CBS, according to one source, may be the outfit with the inside track. This assumption is based on: (1) The web's fight for the higher frequencies

and (2) its already-placed order for the equipment.

IBM and GE Add Fuel

Added fuel to the fires is the recent announcement by GE and International Business Machines that they have applied to the FCC for permission to construct a chain of experimental relay stations between Washington, New York and Schenectady, N. Y., operating on frequencies of between 2,000 and 2,300 mgs. And operating on six bands, each at least 20 mgs. wide. Altho the IBM angle is to use them to link terminal writing or printing machines of industrial orgs, many on the inside here feel that it will also be used as a carrier for test video programs. However, be that as it may, it is said in Washington that the immediate significance of the IBM-GE move lies in the high frequencies asked.

"Smart business men, like those who run IBM and GE, don't start asking for things until they know they'll get them," said one top exec.

The prevailing opinion has it that the granting of the frequencies at this time won't mean the immediate expansion of the industry, but that it will provide an opening wedge for quality commercial video. And that, they say, is all that's needed to have the webs start pouring dough into tele. Once it is possible to find a profit in it, chain will be reluctant to make the investment needed to put the industry really in the video business.

Philco Expects 42 New Video Stations 12 Mos. After Peace

PHILADELPHIA, Aug. 5.—A 40 per cent increase in the sale of radio receiving sets over the best pre-war year was predicted by James H. Carmine, vice-president in charge of merchandising for the Philco Corporation, in the first 12 months of full production after victory. He also stated that a minimum of 42 new video stations might be expected to be operating in the same period.

Philco estimates, he said, that there will be a pent-up demand for between 20,000,000 and 25,000,000 radio receiving sets at the end of 1944, as compared with the industry's all-time high production of 13,000,000 units in 1941.

One of the fastest growing of all post-war industries will be television, Carmine predicted. After television standards

have been fixed by the FCC, he said, every major city in the United States will have a television station just as quickly as transmitter deliveries can be made at the end of the war.

As far as television receiving sets are concerned, Carmine declared that it may be possible to produce and sell table model television receivers for as little as \$125 after the war, and larger projection-type sets may cost up to \$400.

"Television broadcasting facilities today," he continued, "are within reach of approximately 25,000,000 people, provided receivers were available. If, as we expect, at least 42 more television stations are added in key cities in the immediate post-war period to the nine now in operation, the coverage would expand to about 70,000,000—or more than half the population of the United States."

Movie-Making Is Here for Tele Artists of Future, Says Fibber

CHICAGO, Aug. 5.—Fibber McGee and Molly, in Chicago this week to sign a new four-year contract, claim that experience

they gain in movie-making will benefit them in television.

Jim Jordan (Fibber) stated that he and his wife are definitely interested in having their own television show some day and are making plans right now for that eventuality. They do not plan any immediate overall revamping of their program to make it a simulated video show (working without scripts next year, for example), but they intend to keep the requirements of television in mind constantly when they make movies.

They believe that the training they get working in front of the movie cameras will be of invaluable aid in television. They say that getting into the habit of memorizing scripts for the movies will help them in television. So will, they say, the practice of acting out as well as vocally picturing a plot.

They hope to work one small change into their show next fall to train them further for television. They plan to use situations requiring more ad-libbing. This, they say, will train them to speak and act on their feet—something which will have to be thoroly mastered by anyone who hopes to be a success in television.

Tele Auditions Now

NEW YORK, Aug. 5.—Ruthrauff & Ryan tele staff is conducting a series of auditions at the Dumont studios Friday afternoons. Agency intends to secure a stable of talent for future tele productions.

Singers, dancers and variety entertainers are made up, rehearsed and put before cameras and mike under regular production conditions. No moving pix are made of the tryouts due to lack of raw film, but stills are taken for reference.

Lee Cooley, R. & R. tele head; Tom Victor, agency tele director, and Betty McCarthy, in charge of audio-video casting, judge the auditions. Miss McCarthy supervises the make-up, and Victor rehearses the hopefuls.

Blue Nixes Full WRGB Operation; Will Experiment

NEW YORK, Aug. 5.—Full-time operation of WRGB, the GE tele station in Schenectady, N. Y., has been offered to the Blue web, according to trade sources, but Mark Woods, the net's prexy, told *The Billboard* that the only offer made was to have Blue personnel come in and put on a show every now and again so that they can get a chance to develop the needed know-how. The trade report had it that GE, thinking that all four of the major nets should have a chance to work in video, offered Blue full opera-

tion along with a chance to move the station to New York.

GE, according to the source, wants to get out of showbiz and get back to its original job, making and selling equipment. By giving the net the station's operation, it would accomplish two purposes. The first would be to stimulate even further public and trade interest in video, thus making the post-war sales job even less difficult. The second would be to relieve the corporation of the burden of programming the set-up in Schenectady which, with NBC, CBS and Mutual all doing video work, would be of great advantage, it is said for GE to get the Blue into the field now.

However, Mark Woods says that all the Blue will do is use the station for experimental programming.



"BLONDIE" The laugh getting "Blondie" show now on the BLUE reads left to right: "Blondie" (Penny Singleton); Daggy, the family pet (played by herself); and Dagwood Bumstead, Blondie's husband (Arthur Lake). Don't miss it... 7:30 P. M. Friday on KECA... The Blue Network.

JOE E. BROWN

... takes the words right out of your mouth as "Master of Ceremonies," or rather as traffic cop, on the new global quiz show—Stop Or Go! Thursday, 9:00 P. M. Stay tuned to KECA... The Blue Network.

FINER PROGRAMS
OUT OF THE Blue

FROM
KECA
TO YOU



PAUL WHITEMAN

The BLUE Network's director of music, and America's beloved "King of Jazz," brings you the Philco Summer Hour, 7:00 P. M. Sunday. Yes, "Finer Programs come out of the BLUE from KECA TO YOU."

Radio is Life!—and the life in radio is the BLUE... Better Livelier Unexcelled Entertainment! The BLUE Network is proud to announce they now own and operate Radio Station KECA, Los Angeles, California. Long a popular station in this glamorous Pacific city, people have been in the habit of turning to KECA... the outlet for BLUE programs — great music, complete accurate news, great ringing forum, pure drama, adventure, variety, comedy. Today, KECA is another "Star in the BLUE"... a great station... a great network. When you tune in KECA, you are on The Blue Network.



Now OWNED AND OPERATED BY

THE **Blue** NETWORK
790 ON YOUR DIAL

INDUSTRIAL MUSIC EATS 'EM UP

Disks Used By Thousands

War workers want plenty of hits and plant music men get gray hair

NEW YORK, Aug. 5.—Music to speed up the battle of production is eating up pop numbers. Unless someone finds a profitable way of increasing the supply of tunes that war workers want to hear, the industrial music people will start creating their own pop stuff. The new pop music can't be like anything else that's being played at the moment. That's because another plant music ache is music that sounds like "they heard it yesterday and the day before." New tempos, new rhythms plus new types of orchestration will have to be evolved. The arrangements will have to be used for the regular *Hit Parade* stuff as well as for the "specially written" material.

Plants that have industrial broadcasting installations that are tied up to industrial disk libraries of Victor Records are full of aches these days, too, because these libraries just don't have the tunes the youngsters want to hear. (A little matter called Petrillo). So the music morale chiefs of the plants have to go out and buy Decca and Columbia disks to fill in the void. That alone doesn't answer the need for pops, as a great number of the hits of the moment are waxed with vocals, and vocals raise hob with production. Also, as most platters are disked for normal home use or juke box playing, there isn't enough brass to override the noise levels in many factories. Even in the case of one of the firms which transcribes exclusively for industrial use, records have gone caput because someone thought it was a "nice idea" to record novelty groups. The average four or five-piece cocktail combo group contributes to the noise rather than to the relief of the workers. In a few cases the (See *INDUSTRIAL MUSIC* on page 65)

Robbins Adds Brooks To Ork M'g't Stable

NEW YORK, Aug. 5.—Newest band slated to go under aegis of Jack Robbins, artists rep org., now backing several bands, is Randy Brooks, presently playing trumpet with Les Brown. Formation of band probably won't take place until the first of next year, because Brooks has a gentleman's agreement with Joe Glaser, Brown's manager, that he wouldn't quit the band for at least a year after joining. He joined last December.

Robbins' Artists' Bureau headed by Wally Downey, now has Georgie Auld, George Paxton, as well as several other orks and singers and is talking to Jimmy (Paradiddle Joe) Morris, drummer with Tony Pastor. General Amusement will probably book Brooks' ork.

Krupa A. S. S. Air Debut

NEW YORK, Aug. 5.—Gene Krupa air-debuts his new ork on NBC tonight (11:30 p.m.) on the Army Special Services' *For the Record*. Half hour show will feature the band in *Futurama*, *Dear Old Southland* and *New Drum Boogie*.

Barry Wood is set to emcee the show and sing *Blue Moon* and *You Never Say Yes*. Peggy Mann will warble *It Had to Be You* and *I Walk Alone*. Lillian Lane and Her Escorts will give with *Hawaiian War Chant*.

Show is second in series sponsored by the ASS to wax D-disks for servicemen overseas and entertain uniformed boys in this country, and give the public an idea of what the disks are.

Hold That Band

NEW YORK, Aug. 5.—Lengths to which agencies are going to keep valuable band properties was illustrated recently with band that played a New York job. Leader's contract with the agency was coming up, and he wouldn't renew unless the agency got the New York engagement. It did, and the band lost over \$3,000 in the six weeks it stayed in town.

Agency got the renewal, and to make the leader happy, forked over the amount of dough the band lost.

Stem Niteries' Ork Dough Jobs

Copa, Zanzibar, Hurricane and others mean airtime plus \$\$, unlike hotel dates

NEW YORK, Aug. 5.—Dough being shelled out for name bands by niteries which never before had bands as an attraction is drawing the attention of agencies and band managers. Situation, which today is blossoming slowly into a field of prospective loot, stems from new policy at the Copacabana, local nitery, which at the present time has Shep Fields, and is skedded to follow him with Abe Lyman and George Olsen. In variance with bookings at most location spots around New York, notably the West Side hotels where bands usually lose dough on dates, Fields is making dough on his Copa stint.

Fields's contract calls for \$2,750 per, and when seen that he uses 14 men, leader is able to clear good bit for himself. Lyman and Olsen won't lose dough at the place either, altho figures aren't known. In contrast to this, bands located at spots around town—Johnny Long at the New Yorker, Tommy Tucker and Louis Prima at the Astor Roof, Les Brown at the Pennsylvania—to mention a few—all either just about break even or lose dough each week. It's known that James lost over \$15,000 at the Astor recently in six weeks.

Other Clubs Pay, Too

Other nitery spots around town that pay good dough are the Zanzibar, which books colored bands; the Hurricane (See *STEM ORK DOUGH* on page 16)

Skyliner Terpery for N. O.

NEW ORLEANS, Aug. 5.—Another indication of the expected boom in ballroom biz is the plan of State Senator William Gruber to build a mammoth ballroom, to be tagged the Skyliner, on Claiborne and Canal, in the heart of downtown New Orleans. Gruber was in New York last week with architect's plans for the spot and was in the process of lining up an acoustical engineer for the job. Gruber also operates a chain of restaurants, the Meal-A-Minute eateries in the South. Ground for the new terpery will be broken and construction started about November, 1945. Policy, according to Gruber, will be name bands.

Disney Pic Uses Many Orks

NEW YORK, Aug. 5.—Walt Disney's coming pic, *Swing Street*, using plenty of name bands, is going to cost the producer plenty of dough for bands and music. Altho Benny Goodman is the only name band to have been recorded so far, others are skedded to go into the film, with B. G. reportedly getting a plenty high figure for his share. For same pic, Paul Whiteman got \$5,000 for recording the *Grand Canyon Suite*, Ferde Grofe's standard opus. And Robbins Music, publisher of *Suite*, got \$7,500 for use of the work.

Minneapolis Music Union Strike Still On; Much Talk

MINNEAPOLIS, Aug. 5.—KSTP-Petrillo fight is stuck in the mire of words and more words, with Minneapolis musicians still conspicuous by their absence in the station's Radio City Studios, while St. Paul musicians continue working studios there, their strike notice was disallowed by the State labor conciliator because it was "illegal."

Leonard Johnson, the conciliator, acting on the strike notice filed by Ed J. Ringius, St. Paul local secretary, under orders from James C. Petrillo, AFM prexy, dismissed the notice.

Dismissal was based, said Johnson, on Ringius's admission to him that there had been no vote by the union on the strike call, and the local had not served a copy of the notice to KSTP officials. Both are required under the State labor relations act. Ringius immediately sought to contact Petrillo, but up to Thursday was unsuccessful.

Meanwhile, St. Paul musicians failed to heed WLB order they return to Radio

City and chose to stay off the job as ordered by Petrillo. George Murk, Minneapolis union president, said: "We are going to stay out until KSTP signs a contract with us or until the President of the United States takes over the radio station."

As soon as this statement was issued, Stanley Hubbard, KSTP president, telegraphed the WLB asking that FDR "take over" the Minneapolis local on the grounds that union has disobeyed WLB "go-back-to-work" order.

Ork Rooms Hold Up Despite Tax

NEW YORK, Aug. 5.—Reduction of the federal cabaret tax from 30 to 20 per cent, which took place July 1, hasn't hurt or helped rooms around town where name bands are used. Hotels, such as the New Yorker, Astor, Pennsylvania, Lincoln, Essex House, Edison and Waldorf, report that any increase or drop in biz corresponds to situation last year and seems little affected by the tax.

Switch at Astor from Harry James to two bands, Tommy Tucker and Louis Prima, resulted in drop in biz, even tho James pulled out July 1, just when tax was lowered. James was doing capacity biz in spite of the tax, and even Benny Goodman suffered by comparison when he followed James into the Astor last year at this time. However, according to Astor execs, biz now compares favorably with that done during similar period last year. Tony Pastor, at the New Yorker, did the same amount of biz as before the tax was lowered.

Other spots reveal the same situation, while Hotel Pennsylvania notes that Les Brown now grosses around \$13,500 per week as compared to Glen Gray's \$14,000 a week. Brown came in July 3, just after the tax was reduced, and consequently Gray's higher figure is estimated on a 10 per cent higher tax. Hotel management notes that Brown is pulling about 25 more covers per night.

Disk Bands Pull For Downtown, Detroit

DETROIT, Aug. 5.—Recent popularity of record releases is closely reflected in box office grosses for orks on personal appearances, according to George McCall, manager of the Hughes-Downtown Theater. House is the only one in town playing stagshows, except on an intermittent policy, and furnishes an excellent criterion of relative drawing ability because of usual weakness of its film fare.

Currently, for instance, Freddie Slack, coming in with a new band, is doing surprisingly well, despite not having had a band on the road for a couple of years. Principal credit for this, according to McCall, goes to the pre-selling of Slack thru his two records, both of which became top release, *Cow-Cow Boogie* and *Mr. Five by Five*.

OWI-CIAA Get V-Disks

NEW YORK, Aug. 5.—Army V-disks are now being made available to the Office of War Information and the Co-Ordinator of Inter-American Affairs. This is the first time the OWI and CIAA have had a chance to use the disks. Some 60 selections a month will go to both organizations for propaganda purposes to be short-waved to countries in Europe and in Latin America. Disks are recorded by special permission of the AFM by the Army Special Services, and all the top musical names have plattered. At the present time, thru a recent order by the army, the disks are distributed not only to the army but to the navy, marines and coast guard as well.

Savitt With Sinatra At N. Y. Paramount

NEW YORK, Aug. 5.—Band set for Frank Sinatra stint at the New York Paramount October 11 is Jan Savitt, who will front an enlarged 30-piece combo. Savitt will have to cut a 12-week engagement at the Palace Hotel, San Francisco, to six weeks. He starts there August 17. Savitt also backed Sinatra last fall at theaters in Boston, Philadelphia and Pittsburgh.

Sinatra gets \$4,000 per for three weeks, which is a far cry from the \$33,000 he took out of the RKO-Boston last December when he went in on a 50-50 deal. However, he's been told by the Paramount that "he'll take out more money than anyone has ever taken out of the theater" during his 21-day visit. Sinatra will get a percentage bonus, details of which haven't been revealed. His contract at the Paramount is part of a three-year deal made a year-and-a-half ago when he was with General Amusement Corporation. He signed with MCA about a year ago, but still has another Paramount Theater engagement due sometime next year.

Last time Sinatra played the Paramount he got \$2,500 per.

Jimmie Palmer Ork Gets More Dailey \$\$

NEW YORK, Aug. 5.—Frank Dailey is reportedly putting money behind Jimmy Palmer's ork, band that just closed the place August 4 after a two-week stay. It's the first band Dailey is reported financially interested in since Sonny Dunham, GAC band that came out a few years ago. Dailey, previous to that, put dough into many bands; how much, in the Palmer case, wasn't disclosed.

Not known what is behind the move, but it's believed that Palmer, a new ork in the field, will get a build-up at the Terrace Room, Newark, N. J., or at the Meadowbrook, Dailey's popular band spot. Palmer also has GAC behind him.

He goes into the Chanticleer, Baltimore, August 8 for eight weeks, having played two weeks there recently.

RCA-Victor Air Show Jazz Not Longhair Now

NEW YORK, Aug. 5.—The RCA-Victor NBC air show *Music America Loves Best* has recently changed its tune from longhair to jazz. Cozy Cole, Charlie Spivak and Duke Ellington are skedded for August 12 appearances, with Mel Henke and Adele Gerard slotted for the following Saturday.

New Pattern is not unlike the Mildred Bailey-Red Norvo CBS show that airs Wednesdays.

Plenty Pubs' Pix Plugs Loom

Looks like hard fall and winter for pluggers — TD and BG firms have some

NEW YORK, Aug. 5.—Music pubs are lined up heavily with scores and tunes from pix skedded to make their appearance this fall. According to those in the Alley, present sked of film tunes represents biggest load in history of film tie-ups with pub houses. Heaviest load is being carried by Chappel, who already has scores set from *Something for the Boys*, 20th-Fox's *State Fair*, with tunes by Oscar Hammerstein, II, and Richard Rodgers, and a Jerome Kern pic, as yet untitled. As usual, same firm has plenty of legit scores, this time including Billy Rose's *Seven Lively Arts*, C. Willson's *Bloomer Girl* and a new musical by Sigmund Romberg tentatively titled *Up in Central Park*.

Same firm also has a new show with tunes by Kurt Weill and another Hammerstein and Rodgers's opus, *Liliom*. Burke and Van Heusen, firm which handles music by film writers, has scores from International Films *Belle of the Yukon* and the first Bing Crosby production, *The Great John L.* Bregman, Vocco and Conn has the entire score from 20th-Fox's *Sweet and Lowdown*, one song from 20th's *Greenwich Village*, *I Like to Be Loved by You* and *Bessie and Her Bustle* from the same company's *When Irish Eyes Are Smiling*. BVC also has the title song from Columbia's *Kansas City Kitty*; *John Silver* from International's *Lost in a Harem*; two tunes from MGM's *Ziegfeld Follies*, and the entire score from 20th-Fox's *Diamond Horseshoe*.

Regent to Publish Disney Tunes

Regent Music, Benny Goodman's firm, is putting out *All the Cats Join In*, from Walt Disney's *Swing Street*, also *Rachael's Dream* from 20th-Fox's *Sweet and Lowdown*. B. G. is in the pic. Southern Music is getting *Three Caballero's* score, pic by Walt Disney and score from RKO's *Music in Manhattan*. Same firm has put out score from PRC's *Minstrel Man*.

Paramount Music is getting the score from the musical adaptation of *Rain*; Paramount's *Bring On the Girls* and Para's *Out of This World*. Same firm is also getting three more from same pic company, *Duffy's Tavern*, with a score by Burke and Van Heusen, *Rainbow Island*, coming to Paramount Theater in New York shortly, and *Practically Yours*. Music Company will split scores with Famous.

S-B Has Columbia Music

Shapiro-Bernstein is getting score (See PIX PLUGS LOOM on page 16)

Philly Local Upping Scales

PHILADELPHIA, Aug. 5.—Local musicians' union has served notice that price scale will be hiked for the 1944-'45 season. Members are not to contract for engagements beyond Labor Day, as the price list committee is now working on the new scale for all local locations. However, to allow the boys dating the one-night and club stands to line up fall dates, union has disclosed some of the provisions to be made in the new scale.

Leaders and contractors are to receive 100 per cent additional on all outside work unless otherwise provided for, with a general increase of \$1 per man on all single engagements. New Year's Eve price calls for \$6 extra per man. Overtime to 1 a.m. will remain the same. However, the hour after until 2 a.m. will be \$4, and \$5 for the hour to 3 a.m. The first three hours of continuous playing to 1 a.m. will be \$5 additional per man, with each additional hour \$1.50.

Provision is also being made for musicians who provide the musical library, both on one-nighters or locations. For the single engagement, member bringing the set of books is to get \$3 additional, with \$7.50 additional per week for providing the set of books on location stands.

Cow Juicers' Gripe

HOLLYWOOD, Aug. 6.—Well-known p.a. traveled downtown to the Southern California Dairyman's Association to effect a tie-up with the org for the Don Raye-Gene DePaul tune, *Milkman, Keep Those Bottles Quiet*. Spokesman for the association refused to have anything to do with p.a., claiming that milkmen were taking terrific ribbing from neighborhood juves, who heckle them all along their routes by yelling: *Keep Those Bottles Quiet*.

ASCAP Names Two Canadian Directors

NEW YORK, Aug. 5.—American Society of Composers, Authors and Publishers, appointed two Canadians as members of the board of directors of the Canadian Performing Right Society, at a special meeting of the board of directors of the American Society. This is the first move on the part of the society to set the CPRS on its own, doing away with the present set-up whereby the English PRS, located in London and the American Society control the CPRS 50-50.

Both ASCAP and the London Society, are attempting to set up a purely Canadian society, and it's expected that London will appoint two Canadian reps to sit on the board.

The Canadian Performing Right Society was originally set up in 1923, with Canadian fees collected by the Canadian Appeals Board.

Britton Back to Frederick; Booked Into Det. Downtown

NEW YORK, Aug. 5.—Milt Britton is back with Frederick Bros. after leaving that booking firm three months ago to go with William Morris. His first engagement under FB banner will be a week at the Downtown Theater, Detroit, August 11, followed by a series of one-nighters that take the ork to the Coast to play the Golden Gate Theater, San Francisco, for three weeks starting August 23.

The Coast stint will have Britton part of a package show that includes Bonnie Baker and the Ross Sisters.

Les Hite Plans New Ork

HOLLYWOOD, Aug. 5.—Les Hite, who broke up his band over a year ago, plans to return to the business about September 1. Hite's outfit was prominent in this section several years ago, playing the Cotton Club, now Casa Manana, in Culver City for a long engagement. Band also played Club Louisiana, now Slapsy Maxie's, in addition to local theaters, ballrooms and one-nighters.

Teddy Brewer Organizes Ork

NEW YORK, Aug. 5.—Teddy Brewer is organizing a 15-piece ork and goes into rehearsal August 15 in preparation for theater dates thru Indiana, Illinois and Iowa. Gloria Sweet and Julie Hewitt, former Clyde Lucas vocalists, will sing with the group. Instrumentation will be four trumpets, three trombones, five saxes and three rhythm. Andy Daughterty, of the late Hank Biagina band, will be featured on drums.

Bill Foster Back From Army

NEW YORK, Aug. 5.—Bill Foster will return to the biz after a 2½-year stint with the army air corps, during which time he rose to tech. sergeant. Foster was granted a medical discharge from the army at Woodrow Wilson General Hospital, Staunton, Va., this week. The booker was with the Stan Zukor office at the time of his volunteering for service and has since seen action in the European, Italian and African war theaters.

Songwriters Talk New Pact

NEW YORK, Aug. 5.—Songwriters' Protective Association's council meeting, skedded for coming week, will discuss new contracts with publishers, present contracts running out at the end of 1945.

Irving Berlin Cannot Leave Berlin, Inc., Says Bornstein

NEW YORK, Aug. 5.—Demand on the part of Irving Berlin to have his name removed from the corporate title of Irving Berlin, Inc., was denied by Saul H. Bornstein, partner in Berlin, Inc., last week, saying Berlin had no legal right to withdraw. Demand was made when Berlin notified Bornstein March 16, 1944, that his (Berlin's) name must be removed within six months.

At this time, also, Bornstein maintains Berlin has no legal right to publish his music elsewhere; a right Berlin demanded also August 16. (Notice was served to Mr. Berlin August 2 at his New York home on his returning to this country from overseas. He has a press conference with army officials present skedded for Monday, August 7.)

Berlin-Bornstein tiff, which started last year, is rapidly coming to a head. Berlin has acquired 50 per cent of Berlin, Inc., and ABC Music, a subsid, having bought out one half of the late Max Winslow's 33 1/3 share for a reported \$122,000. Bornstein, reportedly has acquired the other half of the late Winslow's share for an undisclosed figure. Berlin is said to have made an offer to Bornstein of \$300,000 and all copyrights Berlin didn't own in an effort to buy Bornstein out.

Deny Berlin To Pub Outside

Berlin and Bornstein still continue partners until a formal accounting of their holdings is completed and until some legal settlement is arrived at. Report that Berlin had made a deal to publish outside of Berlin, Inc., has been denied by those close to Berlin. Of extreme interest to the music trade was mention in notice to Berlin, notice, by the way, that went to all music pubs and motion pic companies, that "any attempt by you, either yourself or thru others, to publish or grant any other such rights in your compositions will be resisted to the fullest extent of the law."

The full letter reads as follows:

August 2, 1944.

Mr. Irving Berlin,
No. 1 Grace Square,
New York City.

Dear Sir:

On March 14, 1944, you made written demand to have Irving Berlin, Inc., discontinue the use of your name, Irving Berlin, as part of its corporate title and to change its corporate name within six months and to have the officers of the corporation execute an agreement with you providing for the discontinuance of the use of your name as part of its corporate title, on the sole ground that you have ceased to continue to grant to Irving Berlin, Inc., the right to publish music composed by yourself.

For the greater part of the intervening time since the receipt of your notice you have been abroad. We have now learned of your return to the United States.

..We deny your claim that you have ceased to continue to grant to Irving Berlin, Inc., the right to publish music composed by yourself, and we deny that

you have the right, power or authority so to do. You appear to be under a misapprehension both as to the legal effect of the contract dated June 1, 1919, and as to the legal duties and obligations created thereunder.

You apparently place the interpretation thereon that the provision in Paragraph 4 relating to your ceasing to continue to grant to the company the right to publish music composed by you is unilateral. Your interpretation is erroneous. This portion of Paragraph 4 is effective only if by operation of law or by joint agreement the parties have agreed that you (See BERLIN CAN'T LEAVE on page 16)

NOW ON THE ARCHER CIRCUIT

Opening

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BATTLE CREEK, MICH.

August 14

Tiny HILL

AND

HIS ORCHESTRA



"America's Biggest Bandleader"

Personal Management

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For One Night Promotions, Ballrooms, Parks, Pavilions, Conventions, Night Clubs, Dance Halls, etc.

Write, wire or telephone us your approximate budget and demands.

We have a hand to suit every need. Don't delay, arrange your fall and winter program now.

Sincerely,

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FERGUSON BROS. AGENCY, INC.

328 N. Senate Ave.,

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Here Comes
Mr. LOUIS JORDAN
 AND HIS FAMOUS TYMPANY FIVE
UNANIMOUSLY ACCLAIMED
AMERICA'S No. 1
JUKE BOX FAVORITE

Herman and Monroe 1, 2 in Eastwood's 80G First 10

DETROIT, Aug. 5.—Name bands have drawn over \$80,000 at Eastwood Gardens in the first 10 weeks of operation this summer. Attendance at the big outdoor ballroom is practically the same as last year, but grosses have shown increase of around 15 per cent as a result of the boost of admission from \$1 to \$1.25 for Saturdays and Sundays, and from 75 cents to \$1 for week nights.

from \$6,093 the first time to \$8,800, for a combined gross of \$14,893.

Other grosses, with opening dates, are: May 19, Ted Fio Rito, \$4,400; May 26, Johnny Long, \$8,600; June 2, Jerry Wald, \$5,915; June 16, Sonny Dunham, \$6,275; July 17, Teddy Powell, \$6,227, and July 21, Stan Kenton, \$6,937. Bob Chester, playing currently, expected to gross around \$6,300.

In recent weeks attendance has shown a tendency to drop off, compared with corresponding weeks of last year, as a result of general decrease of amusement spending in this area. However, the highest grosses for the year have been hit in the past few weeks, with the band an important factor.

Top grosser for the season so far has been Woody Herman, who grossed \$12,060 week of July 14. Next in line was Vaughn Monroe, June 23, with \$10,500, while Henry Busse, booked in for two separate weeks, June 9 and 30, built

PIX PLUGS LOOM

(Continued from page 15)
 from Columbia pic starring Kay Kyser, titled *Carlina Blues*. Santly-Joy has *No Boudt A Doubt It*, and *My Dreams Are Getting Better All the Time* in Abbott and Costello's *In Society*. Also *Pretty Kitty Blue Eyes* in Columbia's *Kansas City Kitty*. E. B. Marks has title song in MGM's *Hot Time in the Old Town Tonight*, as well as title tune in MGM's *In the Good Old Summertime*. Same firm has *Under the Bamboo Tree* in *Meet Me in St. Louis*, MGM pic and *Bird on Nellie's hat* in Republic's *Atlantic City*.

Philly Union Asks Bread for Jam

NEW YORK, Aug. 5.—Local 77, Philly musicians' union, ruled out jamming without pay for local men, and banned traveling tootlers from the sessions altogether.

Edict hits Billy Kretchmer's Jam Session and Nat Segall's Down Beat particularly hard, as the two spots have quite a rep for the uninhibited jamming of musicians from all over town.

The proprietors of both bistros are former 77 members, and the local had permitted the free jam sessions until this week when it clamped down. Reason given is that other clubs were following suit, hiring a handful of musicians and depending on visitors to fill the band stands. The local decided to crack down on the practice in an attempt to give work to more card holders.

Traveling musicians won't be able to jam, with or without pay, from here on out. Idea is to give the work to Philly men if anyone pays for a jam session.

Mills Music has *I'm Not Afraid* in Columbia's *Meet Miss Bobby Socks*, title song in United Artists' *Summer Storm*; *Mr. Gallagher and Mr. Shean* and *Ain't Misbehavin'* in Republic's *Atlantic City*. Also, one tune in *Belle of the Yukon*, and four songs in Republic's *Song of Nevada*. Yankee Music, one of the Dorsey Bros.' firms has *I should Care* in MGM's *Thrill of a Romance*. T. D. is in the pic. Warner group splits up as follows:

Oldies, Too

Remick has *Janie* and *Keep Your Powder Dry* from WB's *Janie*, now at the Strand. Witmark has *The Very Thought of You* from WB's pic of the same name, and two songs in WB's *Saratoga Trunk*. Same firm has eight songs in 20th-Fox's *When Irish Eyes Are Smiling*, while oldies such as *Moonlight Bay*, *Put On Your Old Gray Bonnet* and *Light of the Silvery Moon* are currently in 20th-Fox's *Wilson*. MPHOC owns the tunes.

Big three, Robbins, Feist and Miller, have a flock. Miller has *Whispering* in 20th-Fox's *Greenwich Village*, while Robbins will get the score from 20th-Fox's *Nob Hill*. Feist has *Willow in the Wine* and *Tell Me Little Evening Star* from MGM's *Kismet*, tune, *Pan-Handle Pete*, from MGM's *Masie Goes to Reno*, and five tunes from MGM's *Meet Me in St. Louis*. Feist also has score from *Anchors Aweigh*, coming RKO pic starring Frank Sinatra, which they are reportedly splitting with Barton Music.

Looks like a busy fall and winter season.

STEM ORK DOUGH

(Continued from page 14)
 (which really started the renewed trend with Duke Ellington a couple of seasons ago), skedded to reopen in the fall, and a couple of 52d Street spots, such as the Downbeat Club and Kelly's Stable, which will use full bands in the fall, and pay for them. Zanzibar has Cab Calloway going in August 10. He will pull down a high guarantee and a good percentage. Same place offered plenty of dough for Lionel Hampton's ork, but couldn't meet figure band gets in theaters and on one-nighters.

La Martinique is bringing in Pancho's ork in fall, while Nat Brandwyne, skedded to follow Guy Lombardo at the Waldorf, will get \$2,000 a week, better than scale for this spot.

Duke Ellington made dough when he played the Hurricane earlier, until the 30 per cent tax put the bite on the place. Conversely, a draw such as Count Basie played the Lincoln earlier part of this year and lost plenty of dough each week. He is skedded to go back this winter. It's known that they play for the air time, but point remains that they can play niteries and get air time. Zanzibar gets a couple of shots a week, and Hurricane had Ellington on the air a great deal.

It's like the old days along the Main Stem, when the International Casino and other spots used name bands and really paid for them. Time is coming when more niteries will vie for top band talent and might do away with bands losing dough at spots that pay scale. Latter spots cost leaders plenty over period of a year.

BERLIN CAN'T LEAVE

(Continued from page 15)
 may cease to continue to grant to the company the right to publish music composed by you and thereupon in any such case the rights contained in such paragraph inure to you. Neither the corporation nor I as the surviving party with you to such agreement have agreed to any such condition, and you are accordingly fully and completely legally obligated to continue to grant to the company such right.

The construction which you have placed on such clause is strained and unnatural and in contradiction of the intent and spirit of the agreement. If this construction were correct, you would have had the right within a week after the corporation was formed to arbitrarily cease to continue to grant to the company the right to publish music composed by you.

Clearly, it was not the intention of the three venturers, Winslow, Bornstein and you, that you have any such right. None of them would have embarked upon the enterprise subject to your whim or caprice, with the right of termination as you saw fit.

By the expression "ceases to continue to grant" was meant a legal termination of your obligation, such as by operation of law or by agreement of the parties. Then, and only then, were you given the right to require the company to cease using your name.

In addition to and over and above the specific provision of the agreement you are legally obligated to continue to grant to the company the right to publish the music and lyrics composed and written by you. Altho this venture is corporate in form, in truth and in fact it is and has been thru the years a joint venture.

The undersigned refuse to recognize the validity of the notices served by you on March 14, 1944, as aforementioned, and declare the same to be a nullity and of no effect.

Very truly yours,
 Irving Berlin, Inc.
 By: Saul H. Bornstein,
 secretary-treasurer.
 (Signed) Saul H. Bornstein.

The Billboard Music Popularity Chart Week Ending July 27, 1944

MOST PLAYED JUKE BOX RECORDS

Going Strong

1. G. I. JIVE (14)—Louis Jordan	Decca 8659
2. GET BY (16)—Harry James (Dick James)	Columbia 36699

"HARLEM" HIT PARADE

1. G. I. Jive	Louis Jordan	Decca 8659
2. Straighten Up and Fly Right	King Cole Trio	Capitol 154
3. Till Then	Mills Brothers	Decca 18598

MOST PLAYED JUKE BOX FOLK RECORDS

1. Is You Is or Is You Ain't?	Louis Jordan	Decca 8659
2. So Long	Ar Dexter	Okeh 6718
3. Tubb	Decca 6098

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 WITH "DE LUXE" ALL-STAR BAND
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 Collectors' Series. List Price, \$1.00.

ALSO AVAILABLE
 No. 5005—"DON'T SWEETHEART ME" and "TOO LATE TO WORRY, TOO BLUE TO CRY"
 No. 5004—"HAVE I STAYED AWAY TOO LONG?" and "SWEETHEART, I STILL REMEMBER"
 Featuring "TEX GRANDE" and His "RANGE RIDERS"
 LIST PRICE, 75¢.
 USUAL TRADE DISCOUNT: Prices Exclude Federal, State or Local Tax.

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



PART 1—The Billboard Music Popularity Chart

Week Ending
Aug. 3, 1944

SONGS WITH MOST RADIO PLUGS

The following are the leading songs on the basis of the largest number of network plugs (from New York outlets WJZ, 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 Amor (F)
An Hour Never Passes	Melody Lane
And Then You Kissed Me	Shapiro-Bernstein
Apple Blossoms in the Rain (F)	Miller
Come Out, Wherever You Are (F)	Southern
Dance With a Dolly	T. B. Harms
Every Day of My Life	Shapiro-Bernstein
Forget-Me-Not's in Your Eyes	Paramount
Goodnight, Wherever You Are	Triangle
How Many Hearts Have You Broken?	Shapiro-Bernstein
I Don't Want To Love You	Advanced
I Dream of You	Chelsea
I Learned a Lesson I'll Never Forget	Embassy
If I Knew Then	Robbins
I'll Be Seeing You	Williamson
I'll Get By (F)	Williamson
I'll Remember April (F)	Berlin
I'll Walk Alone (F)	Leeds
Is You Is or Is You Ain't? (F)	Morris
It Could Happen To You (F)	Leeds
It Had To Be You (F)	Famous
Kentucky	Remick
Let's Sing a Song About Susie	BMI
Lili Marlene	Harms, Inc.
Long Ago (And Far Away) (F)	Chappell
Milkman, Keep Those Bottles Quiet (F)	Crawford
Some Peaceful Evening	Feist
Straighten Up and Fly Right	Campbell-Porgie
Sweet and Lovely (F)	Am. Academy
Sweet Lorraine	Feist
Swinging on a Star (F)	Mills
Time Waits for No One (F)	Burke-Van Heusen
Together	Remick
Up, Up, Up	Crawford
	Broadway

Lucky Strike HIT PARADE

CBS, Saturday, August 5, 9-9:45 p.m. EWT.

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

And the Following Extras: Bye, Bye Blues; I Can't Give You Anything But Love, I'm An Old Cow Hand, and Waiting for the Robert E. Lee.

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.

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

Other Sheet Music Reported in Best Selling Lists by Sections

EAST: You Always Hurt the One You Love—Sun Music Company
MIDWEST: Someday I'll Meet You Again (F)—Witmark
SOUTH: San Fernando Valley—Morris
WEST COAST: It Could Happen To You (F)—Famous; Come Out, Wherever You Are (F)—T. B. Harms

"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	Record	Label
1	1. G. I. Jive	Louis Jordan Decca 8659
2	2. Straighten Up and Fly Right	King Cole Trio Capitol 154
5	3. Is You Is or Is You Ain't? (F)	Louis Jordan Decca 8659
3	4. Till Then	Mills Brothers Decca 18599
—	5. Hampton's Boogie	Woogie Hampton Decca 18613
4	6. Cherry Red Blues	Cootie Williams Hit 7084
—	7. I Can't See for Lookin'	King Cole Trio Capitol 154
9	8. When My Man Comes Home	Buddy Johnson Decca 8655
6	9. Body and Soul	Coleman Hawkins Bluebird 30-0825
7	10. I'll Get By (F)	Ink Spots Decca 18579

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales'. Birmingham: Norlen's Radio Shop; Louis Plitz Dry Goods Co. Boston: The Melody Shop. Bridgeport, Conn.: Gilman Music Store; Howland Dry Goods Co.; Whiting Radio Service. Butte, Mont.: Drebelbis 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; Morion Lines Co.; Broadway House of Music. Newark, N. J.: G. & R. Record Shop; Radio Shop of Newark. New Orleans: Louis Grunwald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Gaiety 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. Moses & 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.

Heavy Build-Up For Marlene Tune

NEW YORK, Aug. 5.—Chappell's *Lili Marlene*, original German song that has

ONE FOR THE BOOKS

To Have and To Hold

SWEEPING the NATION

FOX-MAYA MUSIC CO.
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become this war's No. 1 international favorite, is getting one of the best exploitation breaks around today. Universal Pix is distributing a short that runs close to 20 minutes telling the story of the song, and using tune as theme all the way thru. It was trade-shown in New York last week, and will be distributed thruout the country soon.

Tune was written in Germany in 1938, and after achieving tremendous popularity, the OWI took the song and put new lyrics to it, favorable to the Allies. Song caught on and Chappell, Ltd. published first. Chappell in this country started to work on the song last year, but the tune was taken into the custody of the Enemy Alien Property Custodian's Office. Recently, the tune was released by the Custodian's office and given to Chappell. It has sold over 60,000 copies to date.

Pix, which was made by Crown Films, England, is titled *The True Story of Lili Marlene*. Tune has gotten terrific publicity build-up in this country, including a *Life* magazine spread.

302 Execs Launch Ship

NEW YORK, Aug. 5.—William Feinberg, secretary, and Dick McCann, v.-p. of Local 802, AFM, will help launch the SS Henry Hadley at Jacksonville, Fla., August 8.

The Liberty Ship was purchased with War Bonds sold thru efforts of the local musicians' union and honors Hadley who, before his death in 1937, had composed 150 symphonies, chamber music pieces and ballet numbers as well as numberless pops.

Writer's widow, Mrs. Henry Hadley, will take part in the ceremonies.

Victor Inks Six Longhairs

NEW YORK, Aug. 5.—Victor signed six longhair singers to contracts this week, Zinka Milanov, Patrice Munsel, Blanche Thebom, Nan Merriman, Laurence Melchior and Camilla Williams. Agreements follow recent signing of Martha Stewart and David Street. Record company is talking turkey to two pop singers and will probably have their signatures within the next few days.

Lakond to Marks

NEW YORK, Aug. 5.—Wladimir Lakond now with the Edward B. Marks Music Corporation as the director of promotion and exploitation for the firm's Standard department. During the past year Lakond was v.-p. of Edition Musicus-New York, Inc. From 1937 to 1942 he was with the Affiliated Music Corporation as general manager.

HOWARD PHOTOS

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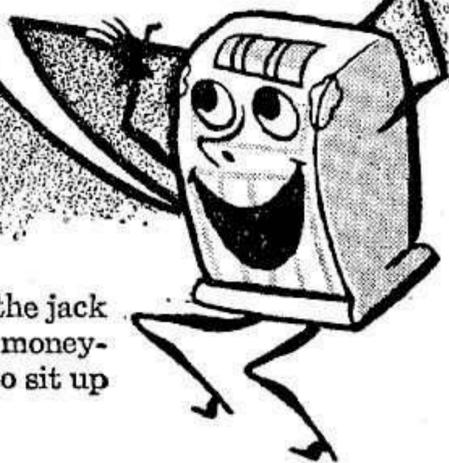
SHEET MUSIC

Send 65¢ for two new songs:
MY MAN WILL COME HOME (Military)
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DOUGH-BOYS!



—with six slick numbers to stack the jack for you. Order the newest by these money-making minstrels, and get ready to sit up nights counting nickels!

VAUGHN MONROE

VICTOR 20-1591

HAWAIIAN SUNSET
(Vocal by Vaughn Monroe)
TAKE IT, JACKSON
—Vaughn Monroe and his Orchestra

ARTIE SHAW

VICTOR 20-1593

DON'T TAKE YOUR LOVE FROM ME
(Vocal by Lena Horne)
IT HAD TO BE YOU
—Artie Shaw and his Orchestra

TONY PASTOR and

SHEP FIELDS

BLUEBIRD 30-0827

DANCE WITH A DOLLY
(With A Hole In Her Stocking)
—Tony Pastor and his Orchestra

DON'T BLAME ME
—Shep Fields
and his New Music

A Hot New Number for Your Race Trade

BLUEBIRD 34-0716

I LOVE MY BABY • SHAKE IT UP AND GO
—Tommy McClennan

Listen to "The Music America Loves Best" Saturdays,
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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	NATIONAL	East	Mid-west	South	West Coast
1	1. SWINGING ON A STAR (F)..... Bing Crosby—Decca 18597 Going My Way	2	1	1	1
2	2. I'LL BE SEEING YOU Bing Crosby—Decca 18595 I Love You (M)	1	2	3	—
5	3. G. I. JIVE Louis Jordan—Decca 8659 Is You Is or Is You Ain't? (F)	4	4	4	—
3	4. I'LL GET BY (F) Dick Haymes—Harry James — Columbia 36698 Flatbush Flanagan	7	3	6	8
4	5. AMOR (F)..... Bing Crosby—Decca 18608 Long Ago (And Far Away) (F)	3	10	—	3
6	6. LONG AGO (AND FAR AWAY) (F)..... Bing Crosby—Decca 18608 Amor (F)	—	5	2	—
—	7. I'LL WALK ALONE (F)..... Dinah Shore—Victor 20-1596 It Could Happen to You (F)	8	—	5	5
6	8. I'LL BE SEEING YOU..... Tommy Dorsey—Frank Sinatra—Columbia 20-1574 Let's Just Pretend	—	6	—	2
—	9. HIS ROCKING HORSE RAN AWAY (F)... Betty Hutton—Capitol 155 It Had To Be You (F)	—	—	9	4
7	10. TIME WAITS FOR NO ONE (F)..... Helen Forrest—Decca 18600 In a Moment of Madness	6	9	—	—

Other Records Reported in Best Selling Lists by Sections

EAST: Long Ago (And Far Away) (F)—Helen Forrest—Dick Haymes, Decca 23317; Milkman, Keep Those Bottles Quiet (F)—Ella Mae Morse, Capitol 151; Is You Is or Is You Ain't? (F)—Louis Jordan, Decca 8659.
MIDWEST: Milkman, Keep Those Bottles Quiet (F)—Woody Herman, Decca 18603; You Always Hurt the One You Love—Mills Brothers, Decca 18599.
SOUTH: Amor (F)—Xavier Cugat, Columbia 36718; Till Then—Mills Brothers, Decca 18599; You Always Hurt the One You Love—Mills Brothers, Decca 18599.
WEST COAST: I'll Walk Alone (F)—Martha Tilton, Capitol 157; Straighten Up and Fly Right—King Cole Trio, Capitol 154; Long Ago (And Far Away) (F)—Jo Stafford, Capitol 153; Boogie-Woogie—Tommy Dorsey, Victor 26054.

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
3	3.	Soldier's Last Letter... ..	Ernest Tubb Decca 6098
—	3.	Too Late To Worry... ..	Al Dexter Okeh 6718
3	3.	Straighten Up and Fly Right	King Cole Trio Capitol 154
—	4.	Hurry, Hurry	Lucky Millinder..... Decca 18609
—	5.	I Can't See for Lookin',	King Cole Trio Capitol 154
4	5.	I Learned a Lesson I'll Never Forget	Five Red Caps Beacon 7120

ADVANCE BOOKINGS

BLUE BARRON: Lake Club, Springfield, Ill., Aug. 11-24.
COUNT BASIE: Golden Gate Theater, San Francisco, Aug. 16.
BILLY BISHOP: Club Lido, Wichita, Kan., Aug. 14-Sept. 7.
MILT BRITTON: Downtown Theater, Detroit, Aug. 11-17.
FRANKIE CARLE: Indian Lake, Russell's Point, O., Aug. 9-16.
BENNY CARTER: Denver, Aug. 14; Tuscaloosa, Okla., 16; Oklahoma City, 17.
BOB CHESTER: Grand Theater, Evansville, Ind., Aug. 10-17.
JIMMY DORSEY: Pacific Sq. Auditorium, San Diego, Calif., Aug. 18-20.
TED FIO RITO: Downtown Theater, Detroit, Aug. 18 (week).
GLEN GRAY: Lakeside Park, Denver, Aug. 18-Sept. 10.
INA RAY HUTTON: Majestic Theater, San Antonio, Aug. 10 (week).
STAN KENTON: Avalon Ballroom, La Crosse, Wis., Aug. 10; Oriental Theater, Chicago, 11 (week).
HENRY KENG: Biltmore Hotel, Los Angeles, Aug. 10 (indefinite).
JIMMY LUNCEFORD: Harvest Club, Beaumont, Tex., Aug. 11; Rhythm Club, New Orleans, 13; Dragon Ballroom, Mobile, Ala., 14; Bama State Gymnasium, Montgomery, Ala., 15; Auditorium, Birmingham, Ala., 16; Auditorium, Atlanta, 17.
ADA LEONARD: National Theater, Louisville, Aug. 11-13.
CLYDE LUCAS: Starlight Ballroom, Wildwood, N. J., Aug. 18 (week).
ABE LYMAN: Palace Theater, Cleveland, Aug. 11-17.
TONY PASTOR: Pier Ballroom, Hamilton, Ont., Aug. 15; Armory, Kingston, Ont., Aug. 16; Port Stanley, Ont., 17.
LOUIS PRIMA: Officers' Club, Greenville, S. C., Aug. 12; Frolies, Miami, 15 (3 weeks).
DON REID: Claridge Hotel, Memphis, Aug. 18-Sept. 14.
CHARLIE SPIVAK: Chicago Theater, Chicago, Aug. 18 (3 weeks).
EDDIE STONE: Peabody Hotel, Memphis, Aug. 15 (4 weeks).
COOTIE WILLIAMS: Asbury Park, N. J., Aug. 16.
DUKE ELLINGTON: Meadow Acres Ballroom, Topeka, Kan., Aug. 13; Greystone Ballroom, Detroit, 14; Columbian Park Recreational Center, LaFayette, Mich., 15; Coliseum, Peoria, Ill., 18.
ERSKINE HAWKINS: Tampa, Aug. 14; Bartow, Fla., 14; St. Petersburg, Fla., 16; Tampa, 17; Jacksonville, Fla., 18.

Music Popularity Chart Week Ending Aug. 3, 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 (15)**—Louis JordanDecca 8659
(Johnny Mercer, Capitol 141)
2. **SWINGING ON A STAR (12)**—Bing Crosby (John Scott Trotter Ork)Decca 18597
(Gray Rains, Hit 7086; Freddie Slack, Capitol 160)
3. **AMOR (6)**—Bing Crosby (John Scott Trotter Ork)Decca 18608
(Andy Russell (Al Sack Ork), Capitol 156; Xavier Cugat, Columbia 36718; Enric Madriguera, Hit 8033; Percy Faith, Decca 23344; Wayne King, Victor 20-1587; Lawrence Welk, Decca 4444)
4. **I'LL BE SEEING YOU (16)**—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. **I'LL GET BY (17)**—Harry James (Dick Haymes).....Columbia 36698
(Ink Spots, Decca 18579; The Four King Sisters, Bluebird 30-0821; Jan Garber, Hit 7079; Kitty Carlisle, Decca 23330; Billie Holiday, Commodore C-553)
- YOU ALWAYS HURT THE ONE YOU LOVE (11)**—Mills Bros.Decca 18599
6. **IS YOU IS OR IS YOU AIN'T? (3)**—Louis Jordan.....Decca 8659
7. **LONG AGO (AND FAR AWAY) (14)**—Helen Forrest-Dick Haymes (Camarata 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)
- I'LL WALK ALONE (3)**—Martha Tilton.....Capitol 157
(Mary Martin, Decca 23340; Dinah Shore, Victor 20-1586; Louis Prima, Hit 7083)
8. **GOODNIGHT, WHEREVER YOU ARE (10)**—Russ Morgan....Decca 18598
(Blue Barron's Ork, Hit 7081; Mary Martin, Decca 23340)
9. **I'LL BE SEEING YOU (10)**—Tommy Dorsey (Frank Sinatra). Victor 20-1574
(See No. 4)
10. **AMOR (4)**—Xavier Cugat (Carmen Castillo).....Columbia 36718
(See No. 3)
- AMOR (7)**—Andy Russell (Al Sack Ork).....Capitol 156
(See No. 3)
11. **HOW BLUE THE NIGHT (5)**—Dick Haymes (Emil Newman Ork)Decca 18604
(Bob Chester, Hit 7088)
12. **MILKMAN, KEEP THOSE BOTTLES QUIET (13)**—Ella Mae Morse (Dick Walters Ork)Capitol 151
(Woody Herman, Decca 18603; The Four King Sisters, Bluebird 30-0824)
13. **STRAIGHTEN UP AND FLY RIGHT (8)**—Andrews Sisters (Vic Schoen Ork)Decca 18606
(King Cole Trio, Capitol 154)
- MILKMAN, KEEP THOSE BOTTLES QUIET (1)**—Woody HermanDecca 18603
(See No. 12)
- I'LL WALK ALONE (1)**—Dinah ShoreVictor 20-1586
(See No. 7B)
14. **I LOVE YOU (17)**—Bing Crosby (John Scott Trotter Ork)....Decca 18595
(Enric Madriguera, Hit 7077; Jo Stafford, Capitol 153; Perry Como, Victor 20-1569; Jan Garber, Feature 1001; Wilbur Evans, Decca 23337)
- HOW MANY HEARTS HAVE YOU BROKEN? (1)**—The Three SunsHit 7092
(Tiny Hill, Decca 4447; Stan Kenton (Gene Howard), Capitol 166)
15. **TIME WAITS FOR NO ONE (2)**—Johnny Long (Patti Dugan)..Decca 4439
(Sula Musette, Continental C-1149)

Coming Up

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

1. **PRETTY KITTY BLUE EYES**—The Merry Macs.....Decca 18610
2. **IT HAD TO BE YOU**—Betty Hutton (Paul Weston Ork).....Capitol 155
3. **IT HAD TO BE YOU**—Earl HinesBluebird 30-0825

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.

- HIS ROCKING HORSE RAN AWAY**—Betty Hutton (Paul Weston Ork)Capitol 155
(St. Louis)
- HURRY, HURRY**—Lucky MillinderDecca 18609
(Des Moines)

Veloz and Yolanda 1944 Top Hollywood Bowl Draw

HOLLYWOOD, Aug. 5.—Veloz and Yolanda have been top draws at the Hollywood Bowl so far this season, pulling in 19,000 paid admission, topping Marian Anderson by 3,000.

Bowl Association give trophy to artist commanding largest draw during season. Dance team won two years ago with 18,000 paid admissions.

WLB Considers Raise For Lewisohn Ork

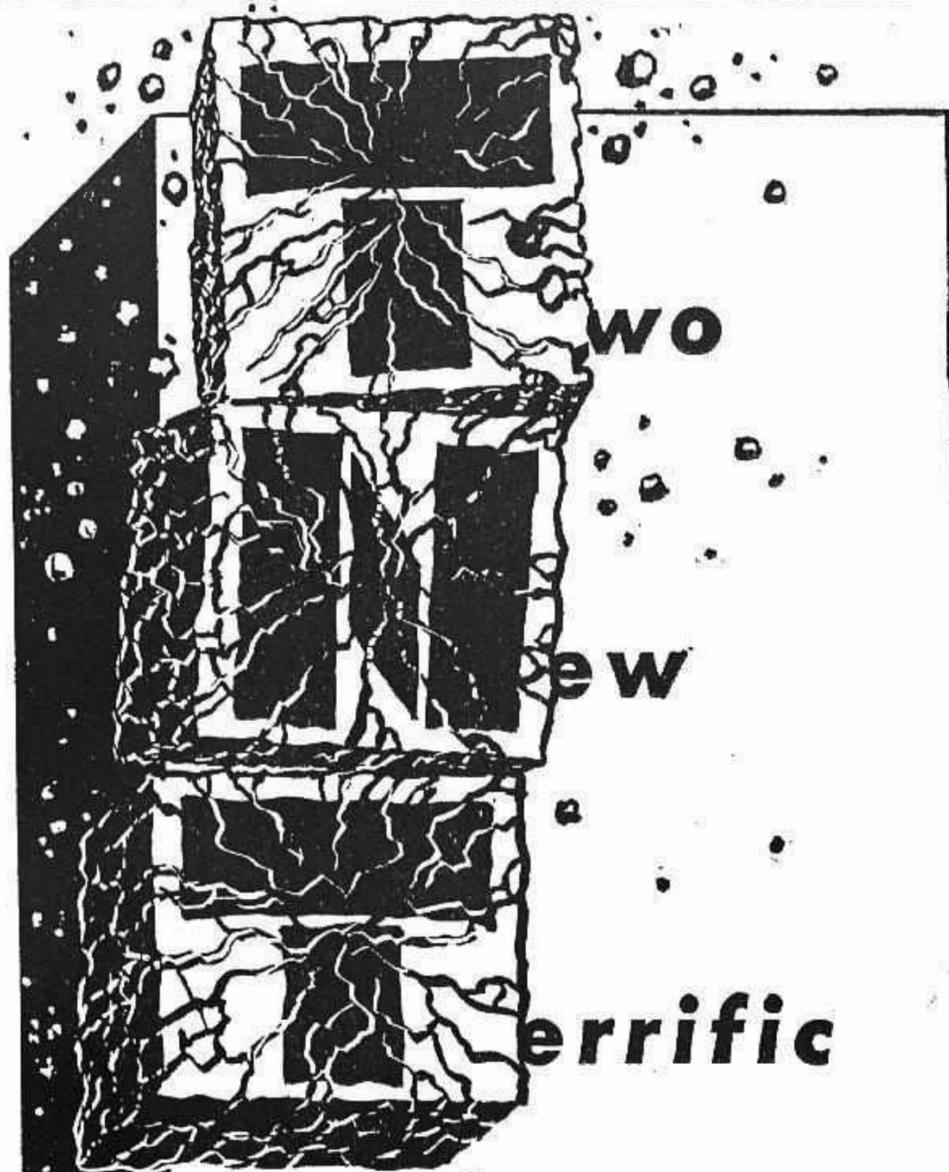
NEW YORK, Aug. 5.—War Labor Board has before it a dispute between management of New York Philharmonic and Minnie Guggenheim, of the Lewisohn Stadium concerts. This year, ork management asked for a \$10 increase per man, from \$90 to \$100 minimum salary, which Miss Guggenheim took to the WLB.

Money is paid to ork but is being kept in a fund until the WLB decides one way or other. Ork has 80 musicians who do seven performances a week and three rehearsals. Concerts have only two more weeks to run, having played past six weeks.

Len Bernstein To Tour; Fluffed TD's Coast Nibble

NEW YORK, Aug. 5.—Leonard Bernstein, assistant conductor of the New York Philharmonic, will tour the country next year, appearing as guest conductor of various symph orks. Leader, still in his 20's, has appeared at the Stadium Concerts in New York this summer as conductor. He is also known as a composer. He'll retain his post with New York ork.

It was also revealed that Tommy Dorsey, before Bernstein signed with Philharmonic, had offered Bernstein a contract for a year to live on the Coast. Bernstein was to compose and arrange for Dorsey exclusively, but youngster turned it down.



columbia records

harry james

and his orchestra

ESTRELLITA (my little star)

MY BELOVED IS RUGGED

col. 36729

will bradley

and his orchestra
featuring ray mckinley

FRY ME COOKIE, WITH A CAN OF LARD
REQUEST FOR A RHUMBA,

col. 36719

columbia records



(and more best-selling columbia releases on the way!)

ON THE STAND

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

Johnny Long

(Reviewed at the Terrace Room, Hotel New Yorker)

ALTHO the ice show remains the same at the Terrace Room, Johnny Long has followed Tony Pastor to the location. It's become a habit with Long, having played the place for the past four years, and he's always done well here. Room is one of the busiest in New York, and Long should do well again this time.

He's now fronting perhaps the best musical outfit he's had, altho it doesn't necessarily follow that it's the most commercial. Jump stuff is loud. Ballads are alternately loud and soft. It's only when Long quiets down to give the payees and dancers a chance to listen and shuffle around that he hits his peak.

Band is musically hep, Long having added two more saxes, making a total of seven. He gets a well-rounded bass effect and gives the band a solid bottom. But the old homey touch that made Long's rep—the vocal and ork disk of Shanty in Old Shanty Town, for instance, is missing. Mostly he gives out brassily, which may satisfy the musicians who play with him, but it won't ring up on the commercial cash register. In other words, Long's main trouble is that he has no individual frame around his musical picture—a frame that once was there—and a frame that has spelled the dollar sign for many other leaders.

Reason for additional men, Long probably figures, is to take advantage of New Yorker air time. And he's right in that respect. However, if he were to make less with the loud and concentrate on a style that's different but commercial—a style he had in Shanty—he would probably benefit more from the remote airings. He's a personable guy and makes a nice front. Beat of the band holds up all around, both on ballads and rhythm tunes, and there's little fault to be found with individual section work. He's got a trio of ride trumpeters, an unusual feature, and they're all fine.

Vocalists are Terry Stuart and Bob Donet. Gal and boy are both new in the

Jimmy Dorsey

(Reviewed at Orpheum Theater, Los Angeles)

JIMMY DORSEY and his orchestra (nine brass, five reed and four rhythm) turn in a solid performance, with the house rocking on jump tunes.

Dorsey gives out in the opening theme and follows it with a rocking rendition of One o'Clock Jump. With the temperature up, Dorsey throws his band into John Silver, with Buddy Shutz beating out a torrid tempo on the drums. Since the tune is from the Abbott and Costello pic, Lost in a Harem, Dorsey's clarinet in flageolet style is featured on the intro. Ray Lynn gets the solo on hot horn for Oh, What a Beautiful Morning, which features muted brasses against a rhythm background to top effects. Stardust brings on Si Zentner on open tram. Holiday for Strings puts the band into a production number that wins applause but not as much as the jumpers. King Porter's Stomp is the wind-up.

Handling vocal assignments for Dorsey are Anita Boyer, bowing in on this date. Hot Time in Berlin is a warmer, with It Could Happen to You and Swinging on a Star completing the deal. Miss Boyer, a looker, garners good applause. When Dorsey signed male vocalist Teddy Walters recently, he got something. Making his initial theater appearance with the band here, Walters ties the show up. How Blue the Night nets satisfactory applause, but I'll Be Seeing You and It Had To Be You bring down the house. Amor is added as an appease, but the patrons still yell for more. Walters has garnered more mitting here than any male band vocalist in the last three years. Sam Abbott.

band biz, and both have the same assets and weaknesses. Each has a potentially good voice, each needs plenty of seasoning and will have to work quite a while before they acquire a proper degree of stage presence.

"Tex" Mulchay handles specialties and does right well for himself. Paul Secon.

MUSIC GRAPEVINE

Les Brown inked to follow Charlie Barnet into Strand Theater, New York, after Barnet's October date. . . . Charlie Miller, of MCA, and Joe Glaser to the Coast. . . . Buddy Morris, of Morris Music, and Abe Olman, of Robbins Music, returning from Hollywood. . . . Phil Harris now under MCA banner. . . . Hughie Prince and Dick Rogers in biz handling special material.

Dorsey Expansion

The brothers Dorsey are seeking office space in the heart of Hollywood. Ballroom operations, music pubbing and

regular band biz require more elbow room. . . . Mary Miremburg (Mrs. Mike Vallon) in Hollywood with Beatrice Kay, who soon starts work on Billy Rose's Diamond Horseshoe for 20th Century-Fox. . . . WOV adds a violin, bass and accordionist (all hillbilly) to its music staff. . . . Peer International's Tico, Tico to be featured in Paramount's Out of This World.

Jimmy Wakely, sagebrush maestro, signed for role in PRC's "I'm From Arkansas." . . . Consuelo Velasquez, writer of "Besame Mucho," has turned out "Vivir Y Amor" ("To Live and Love") to be pubbed by Peer International. . . . Sharon Rogers's all-fem 12-piece ork signed by CRA, Chicago. Band is playing Colonial Hotel, Rochester, Ind.

New Post Lodge Policy

John Kirby's stint at Post Lodge, Larchmont, N. Y., marks the beginning of a name-band policy for the spot. Roadhouse, one of the oldest in the East, has heretofore used local orks. . . . Woody Herman will feature Ingie Speaks, tune he wrote for his offspring, Ingrid, when he opens at Pennsylvania Hotel, New York. . . . Florence Extrachter and Anita Gilbert, Frederick Bros.' staffers, vacationing in Connecticut.

The Airline Trio has started cutting 60 oldies on e. t.'s for World. . . . Laura Lee, Bob Wills thrush, regaining some of the 26 pounds lost during recent ptomaine poisoning siege. . . . Don McGrane celebrating two-year run at New York's Latin Quarter.

Danny Kuanna waxing 50 Hawaiian e. t.'s for Standard Radio. . . . Hal McIntyre has recorded numbers from Disney's "Three Caballeros" for same firm. . . . Patricia Johnson, who wrote "I'll Remember April"



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.

LILI MARLENE Hildegard (Male Chorus and Harry Sosnik's Ork) Decca 23348-A

There's been a lot of stuff printed about "Marlene" and Hildegard has given the war song her own touch, but clean. With what her air show is doing, with the Hildegard newspaper and magazine build-up that is once again on its way, this platter will sell, not only to the Hildegard legion but to the "Lili Marlene" yens as well. It's commercial.

I WISH I HAD MY FIRST WIFE BACK Red River Dave (Frank Novak and the Sourwood Mountain Boys) Musicraft 286-A

With the mountain music boys getting the play in the juke, this disk will be hillbilly No. 1 among the nickel getters before another three months roll around—if Musicraft can press enough of 'em. It has what it takes and with the current popularity of divorce the subject is attention calling; and we forgot to mention that Red River Dave knocks the daylight out of the Bob Miller lament.

WHISPER THAT YOU LOVE ME Tommy Tucker (Vocals by Don Brown and Voices Four) Columbia 36728

Tommy Tucker is getting a definite build up. He's going to play all the high spots and while it may be a year before the string-pullers put him in the top money position, on the way up the gang will be waiting to hear him. Columbia has reissued this whisper number and it's one of the best Tuckerings. Don Brown and the Voices Four balance out a neat arrangement of a number that will never die in a juke box or in a retail dealer's stock. Check this as a must buy.

POPULAR RECORD RELEASES

(From August 3 thru August 10)

- DURATION BLUES Johnny Mercer Capitol 164
FRY ME, COOKIE, WITH A CAN OF LARD Will Bradley (Ray McKinley) Columbia 36719
HER TEARS FLOWED LIKE WINE Stan Kenton (Anita O'Day) Capitol 166
HOW MANY HEARTS HAVE YOU BROKEN? Stan Kenton (Gene Howard) Capitol 166
I'M LOST Benny Carter (Dick Gray) Capitol 165
INVITATION TO THE BLUES Ella Mae Morse Capitol 163
JUST A BABY'S PRAYER Benny Carter (Savannah Churchill) Capitol 165
NEW AMERICAN JAZZ ALBUM Capitol Set A-3
Ain't Goin' No Place Capitol Jazzmen (Peggy Lee) Capitol 10011
Casanova's Lament Capitol Jazzmen (Jack Teagarden) Capitol 10010
Clambake in B-Flat Capitol Jazzmen Capitol 10009
I'm Sorry I Made You Cry Capitol Jazzmen (Jack Teagarden) Capitol 10009
In My Solitude Capitol Jazzmen (Dave Matthews) Capitol 10010
Sugar Capitol Jazzmen Capitol 10011
Someday Sweetheart Capitol Jazzmen Capitol 10012
That Old Feeling Capitol Jazzmen (Peggy Lee) Capitol 10012
REQUEST FOR A RHUMBA Will Bradley (Ray McKinley) Columbia 36719
SAM'S GOT HIM Johnny Mercer Capitol 164
THE PATTY CAKE MAN Ella Mae Morse Capitol 163

lyrics, signed to do tunes for "Headliners of 1945."

Practically Perfect

Local 6, AFM, San Francisco, fourth largest musicians' local in the country, boasts 99 1/2 per cent unionization. Can't claim an even 100 per cent because it sometimes takes Business Agent Eddie T. Burns a little while to catch up with a stray tootler who hits town. . . . Savoy Records has inked Viola Underhill, gal singer. Billed as Miss Rhapsody, she waxed Hey Lady Mama, My Lucky Day, Groovin', The Blues and Bye, Bye Baby first week.

Elbert B. Clay, who led the Kentucky Colonels until entering service two years ago, is back in the biz with a medical discharge and is organizing an all-veteran band in Washington, D. C. . . . Herb Waddell, tenor sax, joins Benny Resh and band, currently at Vienna Gardens, Russells Point, O.

Hampton Goes to Town

Lionel Hampton plays Philly's Town

Hall August 11 for Reese DuFree's race dance promotion. . . . Danny O'Neil, singer, featuring To Have and To Hold, Don Maya, Inc., Chicago publication in new floorshow at Rio Cabana, Chi. . . . Lynn White joins Howard Lanin's band at Chelsea Hotel, Atlantic City, for vocal chores. . . . Win Roland, of Endicott, N. Y., has penned tune, That's What Makes a Song.

Count Berni Vici gave up his seven-piece male ork and is building an all fem band of 15. T. D. Kemp is booking the outfit out of Charlotte, N. C., for a tour which starts August 14. . . . Harry Berg joins Chris Cross ork at the Green Room of Hotel Edison. He will be featured pianist and blues singer. . . . Joe Frassetto, maestro at WIP, Philly, gets the music-making call for the Miss America pageant in Atlantic City next month.

Philadelphia

Eric Wilkinson, music chief at WIBG, Philadelphia, has organized a new unit within the studio band, tagging 'em the Swingsters and featuring the swing harp strummings of Ted Geonnotti. . . . T/Sgt.

TALK ABOUT PUBLICITY

Successful stunts in promoting the location date 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 those who write musical press releases as well as those who read them will all be talking about the '44 MYB.

Music Popularity Chart

Week Ending
Aug. 3, 1944

POPULAR RECORD REVIEWS

By M. H. Orodener

TOMMY TUCKER (Columbia)

Dear Old Pal of Mine—FT; VC. *Whisper That You Love Me*—W; VC.

Fairly dripping with nostalgic notes is this needling on the Columbia label. Heretofore held in reserve, the label reissues two evergreens cut by Tommy Tucker some time back when the band was strictly on the sugar wagon. Taking both sides in sirupy style that makes for hyper-smoothness, both items are predominately vocal. "Dear Old Pal of Mine," a favorite of an earlier war, is taken at a moderately paced tempo and features the individual and collective voices of Amy Arnell, Don Brown and the mixed Voices Five. Miss Amy, no longer identified with the band, is denied billing on the label. It's smooth three-quarter timing for "Whisper That You Love Me," a lush lullaby taken in good stride lyrically by the same singing force.

Making for sweet music that accompanies soft lights, this Tommy Tucker twosome can very readily serve twice for the music boxes.

ELLA MAE MORSE (Capitol)

The Patty Cake Man—FT; V. *Invitation To the Blues*—FT; V.

Miss Ella Mae dips into her characteristic cow-cow groove in giving out vocally for "The Patty Cake Man." A rhythmic jingle in jive setting, Miss Morse rocks the verse as a slow blues, stepping up the pace as she hits the choruses to create an even greater degree of heated piping. "Invitation to the Blues" is a torchy torcher with Miss Ella Mae projecting herself in the song as she sobs out that you can't depend on romance. Song itself stems from the "Music, Maestro, Please" pattern, and Miss Morse gives it an impressive start. There is enough wrapped into the song itself to make it soar the heights. On both counts, the accompanying studio musicians frame her vocals expertly.

Double duty can easily be realized from this record, with both the jingle and the torcher getting top vocal treatment by Ella Mae Morse.

EDDY HOWARD (Feature)

Come Out, Come Out, Wherever You Are—FT; VC. *Forget-Me-Nots In Your Eyes*—FT; VC.

Since You Went Away—FT; VC. *I Can't Help It*—FT; VC.

For the second issue of this new wax label, Feature returns Eddy Howard to the platters, this time, with his own band. Highlighting his own vocal talents, and with the band emphasizing the melodic content of the song, Howard makes a formidable showing on these sides. The ballad singing his forte, Howard is in excellent form for "Forget-Me-Nots In Your Eyes" and "Since You Went Away," latter inspired by the current movie of the same name. The honeyed baritone pipes of the maestro pace both sides, and just as effective for the liting "I Can't Help It," presented in a brighter rhythmic setting. "Come Out, Come Out, Wherever You Are," rhythm jingle from the movie "Step Lively," is taken at a lively tempo with Howard giving away to Roy Bast for the dittying.

The growing popularity of Eddy Howard can be well translated in terms of phono play with both of these recordings. Looming stronger as coin catchers are *Forget-Me-Nots In Your Eyes* and *I Can't Help It*.

STAN KENTON (Capitol)

Her Tears Flowed Like Wine—FT; VC. *How Many Hearts Have You Broken?*—FT; VC.

Anita O'Day, one time Gene Krupa thrush, takes over the song spot with Stan Kenton's band in making her bow on the Capitol label. For her song vehicle, Miss O'Day is afforded a groove ditty tailored for her talents in "Her Tears Flowed Like Wine." It's the saga about a "sad tomato" taken over the coals by a two-faced gentleman friend. Miss O'Day sings the verses in zingy fashion with the band ensemble singing out the refrains. Both title and tune makes for contagion and the jive hounds will certainly be inspired to holler and hop to this sort of needling. Kenton subdues the powerhouse for "How Many Hearts Have You Broken?" taking the sentimental ballad at a bright moderate tempo and cuts it rhythmically with Gene Howard giving out lyrically in effective manner.

For the music boxes, *Her Tears Flowed Like Wine* is designed for maximum play, with the teasing title and tantalizing singing making for major counts.

SAMMY KAYE (Victor)

If I Knew Then—FT; VC. *Hawaiian Sunset*—FT; VC.

A tuneful couplet of Sammy Kaye sides are brought back for this pairing. It's the sugary syncos of Sammy, replete with singing titles, with both the songs and the interpretations heavily dated. "If I Knew Then" is the Dick Jurgens-Eddy Howard hit of an earlier year, with Tommy Ryan on the lyrical end, while "Hawaiian Sunset" is the Sammy Kaye original with Marty McKenna carrying out the vocal assignment.

Some interest may be stimulated in these revivals by the Sammy Kaye fans remaining loyal to their maestro in their music box expressions, in which case *If I Knew Then*, the more familiar side with the popular Tommy Ryan singing the tune, makes for the face-up side.

(See Pop. Record Reviews on page 64)

Larry Press, former Philly maestro, now a prisoner in Germany. . . Alex Bartha, house band at the Steel Pier, Atlantic City, to get MCA build-up next fall. . . Songbird Lee Morgan, leaving the nitery lanes, links with Chuck Gordon's band at Wagner's Ballroom, Philadelphia. . . Johnny Warrington, WCAU studio maestro, grabs off a week and a week-end at Atlantic City's Steel Pier. . . Miracle Music Company, Philly, takes John Salvatore's *My Love*, his first song.

Page for the Records

Hot Lips Page's tunes, *Uncle Sam Blues* and *Pagin' Mr. Page*, recorded by Savoy, will be published by newly formed Jackson Music Corporation. . . Carmen Cavallaro and ork into Mark Hopkins Hotel, San Francisco, after their specialty work on *Hollywood Canteen*. . . Freddy Martin has cut eight e. t.'s of old-time songs for Standard Radio. . . Floyd Hunt has dug up the catch phrase, "I'm the Guy," for a new song. Hunt, who has written several other tunes, is at Plamor Club, Cheyenne, Wyo.

Toasty Paul and ork booked for summer stint at Nippersink Lodge, Genoa City, Wis. . . "I'm In Love With Someone," written and clefied by Lew Marcus, pianist at Clover Bar, Chicago, has been disked by Jimmy Dorsey for Decca and Art Kassel for Hit. . . Joe Cappa inked to personal-management contract by Johnny Sandusky, of McConkey Orchestra Company, Kansas City, Mo.

Adrian Rollini Trio cut four sides for Nat Abramson's Feature Records, following recent waxings of Jan Garber and Eddy Howard, Sylvia Barry and Le Roy Williams vocalized with trio. . . Dave Snell and Johnny Green conducted a 42-piece ork and 30-voice choir for Abbott and Costello pic, *Lost In a Harem*. . . *Speed and Lovely* only pop tune played at recent Cleveland Symphony concert.

Moe Jaffer, currently at the Poland Spring (Me.) House, had two tunes waxed, *A Tree Grows in Brooklyn*, by Clyde Lucas for Hit, and *Bell Bottom Trousers* by the Jesters for Decca.

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AMOR

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OUT-OF-TOWN OPENINGS

HERE'S TO US

(Opened Monday, July 31, 1944)

CAMBRIDGE SUMMER THEATER

A comedy by Shirland Quin. Staged by Robert E. Perry. Settings by Andrew Mack. Decor and lighting by Paul McGuire. Presented by John Huntington and Louise Falk. HeavenAda Roston Mrs. Mary McFieMuriel Pierce Whitney ParrishJean Muir Joe ManningRichard Hart Cynthia BennettLouise Valery Casimir TrufonovRoderich Winchell Betty McFie PetersenRuth Homond Mrs. HatchShirland Quin

This new play by Miss Quin, programed as a comedy, will need a lot of re-tooling before rating a Broadway bow. The lack of laughs, the stock situations, and the Join-the-WAVES plus Zip-Your Lip campaigns which thread the plot make the going pretty heavy for both cast and audience. Yet the sometimes sparkling dialogue, the punch which effective casting and direction can give, and the topical wartime theme earn *Here's To Us* a chance for future success.

In many ways, however, this accent on a topical theme will be a danger. Should the war situation take a sudden turn for success, keeping a zipped lip or joining the WAVES will be of minor interest to audiences. The right-man-in-love-with-the-wrong woman romantic theme is hardly enough to make the play worth while.

Briefly, *Here's To Us* is about a career girl named Whitney Parrish, played creditably by Jean Muir. The inroads of the draft have boomed her to a top ad agency post, and wanting security she has purchased a house in Brooklyn, overlooking the harbor. This house, and more particularly Whitney's apartment, provides the setting for the entire three acts.

The dangers of talking too freely about military matters are pointed up via Heaven, Whitney's colored maid. Heaven's information concerning the ship being loaded with ammunition in the harbor, which she relays over the phone to her husband, gets her suspected of sabotage. It also gets Whitney into the WAVES because she feels responsible for telling Heaven which ship Betty McFie Petersen's young sailor husband was on. The off-stage explosion of the ship climaxes the second act and clears the way for a solution of the romantic tangle.

Joe Manning, a Diesel engine expert, is the man involved in the romantic complications. As he explains frequently thruout the play, he had intended asking Whitney to marry him until he saw Cynthia Bennett, a new tenant in the house and an ace magazine photographer. When the army drafts him to go overseas and do important things with Diesel engines there, Joe promptly proposes to Cynthia. Whitney is left with only the consolation of another promotion at the office.

Unfortunately, Joe informs Cynthia that he wants her to have a baby right away. The glamor-gal photographer has other plans, including a contract to make a photo tour of the war fronts and a deeply rooted fear of having babies. She intends, however, to marry Joe on her own terms. When Whitney realizes this, a rousing quarrel with Cynthia results.

Things come out all right, altho the way in which they do is slightly hazy. Whitney buys an expensive negligee to prove that she can be feminine and not a hard-bolled career woman. She also tells Joe a few plain truths about his selfishness, ending up by slapping him smartly. Miss Quin seems to feel that violence is the way to resolve plot problems. The ammunition explosion made Whitney join the WAVES. The slap made Joe realize that he had loved Whitney all the time. And Cynthia falls speedily into the arms of Casimir Trufonov, Russian exiled lecturer who is also a tenant in the Brooklyn house, after some physical action.

Write as *Here's To Us* is in plot, it can be built into an entertaining play. A stronger cast, with the exception of Jean Muir, will help a lot, too. Richard Hart, as Joe Manning, is handsomely adequate, but Louise Valery, as Cynthia Bennett, is weak. It is stretching the imagination too far to think of her as an ace photographer who will stand on her head to get a good camera shot. Cynthia requires plenty of bite and calculativeness. Miss Quin, playing the role of a jealous career woman, by-passed by Whitney's promotion, is inadequate. *Here's To Us* is a good tryout—that's all.

Barbara Pearson.

FAMILY MAN

(Opened Tuesday, August 1, 1944)

BELASCO THEATER, LOS ANGELES

Blue pencil in the hands of a competent play doctor would provide the necessary transfusion to bring *Family Man* out from the ether. As it now stands the play stumbles along for three acts. Emerges, from time to time, throwing off the layers of wordy dialog and superfluous gags to give the audience a glimpse of possibilities. Return to legit of Hanley Stafford in this farce about a wife addicted to soap operas, shows that his sojourn before the mike as the pere of "Baby Snooks" has not hampered his footlight technique. In fact it is Stafford who struggles heroically for three acts, carrying the burden of a play that is fundamentally sound yet never seems to get out of low gear. Plot has a good main situation showing what can happen to a well-ordered household when a wife played by Sarah Selby, tries to pattern her life after the characters in her favorite radio serial. Whole piece pokes good-natured fun at radio and runs the gamut of situations from the two youngsters who save box tops to the cook, who won't serve dinner at a certain hour because she's trying to win a prize on a quiz show.

Complications develop when a radio writer, played by Margaret Brayton, comes to the home for an overnight visit. Writer attempts to straighten out the tangle in her best soap opera style. Result is a general mixup with most of the business hinging on misunderstandings.

There is a generous sprinkling of sex thruout. Some of it appears to be dragged in by the heels for the benefit of the word-of-mouth advertisers.

Able support was given the top names by Franklin Parker, Noreen Gammell, Kathryn Sheldon, Donny Davis, Mickey Kihn, Sheldon Wells, Mary Jo Ellis, Warren Burr, Garret Marks, Eilanora Reeves

TOO MANY SARONGS

(Opened Thursday, August 3, 1944)

MUSIC BOX, HOLLYWOOD

Only excuse for this South Sea Island farce is the hip-tossing of ex-minsky star, Rose La Rose. And as that was all the customers paid their money to see anyway, everybody was happy. As a bit of legit fare, *Too Many Sarongs* will have tough going unless the pace is changed. As things stand now there is a sorry first act given over to the tiring business of acquainting the audience with what has gone on before.

Plot is weak but has good basic idea. Two writers go to Dutch mandated island to write a play for a Broadway producer. One writer, played by Ken Dobbs, has a wife in the States, but he gets tanked up on a local brew and marries a native girl. According to tribal custom, when a girl has a twin sister, she also is thrown into the marriage circle to complicate matters.

Dobbs is a typical hero type and carries his role effectively, but is saved in many dead scenes by the excellent trouping of stage-wise John Eldredge.

Comedy bows go to Bernard Gorcey, who as the producer, arrives on the scene with a buxom blonde, to add a bit more sex to the proceedings. Able support to the leads was given by P. J. Kelly, who kept the piece from dying on the vine many times with his role of the gin-drinking medico. Others in the cast were Gay Fairchild, William O'Neal, Jean Wayne, and Linda Marwood.

In her first legit venture, Miss LaRose shows that she can act, which no doubt was a surprise to many. She has a natural charm and with a few more performances under her belt should prove to be a good draw.

Dean Owen.

and Peter Xanthro.

Main fault with *Family Man* is a lengthy second act, which needs a thoro re-write job. However, if Frances Wann and Zion Myers can do the necessary overhaul job and give the piece a shot of 100-octane gas, there is no reason why their brain child should not be a good bet for a Main Stem pitch.

D. O.

Philly Legit Starts Two Weeks Early

PHILADELPHIA, Aug. 5.—Traditional Labor Day starting for the legit season will be pushed considerably ahead for the 1944-'45 stretch. In view of the legit boom here, new season will get started on August 14, with all three Shubert houses in the running.

Locust Street Theater will re-light with a new play, *Lower North*, Martin Bidwell's comedy drama of life in the navy. Cast includes Arthur Hunnicutt, Kim Spalding, Sara Anderson, Rusty Lane and Dean King, the last named Dennis King's son. Play will preem in Princeton, N. J., next Friday (11), and move to New York following the fortnight here. Locust will carry on with Rose Franken's new play, *Soldier's Wife*, coming September 4 after opening in Wilmington, Del., on September 1. This will be followed on September 18 by Daphne du Maurier's *Rebecca*, already done in the movies. Diana Barrymore, her husband, Bramwell Fletcher, Florence Reed and Margaret Bannerman head the cast. It will be the first subscription item on the American Theater Society list.

Walnut Street Theater also re-lights mid-August with Conrad Westervelt's comedy, *Down To Miami*. Forrest Theater, third of the Shubert houses and keeping open during hot weeks, follows *Early To Bed*, current, with the return of *Kiss and Tell* on August 14 for a fortnight.

"Three's a Family" Does Okay in Hub

BOSTON, Aug. 5.—Beating the continuing heat wave nicely, *Three's A Family*, housed at the Colonial, attracted a neat \$8,400 for the week. The comedy, only legit attraction in Boston, is set now until August 28, with a sizable advance sale of tickets.

Cambridge Summer Theater, with Jean Muir starring in Shirland Quin's new play *Here's To Us*, bettered the previous week's take with estimated gross of \$2,500. Heat wave has had a crippling effect on business at Cambridge. Size of the theater plus lack of air-conditioning keep away many who would ordinarily be attracted by its parade of famous names. Following week brings in Nancy Carroll in *Too Many Husbands*, W. Somerset Maugham's farce. Pix star proved a solid attraction last season, and with any break in the weather should boost grosses nicely.

Guild Sells Heavy in Balto

BALTIMORE, Aug. 5.—Four plays have been booked, to date, for this season at Ford's Theater by the Theater Guild and the American Theater Society. These include *Rebecca*, the latest addition, starring Bramwell Fletcher, Diana Barrymore and Florence Reed. *Tomorrow the World*, *Jacobowsky and the Colonel* and *The Cherry Orchard*, the latter starring Eva Le Gallienne and Joseph Schildkraut. Several other plays are under consideration for possible Baltimore presentation. The management at Ford's stated the demand for the Guild's 1944-'45 season here is unprecedented so early in the season and promises the largest membership in the Guild's Baltimore history.

There have been 3,000 renewals among its subscribers and also a number of new subscriptions.

DA Seeking Payne

HOLLYWOOD, Aug. 5.—Complaint was being readied by city attorney's office against Arthur A. Payne, producer of *Good News* which was scheduled to open at the Wilshire Theater last week. Curtain failed to go up, when tiff developed between cast members and one of the leads refused to appear for opening show.

City attorney's office will charge Payne with false advertising and counts of petty theft. Cast members, mostly juves, had paid \$35 apiece for the privilege of appearing in the production and were being paid off in tickets. Also it was charged that Payne had not completed negotiations with Samuel French Company, owner of the performing rights of *Good News* and, therefore, had no authority to advertise the production.

BROADWAY OPENINGS

SCHOOL FOR BRIDES

(Opened Tuesday, August 1, 1944)

ROYALE THEATER

A farce comedy by Frank Gill Jr. and George Carleton Brown. Directed by Harold Morton. Settings by Ernest Glover. Costumes by Jack of Hollywood. Company manager, Harold Kusell. Stage manager, Ralph Simone. Press representative, Zac Freedman. Presented by Howard Lang.

CharlieJohn Sheehan Stephen GarrettCharles Gary JulieYolande Donlan DianeFrances Charles AliceMary Best JoanneOlivia Russell LeslieElizabeth Worthington GraceDarby Moore Jeff ConnorsWarren Ashe StephanieLucia Carroll RonnieJoan Webster SuzanKay Lawrence VickiShirley Whitney Frederick M. HastyRoscoe Karns Dean Baxter (Constance King)Bernadene Hayes MaryAnn Turner

From the poorly painted two sets to the inept performance by John Sheehan as the houseman, *School for Brides* is summer on the main stem—at its weakest. It would be kind, if the entire matter were permitted to pass—just like that—but it wouldn't be an honest evaluation. It's just possible that there are enough men and women going to the theater these days who haven't seen a farce before, and to whom bedroom cracks, plus an assorted dozen fem shapes (two seen in nightgowns that conceal nothing when they're seen against the light) will be an evening's entertainment. After all the GIs in the balcony let go solid wahhoos at the near strips and even some of the male faces on the main floor indicated thoughts that boded no good for the girls with the faces.

The story of a guy with too much dough looking for his seventh wife and being sold on the idea of a school for brides for his special benefit (before and after the vows) could have kept them laughing all evening. There were even plenty of complications that might have been funny—and weren't. The wife of the bridal school promoter turns up as a student. The dean of the school is an actress whom the head of the school has

(See *School for Brides* on opp. page)

CATHERINE WAS GREAT

(Opened Wednesday, August 2, 1944)

SHUBERT THEATER

A historical play by Mae West. Staged by Roy Hargrave. Settings by Howard Bay. Costumes by Mary Percy Schenck and Ernest Schrapps. Company manager, Al Rosen. Stage manager, Robert Downing. Press representatives, Lewis Harmon and Ben Kornzweig. Presented by Michael Todd. In the Prologue)

JimHubert Long MikeRobert Strauss GregPhillip Huston RoyMischa Tonken Corporal JoeJoel Ashley SOLDIERS: Milton Gordon, Carl Bensen, Jack Burke, John Colby, Boyd de Brossard, Anthony Fortune, Eddy Grove, William Skelton, Carl Specht.

(In the Play)
Count Nikolai MirovichGoburn Goodwin Captain DronskyPhillip Cary Jones English AmbassadorHenry Vincent Ambassador ChoiseulOwen Cole Ambassador Murad PashaDon De Leo Captain DanilovDon Gibson Alexis OrloffHubert Long Count PaninCharles Gerrard Chief ChamberlainJohn Stephen Gregory OrloffPhillip Huston Catherine IIMae West Prince PotemkinJoel Ashley VarvaraElinor Counts FlorianRay Bourbon Lieutenant BuninGene Barry Marshal SuvorovWilliam Malone Ivan VIMichael Bey PugacheffBernard Hoffman InnkeeperHarry Bodin MauriceLeon Hamilton SemyonovVictor Finney VanyaFrank Baxter ChimneysweepLester (Red) Towne ChechkoiskiDayton Lumis Page BoysBuddy and Dickie Millard LADIES-IN-WAITING: Edna Eckert, Michael Mauree, Milla Niemi, Gloria Pierre, Mary Reid, Gerry Brent.

COUNSELLORS: William C. Tubbs, Frank Stevens, Albert Bayne, Joseph Mann, Charles Hart, Robert Morse. CHAMBERLAINS: Michael Spreder, Victor Finney. USHERS: Dick Ellis, Reginald Allen. GUARDS: George Anderson, Eden Burrows, Jerry Lucas, Richard Spohr, Raymond Stenzl, John Frederick.

Peasants, Henchmen to Pugacheff, Florian's Boys, Waiters, etc. They buried a legend on the first night of *Catherine Was Great*. From the opening that was built up so large that it was a tribute to Mae West that her entrance didn't deflate the entire pro-

(See *Catherine Was Great* on opp. page)

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.
Merry Widow (Shrine Aud.) Los Angeles.
Oklahoma (Erlanger) Chi.
Personal Appearance (Studebaker) Chi.
Pitts, Zasu, in Ramshackle Inn (Selwyn) Chi.
Star Time (High School Aud.) Sacramento, Calif., 12.
Three's a Family (Colonial) Boston.
Tomorrow the World (Biltmore) Los Angeles.
Waltz King (Philharmonic Aud.) Los Angeles.

Mex Legit Asks for Subsidy

MEXICO CITY, Aug. 5.—A group of professional actors personally appealed to President Manuel Avila Camacho to do something "to save the higher class theater in Mexico." According to the group, if the government doesn't subsidize the theater soon it will die out in Mexico within a short time. Many large cities in Mexico haven't even a theater to house legitimate attractions, the group contended.

SCHOOL FOR BRIDES

(Continued from opposite page)

been managing legitimately—alho his wife doesn't believe it. The girls decide that instead of all the students getting a chance at the jackpot (the millionaire looking for his seventh wife) it's all a frame-up for a ringer. They call a CIO meeting of the models' union and consider a strike. The implications all the way thru are plenty dirty but what actually happens is plenty clean.

It's the contention of the Jules Leventhals of the theater that we have a new audience and that what may be old hat to the critics is fresh from the theatrical delivery room to the ticket buyers of today. If this is true, and Howard Lang, the producer of *School*, has proven it in Chi with *Good Night, Ladies*, then its time to trot out all the Avery Hopwood bedroom farces and the shockers of the 1910s. It would also perhaps be a good idea to drag onto the main stem those O. E. Wee "classics" (*The Unwanted Bride*, etc.) that toured the interlands for years with Wee profit.

In other words, *School for Brides* may attract shirt-sleeves to the Royale Theater. Its week-end business may keep it going. In fact, even Park Avenue may go theatrical slumming and see the show.

There aren't any "good" performances. Roscoe Karns could have created a memorable character. He didn't. Bernardine Hayes also was expected to turn in something worth while. She didn't.

Just chalk *School for Brides* up as a theatrical loss—every place but at the box-office. After all, this is a wartime year—and anything (nearly everything) goes.

Joseph Koehler.

CATHERINE WAS GREAT

(Continued from opposite page)

ceedings to as stupidly a prepared curtain speech as it has been our good fortune to hear, they tried to sell the Mae West they thought everyone knew. They succeeded instead in making both the great Catherine and the big Mae West bores.

Everyone in the production was playing history straight—except the star. She unfortunately was playing Mae West as Catherine—and turned out to be neither Catherine nor West.

The audience did its best for its West memories. It laughed everytime it could find an opening—but Mae's play just didn't give 'em a laugher's chance.

The audience did its best for sex appeal. It awaited each assignation with bated breath only to admit that today's M. W. hasn't got what it takes to make any male on the footlight side of the theater.

La West may have the same old curves but the only ones seen effectively were those above the waistline and they didn't "seem too much," as the drill press operator who sat next to me remarked. The other curves were hidden by as gorgeous a collection of costumes as ever worn by a star.

Author West did the Catherine tradition dirt. Actress West just didn't seem to realize what author West was shooting at and so she threw what little West she has left at the audience in a futile hope that it was enough. It wasn't.

Mae has told her traveling troupes of



BROADWAY SHOWLOG

Performance Thru August 5

Dramas

Angel Street (Golden). 12- 5, '41 1,125

Catherine Was Great... 8- 2, '44 6

Opened August 2, 1944.
It rated a critical 23 per cent. The usual critics who don't go along with the seven who agree with each other, said "yes" on this one. Burton Rascoe (World-Telegram) came forth with a feeble okay on Mae West's future in this and Robert Coleman (Mirror) backed him up with a little more enthusiasm. The Noes included: Howard Barnes (Herald-Tribune), Willella Waldorf (Post), Lewis Nichols (Times), Louis Kronenberger (PM), John Chapman (News), Ward Morehouse (Sun) and Robert Garland (Journal-American). Producer Todd's office claimed virtual sellouts Friday and Saturday but didn't crow too loud about future biz. Lou Harmon, flack for the show, had something to crow about. During the week his wife, Charlotte, sold a play for a reported 10 grand.

Chicken Every Sunday. 4- 5, '44 141

(Plymouth)
Script and production instructions of "Chicken" going overseas for G.I. production, the Epsteins are waving royalties. Mary Philips will be ex-"Chicken" shortly.

Jacobowsky and the 3-14, '44 169

Colonel (Martin Beck)
Herb Rafter is the new air-raided warden in the Jake.

Kiss and Tell 3-17, '43 588

(Biltmore)
They tried out a new youngster on Monday, August 31, for the Raymond part and he made good. He goes into the Boston company . . . but no one will give with his name until he gets into the Hub company. Jessie Royce Landis's direction of "Little Women" for that strawhat shot was so good that Main Stem rumors are running wild about her pie directing offers. She'd like to stay here on Broadway and so is reading three scripts at the moment, hoping that one is her baby.

Life With Father 11- 8, '39 1,995

(Empire)
Peter Youmans is the 11th of the "Father" boys who have gone into the armed forces. Monday (7) James Allen takes over for him. Next Saturday (13) playwright Philip Dunng's daughter, Virginia, with "Father" since 1940, steps out to do her USO bit. Mary McNamee steps into the part on the 14th. Allen and McNamee just came back to the Main Stem from a touring Lindsay-Crouse shindig.

the '20s better stories than *Catherine* every a.m. after she tested a new man, back in the days when man-testing was one of the West traditions.

Forgetting the lady for moment, there were two performances that had what it takes. They were Florian (Ray Bourbon) and Varvara (Elinor Counts). Florian was a swish to end swishes but the audience loved him. He was in the best tradition that sent West to Welfare Island at her main stem heights. Varvara was a cutie in a cast that was so full of male and female stuffed shirts that every time she came on the boys on the aisles sighed with relief. Someone, however, should cut a few inches off of her costume to prove that she's really walking on legs.

For the record the scenery is as beautiful as Howard Bay's best. The secret room of Ivan VI was something out of the sketchbook of a ghoul's delight and therefore an ideal place for murder. To schedule a three-minute murder and nothing else in this was a sheer waste of good designing.

The fireplace set in Count Mirovich's apartment was another sketchbook dream and it was occupied for about four minutes.

Michael Todd is entitled to a few mistakes, even if they cost, as this one is supposed to have cost, \$150,000. Of course, some of that coin is Mae West's but her dough will help the play as little as her scripting and acting.

Maybe it's the hot weather, there never was any coolness in La West and *Catherine Was Great* may have been a hoax on the poor unsuspecting critics. J. K.

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Mae has told her traveling troupes of

Pick-Up Girl 5- 3, '44 109

(48th St.)
Pamela Rivers lets Ethel Colby interview on WMCA Monday (7).

School For Brides 8- 1, '44 7

(Royale Theater)
Opened August 1, 1944.

This Howard Lang presentation drew a critical zero. The "noes" were delivered by Howard Barnes (Herald-Tribune), Louis Kronenberger (PM), Robert Coleman (Mirror), Robert Garland (Journal-American), Ward Morehouse (Sun), Lewis Nichols (Times), Burton Rascoe (World-Telegram), John Chapman (News) and Willella Waldorf (Post). First few days' biz not as bad as the critical zero would indicate but not enough to prove that it'll run counter to what the press boys had to say.

Searching Wind, The.. 4-12, '44 134

(Fulton)
Ten Little Indians 6-27, '44 47

(Broadhurst)
Claudia Morgan, who likes the dough in radio more than she likes her part in "Indians," steps out today (5) and will be replaced Monday (7) by Beverly Roberts, last seen in "Uncle Harry." There's going to be a Chi company of this hit. Albert de Courville, director, has had four fall productions offered him but is still committed to the Shuberts . . . it's nice to be popular but sometimes there's too much of a good thing and that's what de Courville thinks about the current demand for his services.

Musicals

Carmen Jones 12- 2, '43 285

(Broadway)
Vivian Mussenden, singer, out of show. Audrey Graham replacing. Luther Saxon (Joe) has landed in the hospital so Napoleon Reed, who normally plays four of the shows, is doing the eight until Saxon returns. Biz continues at hot weather capacity.

Follow the Girls 4- 8, '44 137

(44th St. Theater)
Val Valentinoff will work this Sunday—dancing for the boys at the Rehabilitation Center in Pawling, New York. Second time up there and they like him. Gertrude Niesen handled the rolling out of the barrel at the Merchant Seamen's Club . . . the barrel was filled with iced tea. It all took place last Tuesday (1). Tim Herbert arrived at featured billing in "Girls."

Kelsey, Bill (Bill's Gay '90s) NYC, nc.
Kingsley, Marion (Nut Club) NYC, nc.
Kramer's, Henry, (Midgate) Vancouver, B. C., 7-20, nc.

L

Labato, Paddy (Borsellino's) Cleveland, nc.
LaDare, Marie (Palace) Buffalo, t.
Lang, Bobby (Steel Pier) Atlantic City.
Lang, Judy (The Spot) NYC, nc.
Lang & Lee (Fair) Bayport, Minn.
Larry & Lynn (Earle) Washington, t.
LaVola, Don, & Carlotta (Utah Canteen) Salt Lake City.
LaZellus, Aerial (Fair) Little Falls, Minn.; (Fair) Independence, Ia., 15-19.

LeBrac & Bernice (Edgewater Beach) Chi, h.
LeMoind & Estelle: Geneva, Neb., 14-16; Desher 17-18.

Leolita (Bismarck) Chi, h.
Leslie & Rollins (State) Baltimore, t.
Lester, Gerry (Armmando's) NYC, nc.
Leyett, Colvina (Jimmy Kelly's) NYC, nc.
Lewis, Meade Lux (Doc's) Baltimore, nc.
Lindsey, LaVerne & Betty (Palace) Cleveland, t.
Louis & Cherie (Fair) Mora, Minn., 7-9; (Fair) Central City, Ia., 11-13; (Fair) Osceola, Neb., 15-16.

Lucas, Nick (Park Plaza) St. Louis, h.
Lynn, Herby (Lake) Springfield, Ill., 5-11, nc.
Lynn, Rudja (Jimmy Kelly's) NYC, nc.
Lynne, Jeanne (Jimmy Kelly's) NYC, nc.

M

Mack, Johnny (Copley Plaza) Boston, h.
Majors, Three (The Spot) NYC, nc.
Mansfield, Cyril (Emerson) Baltimore, h.
Martin, Louise (Tropic Isle) NYC, nc.
Marilyn & Martinez (La Conga) NYC, nc.
Masalle, Solly (Jinx) NYC, nc.
Maxey, Virginia (Ice Terrace) NYC, h.
Meade, Gloria (Pop Eyes) Weymouth, Mass., nc.

Moore, George (Palmer House) Chi, h.
Morse, Ella Mae (Oriental) Chi, t.
Moss, Sammy (State) Baltimore, t.
Myler, Marvell (Rio Cabana) Chi, nc.

N

Nadine (Zimmerman's) NYC, re.
Navarre, Leon (Capitol) Washington, t.
Nilsson, Walter (Michigan) Detroit, t.
Norris, Genevieve (New Yorker) NYC, h.
Norris, Mary (Embassy) NYC, nc.
Novellos, The (Lake) Springfield, Ill., 5-11, nc.

O

O'Neill, Jimmy (Jimmy Kelly's) NYC, nc.
Orantos, The (Edgewater Beach) Detroit 1-15, h.
Oxford Boys (Paramount) NYC, t.

P

Page, Joe, & Nona (Tivoli) Sydney, N.S.W., Australia, until Sept. 23, t.
Parks, Bernice (Copley Plaza) Boston, h.
Perry, Barbara (Chez Paree) Chi, nc.

P

Pickens, Jane (Earle) Phila, t.
Pickford, Murray (Ruth's Victory Room) Fall River, Mass., nc.
Pops & Louie (RKO-Boston) Boston, t.
Powell, Jack (Lookout House) Covington, Ky., nc.
Preisser, June (Oriental) Chi, t.

R

Ralston (Lake Nipmuc) Mendon, Mass., p.
Raymond, Ed (Polack Circus) Seattle; (Beacon) Vancouver, B. C., 18-26, t.
Read, Kemp (Luke's Lodge) Newport Beach, Newport, R. I., h.
Reed, Charlie (Fair) Ramsey, Minn., 11-13; (Fair) Wadena 15-17.
Regal, Don, Trio (Casanova) Buffalo, nc; (Palace) Buffalo 18-24, t.
Regis, Teri (Jimmy Kelly's) NYC, nc.
Reilly, Joan (Bill's Gay '90s) NYC, nc.
Remy, Dick & Dot (State) NYC, t.
Richey, Jean (Earl Carroll Theater) Hollywood, re.
Robert Sisters & White (State) Baltimore, t.
Roberts, Cell (Tony Pastor's Uptown) NYC, nc.
Roberts, Dale (Dixie) NYC, h.
Rochelle & Beebe (Strand) NYC, t.
Rockwells, The (Tower) Kansas City, t.
Rogers, Mack (Seven Oaks) Alamo Heights, Tex., nc.
Rogers, Nancy (Sawdust Trail) NYC, nc.
Rose, Billy, Diamond Horseshoe Revue (Chicago) Chi, t.
Rosella, Jessie (Vine Gardens) Chi, nc.
Rosoff, Charles (Bill's Gay '90s) NYC, nc.
Royce, Rosita (Tower) Kansas City, t.
Russell, Nina (Ball) NYC, nc.
Ryan, Jack (Pink Elephant) NYC, nc.

S

St. Claire & O'Day (Alpine Village) Cleveland 1-12, nc.
Sauer, Cleon (Dude Ranch) San Antonio, nc.
Saunders, Doc (Ball) NYC, nc.
Scott, George (Tropic Isle) NYC, nc.
Seldens, The (State) Baltimore, t.
Semon, Primrose (Swan) Phila., nc.
Sharon, Nita (Esquire) Norfolk, Va., nc.
Shes, Jack (Iceland) NYC, re.
Sheer, Vickie (Tropic Isle) NYC, nc.
Siemon, Hank (Fair) Great Falls, Mont.; (Fair) Billings 14-19.
Slater, Al (Rogers' Corner) NYC, nc.
Slavin, Estelle (Doc's) Baltimore, nc.
Sloane, Belle (Aloha) NYC, nc.
Spence, Milt (Dixie) NYC, h.
Stadlers, The (Bismarck) Chi, h.
Stahler Twins (Jimmy Kelly's) NYC, nc.
Steiner, Caille (The Spot) NYC, nc.
Stewart, Buddy (Dixie) NYC, nc.
Stoner, Percy (Ernie's) NYC, h.
Strickland, Charles (Bill's Gay '90s) NYC, nc.
Sumner, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.

(See VAUDE ROUTES on page 57)

This is his first B'way show. He shares the comedy lights with Jackie Gleason, who is dropping poundage like mad these days. Dave Wolper's new fall musical will have Doc Marcus. He's a Wolper special, direct from the night clubs. Jukes Styne and Sammy Cahn are set for the score of the show, which is now known as "Glad To See You."

Mexican Hayride 1-28, '44 220

(Winter Garden)
Oklahoma! 3-31, '43 588

(St. James)
David Tihmar, Curley in the ballet, is out with a sprained back. John Butler subbing. Valdimar Kostenko (Judd) is taking his vacation with Remington Olstead pinch-hitting. Next Monday (7) Ralph Riggs will forget all about "Oklahoma" in Canada with Owen Martin worrying his part for him.

One Touch of Venus... 10- 7, '43 351

(46th St.)
Jack Mann, who has been worrying about his wishbone collection is without aches. The suitcase of wishbones turned up in a parked automobile. Now he expects that his name will stay up there in the billing. John Wildberg's production of "Anna Lucasta" is all set with Harry Wagstaff Gribble directing and Hubert Henry, John Tate, Alvin Childress, Earle Hyman, George Randol, Theodora Smith, Georgia Burke, Rosetta Le Noire and John Proctor in the cast. Canada Lee is giving the theatrical novices in the line-up an assist.

ICE SHOWS

Hats Off to Ice..... 6-22, '44 63

(Center)
Bob Ballard goes into the army next week with Fred Griffith doing the Ballard number with Peggy White. Coin continues to be hot for this ice production with weekly take \$43,000 or more. Paul Castle hit 21 last Wednesday (2). Charles Storey had his Columbia screen tests. They make him look like matinee idol stuff. Charlie Washburn, ice flack, and the Shuberts still warring over the play "April in Shubert Alley." However, with the Shuberts controlling so much of the legit pic on the Main Stem and on the road, the odds are 10 to 1 that the play ends up minus the Shubert title. It no doubt will be "April in the Alley" when and if it hits New York, which of course doesn't mean the same thing—at all.

Pickens, Jane (Earle) Phila, t.
Pickford, Murray (Ruth's Victory Room) Fall River, Mass., nc.
Pops & Louie (RKO-Boston) Boston, t.
Powell, Jack (Lookout House) Covington, Ky., nc.
Preisser, June (Oriental) Chi, t.

R

Ralston (Lake Nipmuc) Mendon, Mass., p.
Raymond, Ed (Polack Circus) Seattle; (Beacon) Vancouver, B. C., 18-26, t.
Read, Kemp (Luke's Lodge) Newport Beach, Newport, R. I., h.
Reed, Charlie (Fair) Ramsey, Minn., 11-13; (Fair) Wadena 15-17.
Regal, Don, Trio (Casanova) Buffalo, nc; (Palace) Buffalo 18-24, t.
Regis, Teri (Jimmy Kelly's) NYC, nc.
Reilly, Joan (Bill's Gay '90s) NYC, nc.
Remy, Dick & Dot (State) NYC, t.
Richey, Jean (Earl Carroll Theater) Hollywood, re.
Robert Sisters & White (State) Baltimore, t.
Roberts, Cell (Tony Pastor's Uptown) NYC, nc.
Roberts, Dale (Dixie) NYC, h.
Rochelle & Beebe (Strand) NYC, t.
Rockwells, The (Tower) Kansas City, t.
Rogers, Mack (Seven Oaks) Alamo Heights, Tex., nc.
Rogers, Nancy (Sawdust Trail) NYC, nc.
Rose, Billy, Diamond Horseshoe Revue (Chicago) Chi, t.
Rosella, Jessie (Vine Gardens) Chi, nc.
Rosoff, Charles (Bill's Gay '90s) NYC, nc.
Royce, Rosita (Tower) Kansas City, t.
Russell, Nina (Ball) NYC, nc.
Ryan, Jack (Pink Elephant) NYC, nc.

S

St. Claire & O'Day (Alpine Village) Cleveland 1-12, nc.
Sauer, Cleon (Dude Ranch) San Antonio, nc.
Saunders, Doc (Ball) NYC, nc.
Scott, George (Tropic Isle) NYC, nc.
Seldens, The (State) Baltimore, t.
Semon, Primrose (Swan) Phila., nc.
Sharon, Nita (Esquire) Norfolk, Va., nc.
Shes, Jack (Iceland) NYC, re.
Sheer, Vickie (Tropic Isle) NYC, nc.
Siemon, Hank (Fair) Great Falls, Mont.; (Fair) Billings 14-19.
Slater, Al (Rogers' Corner) NYC, nc.
Slavin, Estelle (Doc's) Baltimore, nc.
Sloane, Belle (Aloha) NYC, nc.
Spence, Milt (Dixie) NYC, h.
Stadlers, The (Bismarck) Chi, h.
Stahler Twins (Jimmy Kelly's) NYC, nc.
Steiner, Caille (The Spot) NYC, nc.
Stewart, Buddy (Dixie) NYC, nc.
Stoner, Percy (Ernie's) NYC, h.
Strickland, Charles (Bill's Gay '90s) NYC, nc.
Sumner, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.

(See VAUDE ROUTES on page 57)

T

Tihmar, David (Curley) in the ballet, is out with a sprained back. John Butler subbing. Valdimar Kostenko (Judd) is taking his vacation with Remington Olstead pinch-hitting. Next Monday (7) Ralph Riggs will forget all about "Oklahoma" in Canada with Owen Martin worrying his part for him.

U

Uncle Harry (Beverly Roberts) replaced by Vivian Mussenden, singer, out of show. Audrey Graham replacing. Luther Saxon (Joe) has landed in the hospital so Napoleon Reed, who normally plays four of the shows, is doing the eight until Saxon returns. Biz continues at hot weather capacity.

V

Valentinoff, Val (Jimmy Kelly's) NYC, nc.
Vivian Mussenden, singer, out of show. Audrey Graham replacing. Luther Saxon (Joe) has landed in the hospital so Napoleon Reed, who normally plays four of the shows, is doing the eight until Saxon returns. Biz continues at hot weather capacity.

W

Wagstaff, Harry (Anna Lucasta) directing and Hubert Henry, John Tate, Alvin Childress, Earle Hyman, George Randol, Theodora Smith, Georgia Burke, Rosetta Le Noire and John Proctor in the cast. Canada Lee is giving the theatrical novices in the line-up an assist.

X

Xmas, Three (Piccadilly) NYC, h.

Y

Yates, Three (Piccadilly) NYC, h.

Z

Zimmerman's, Nadine (NYC, re.)

Walters Adds Detroit Club To His Chain

Latin Quarter There in Sept.

DETROIT, Aug. 5.—Lou Walters will add a fourth spoke to his wheel of Latin Quarter night spots when he opens the Grand Terrace Casino here, under the L. Q. handle on September 7.

The Casino was sold to him and Norman Ross, present lessee, for a reported price ranging around \$50,000. The sale was consummated this week. Walters will operate the place for himself and Ross on a salary and percentage deal which gives him two-thirds of the profits. Walters revealed this week that he will spend \$150,000 to remodel and redecorate, and will install a large kitchen and a cocktail bar to service the 1,000-seat spot.

Policy Same As N. Y.

The new Latin Quarter will operate on the same policy as the New York spot, presenting lavish continental-type revues with about 40 people. A chorus of 16 will be standard, and two bands will be on tap. Wally Wanger, who does the New York shows, will handle them here, too. Bills will be rehearsed in New York and shipped here intact for four-to-eight-week runs, and will not be rotated into Walters' other spots. An upper and lower stage will facilitate Walters' brand of presentation.

The operator will devote a great deal of time to the Detroit club but will not handle the problems of management himself. Arthur Rozen, banker associate of the club owner, will be Detroit manager. The kitchen will be run by Nat Harris, from the New York place.

Walters states that with all his Latin Quarters and other holdings he will spend around \$35,000 weekly for talent, making him probably the biggest individual buyer of club talent in the country. In addition to the New York and Detroit L. Q.'s, he owns another of the same name in Miami and one in Boston. The last-named is under lease to Mickey Redstone. The Chicago Latin Quarter has no connection with Walters. The right to use the L. Q. tag was bought from the New York op.

Walters also owns the Colonial Inn and Hallendale, Florida, and the Dunes Club in Palm Beach.

Harlequin Settles 45G U. S. Tax Claim

NEW YORK, Aug. 5.—The Harlequin Room, formerly Casablanca, has joined the growing list of New York niteries which are in hot water with the authorities. Last Friday night (28) the federales swooped down and padlocked the spot in connection with a little matter of "more than \$10,000" in amusement taxes owed the government, according to spokesmen for the local office of the Bureau of Internal Revenue.

Joe Jacobs, Ben Shullman and Arthur Sobol were charged with failure to turn over amusement taxes to Uncle Sam. During the week word spread thruout the trade that they have settled their difficulties—but to the tune of \$45,000. The spot was turned over to the care of Sobol, a recent newcomer to the Harlequin operation. He is reported to have invested about \$3,000 shortly before the crackdown, and now must ante up a share of the settlement.

Wessons Dicker For Tonsil Clip

NEW YORK, Aug. 5.—The Wesson Brothers, understanding the wisdom of getting it wholesale, have finished dicker-ing with a throat specialist and come August 18 will have their tonsils yanked. Team is currently at the Chicago Theater and the first look customers will get at their tonsil-less figures will be at the Chez Paree. They're skedded for August 31.

City Wins First Round In Fight Over Sales Tax

NEW YORK, Aug. 5.—The first break in the battle between the city of New York and three local niteries over unpaid city sales taxes collected via even-figure prices and excessive tax collections came yesterday (4) and it was a blow to the industry.

Friday (4) afternoon, in New York Supreme Court, Justice Samuel Null vacated (dismissed) the temporary stay granted La Vie Parisienne to keep the city fathers from taking over the assets in lieu of tax money. Justice Null gave the Parisienne corporation five days to post a \$10,000 bond. Only if this was done he promised to continue the stay.

In the cases of the Copacabana and Stork Club, which also obtained stays, the court reserved judgment on the Copa until early next week, and did nothing about the Stork because this spot on Friday filed a brief in support of its arguments.

Justice Null acted as he did on La Vie Parisienne after the city's lawyer declared that the club had no bank account, was in financial difficulties and operated on a cash (day-to-day) basis. Friday afternoon it was indicated in court that a city tax collector would station himself at the club's till Friday night to begin gathering up the take.

This man would be there in addition to the regular city representative present in the three clubs. The funds would be held in escrow to await further action in the case.

A check made at the spot Friday night, however, revealed that no new tax collector had appeared. A Parisienne spokesman said that the management will meet today with city sales tax officials to settle the \$13,100 claim against the club. The spot is staying open for business and is reported to be doing well. Justice Null reserved judgement on the case of the Copacabana after its attorney stated in Supreme Court that the management had no intention of abandoning its assets or business. The city's mouthpiece at the same time declared that the Copa's assets are in jeopardy because the spot is hung with a \$25,000 chattel mortgage and because its executives and stockholders are in position to siphon off the assets. In this connection, it is reported that Monte Proser, who owns 80 per cent of the Copa, according to an official of the United States Attorney's office, draws a weekly salary of \$500, plus a 12 per cent divvy over a certain figure. Julia Podell, another prominent figure in the Copa set-up, is reported to get \$300 weekly plus a divvy similar to Proser's.

AGVA - Rose Fight Grows

Letters, telegrams fly—Rose may close road shows—4-A's back AGVA

NEW YORK, Aug. 5.—Two blows—one for each side—were struck this week in the current AGVA-Billy Rose war.

For AGVA, the 4-A's last Monday (31) dispatched a stern letter to Arthur Garfield Hays, Rose's attorney, warning that the performers' parent body was 100 per cent behind AGVA and that if Rose did not sit down to bargain with the vaudeville union the 4-A's would begin "action."

The letter to Hays was the outgrowth of a meeting held Monday by the 4-A's. A second confab is scheduled for next Monday (7) at which the form of the "action" is to be decided.

Rose Sends a Wire

For Billy Rose, the producer, last Monday (31) sent off a stern telegram to Matt Shelvey, national head of AGVA, which read as follows: "I have received your letter of July 25 notifying me that you have placed the Diamond Horseshoe on the national unfair list and that you have notified your locals and branches accordingly. Rather than place myself and my employees in an embarrassing position I have instructed Mr. (Nicky) Blair to cancel all future bookings and close the traveling Diamond Horseshoe unit as quickly as our contractual commitments will permit."

Queried about his telegram on Thursday (3), Rose said he has decided to shutter the road show after it finishes its current two-week stand in Chicago.

"People in the touring show want to be represented by AGVA," Rose said. "I had no objection so long as the union lets me alone. But when it expects me to slug other people to join it I draw the line. So I'm closing the show. I don't need the money, anyway."

Shelvey Answers

Shelvey characterized Rose's telegram, with its threat to close his touring opus, as "spiteful" and said that the union "is not responsible if he closes it because our agreement with him covering the touring show is working satisfactorily and is not involved in our 'unfair' action against the Diamond Horseshoe. We had no intention of disrupting the road show."

Shelvey also declared that Rose had left himself an "out" in his telegram, the phrase "as quickly as our contractual commitments will permit" making it possible for Rose to continue the show if he wished.

One factor that served to add a few degrees of heat to the boiling AGVA-Rose situation was a tangle between the two, a couple of weeks ago, regarding the services of Frank and Jean Hubert, comics, who are principals in the road unit. Rose wanted to replace them with another act, but AGVA nixed this because the pair have a run-of-the-play contract. The Hubert matter was the first serious dispute between Rose and AGVA since the former signed his initial AGVA pact in late spring before the road show went out.

Rose, last Thursday, professed to be undisturbed by the letter from the 4-A's. He said he feels that the law is on his side, and if AGVA or the 4-A's pull any of their members out of any of his enterprises he will take the matter to court.

No Icer for Reopening Of Mayfair, Boston

BOSTON, Aug. 5.—The Mayfair, one of the Hub's top niteries, will dust off the welcome mat September 6 after a brief summer layoff of eight weeks. No talent has been set for the re-opening, but it is definite that the ice show which was to have gone into this spot will not do so. Place was closed down for a supposed two weeks to permit installation of the ice equipment, but it was found that the tank wouldn't fit and there was a shortage of cooling fluid, so the Mayfair management continued the shuttering until cooler weather.

What's That?

NEW YORK, Aug. 5.—For some reason Miles Ingalls, the agent, is telling this one around:

Someone asked his act, Jerry Lester, how long Ingalls had been selling him.

"Since I made the money I'm now paying him for commissions," the comic ad-libbed.

Philly Clubs Shutter Bars

Stop liquor sale for strike duration—must keep acts pay full price, AGVA rules

NEW YORK, Aug. 5.—The trolley-car strike in Philadelphia, contrary to rumors, has not resulted in wholesale shutting of the night clubs there, according to the national office of AGVA. Union officials stated that the mayor of Philadelphia asked niteries not to sell liquor, which they agreed to, but that otherwise the Philly spots were operating thru the sale of food, retention of kitchen staffs and so forth, and hence are liable for the money due performers for this week.

According to AGVA club owners are released from their obligations to acts if an act of God occurs or if government or city officials exercise their authority, and clubs are forced to close as a result. A closing which is due to the negligence of an owner does not void performer contracts.

In the Philadelphia situation, no martial law was declared and the clubs are remaining open, AGVA points out. Owners are therefore obliged to pay their performers.

Dean Martin Bid to Pix

NEW YORK, Aug. 5.—Looks like Dean Martin is close to hitting the jackpot. Warbler recently closed at the Harlequin got a bid from Lou Costello (Abbott and Costello) to join his set-up.

Plan, according to Costello, calls for a top drum-beating job, with Joe Glaztone, Costello's p. r. due in from the Coast to handle the chores. Martin goes into the Glass Hat in two weeks and follows with La Martinique.

Following latter engagement Costello plans to put Martin into the Paramount for additional build-up. Plan includes putting singer on the Abbott and Costello alrer and then he's to go into flickers.

Meanwhile Martin is having his nose bobbed to be ready when the cameras start rolling.

MARJORIE WRD, dancer, is doing a repeat engagement at the Club Royal, Detroit. . . JACK HERBERT, currently at the Continental Club, Chesapeake, O.

N. Y. Hurricane Postpones Icer

Reopens Sept. 3 with name ork—Wolpert to void exclusive pact with Al Borde

NEW YORK, Aug. 5.—The Hurricane, which was to have relit August 9 after shutting down briefly to permit an icer to be installed, will re-open September 3 instead, according to Dave Wolper. On the kickoff the freezer will be among the missing, however, and Wolper will operate with a name band and an attraction, for which he is now shopping. He says the delay is due to an extensive redecoration which the spot is now undergoing.

The Hurricane op also said this week that Al Borde, who reportedly paid \$5,000 for the exclusive booking privilege at this spot, is no longer furnishing the acts for it. Wolper stated that his contract with Borde will terminate shortly and that he is doing his own booking while turning over the commission to Borde.

The Chicago percenter recently concluded a two-way deal with CRA for mutual representation in Chicago and New York.

Wolper also declares that he is seeking a partner to run the restaurant end of the biz, while he devotes himself to the production of the shows there.

Meanwhile both his legit ventures are going well, he reports. *Glad To See You*, his second musical, opens in Philadelphia October 30 and is due on the Stem in late November. The show is being directed by Busby Berkeley and will star Lupe Velez and Eddie Davis (of Leon and Eddie's).

Men to the Sea, the Wolper drama being directed by Eddie Dowling, opens in New Haven September 7 and comes to New York about a month later.

KURT ROLLINI, balancer, currently at the Trocadero, Evansville, Ind. . .

Strand, New York

(Reviewed Friday Afternoon, August 4)

Bill which opened for five-week run, is up to general standard of the house, and includes Dick Buckley, comic; Rochell and Beebe, dance team, and Tommy Tucker and his ork and soloists. Pic, Warner Bros.' *Janie*. Stageshow runs 50 minutes.

Ork made good flash on stage with leader doing lively job of conducting thruout, opening with Tucker's well-known *Tommy Tucker Time* theme. Kerwin Sommerville and Bud Kimker, from the band, and vocalist Don Brown got fair applause in their numbers, while Tucker's girl trio, Three Two-Timers, drew more than average mitting with novelty *All Things Come to Those Who Wait*.

Swinging on a Star, by trio, was effective with luminous figures of pig, monkey, mule, the jar-full-of-moonbeams to carry home, and other symbols of the song displayed in background. Don Brown got an extra bow for his *It Had To Be You*.

Rochelle and Beebe did burlesque of modern dance team routines frequently going over to blue pantomime and lines, but drawing heavy audience laughs. Act is better known in Midwest. Gag based on helping the war effort with the fat can was ineffective closer with so many uniformed men in audience.

Dick Buckley clicked for almost constant laughs. His audience participation routine with four from the cash customers ranks pantomining while he did his standard Amos and Andy bit brought plenty of laughs—now and again screams, but more for the way the job was done than for excellence of material. Bobby soxers in house laughed so much the comic went off to weak hand.

Tucker's ork shows improvement over opening night at the Astor roof, and selection of numbers as well as showmanship displayed was indicative of careful planning and rehearsal of entire show.

Larry Nixon.

Orpheum, Los Angeles

(Reviewed Tuesday Afternoon, Aug. 1)

Count Basie and orchestra (eight brass, five reed and four rhythm) here for two weeks. Augmenting acts include Shorts Davis, Patterson and Jackson and Delta Rhythm Boys. Pic, *Leave It to the Irish*. Bill set for 44 shows for the week with lines waiting from an early midday show until the last one after 10 p.m.

Program is Basie all the way. There is no kidding about the Count rocking the house for patrons can actually feel the building quiver when the Count turns loose on tunes with which he is associated. *King Porter Stomp* opens with Earl Warren, alto sax, taking the vocals on *I'll Be Seeing You* for a satisfactory hand. *Rockaby Basie* with the Count at the piano is solid. On this tune Basie showcases his men to good advantage. *Basie Boogie* is the tune that actually rocks the place. Count's piano figures high here. Near the end of the band's work, Jo Jones beats out a neat rhythm with the brushes, later changing to the sticks for skin-beating that sets the heps wild. *One o'Clock Jump* finishes off with cats yelling for more.

Basie's vocalists figure high on the applause, too. Five-by-Five Jimmy Rushing opens with *I Never Knew*, but show-stops with *Boogie Woogie Blues* and *Rusty-Dusty*. In Thelma Carpenter, Basie has a valuable property. *Do Nothing 'Till You Hear From Me* is the warm-up. *Embraceable You* rings up more applause for her. Has good voice and gives out.

Shorts Davis is in deuce spot with his dance routine and goes well. Personable, Davis sells. Patterson and Jackson, two hefty comedians, combine song and (See *Orpheum, Los Angeles*, on page 27)

VAUDEVILLE REVIEWS

Oriental, Chicago

(Reviewed Friday Afternoon, August 4)

This new package show, assembled only a week ago, is packed full of entertainment. Headlining are two star attractions, Ada Leonard and her all-girl ork, and Ella Mae Morse, with June Preisser and Jackie Kelk, the Homer Brown of the Aldrich Family supporting. Sock of the bill is Ella Mae Morse, who kept the bobby soxers in a swing mood thruout her entire performance. Did three numbers, *Milkman*, *Keep Those Bottles Quiet*, *Patty Cake Man* and *Cow-Cow Boogie*. Plenty of jive and sells her numbers.

She warms up crowds with her charming personality and vivaciousness. Bowed off to a great hand and had to come back for a thank you.

Ada Leonard also shared spotlight honors. This orb-filling brunette has assembled a fine aggregation of girl musicians which is practically a new outfit since she appeared here over a year ago, she has replaced 13 gals. Soloists include Florence, who dishes out a hot tempo on the drums; Rita Kelly, who handles the ivories, and Frances Shirley, hot trumpeteer, who also doubles as a singer; vocalist Frances Griffin, a newcomer, who has only been with the group for the past week, is definitely a find. This gal, who is an attractive looking blonde, has a style that gets under the skin of the ticket buyers immediately. She has a good range, a lot of confidence and acts like a seasoned performer. Gal had to bow off after three curtain calls. Later in the show Miss Leonard did a nice vocaling of *Mad About Him*, and a beautiful strut number to a symphonic arrangement of *Poinciana*.

Ork also includes bounce, swing and pop tunes in their repertoire. Instrumentation consists of six brass, four reeds, piano, drums, bass and three violins.

June Preisser, movie starlet, appeared earlier in the show. Did a song from one of her pictures and then broke into an original dance, *New Orleans Boogie*. Closed with a fast acro routine that drew lot of applause.

Jackie Kelk offered a different monolog than most of the movie stars attempt to do on p. a. His wisecracking was sharp and well delivered, with the gags getting plenty of laughs. Highlight of his stint was his song patter impersonation of Frank Sinatra, which had a different twist than most imitations. Lad has a lot of personality and clicked with the younger set. The entire show moved with a fast pace and gave the audience plenty of entertainment for their money. Pic: *The Girl Who Dared*.

Jack Baker.

Chicago, Chicago

(Reviewed Friday Afternoon, August 4)

Billy Rose's Diamond Horseshoe Revue, first unit show to hit this house this year, does not come up to expectations created by former Rose productions. Show dragged thru 45 minutes. Bill includes Wesson Bros., Frank and Jean Hubert, Billie Wells and the Four Fays, Paulette Knox, Kent Whitmer, Fulton Burley and Elaine Jordan in addition to beauty chorus.

Production numbers with chorines and six strutters are only fair perhaps due to too much similarity in routines. Gals do three with Elaine Jordan singing. On third number Fulton Burley, tenor, joins her for duet. Team's offering was well received.

Wesson Brothers got laughs with impersonation routine, and bowed off to good hand.

Billie Wells and Four Fays, knockabout acrobatic stint, is good flash and gave show some much needed action.

Frank and Jean Hubert panto routine of two drunks went fair.

Kent Whitmer did novelty imitations of famous musicians playing wide variety of instruments and was well received.

Pic, *Four Jills and Jeep*. J. B.

Jack Cohen Books on Own

PHILADELPHIA, Aug. 5.—Jack Cohen, associate of the Eddie Suez Theatrical Agency, strikes out on his own, setting up his own percenting bureau combined with personal management. Cohen takes with him the bookings for the Latin Casino and Everglades in addition to a number of musical bars.

Roxy, New York

(Reviewed Wednesday, August 2)

Twentieth Century-Fox's showplace in Manhattan is probably in for one of its most lucrative sessions in a long time, with combo of pic, *Wilson*, and first stage appearance of Fred Waring's group in over five years. Biz done first couple of days has been SRO, and altho Waring is getting \$20,000 for his end, house stands to make plenty of moola on present show.

It's the old story. A good show, top showmanship, and the answer is pay-off dirt. Waring's org puts on a good presentation, and he knows how to sell it. He's always had it, starting some 25 years ago in Chicago, where the story goes that he first went to work in a theater for A. J. Balaban, present Roxy managing director. Since then Waring has built up a rep for first-class entertainment, upholding that score during the past five years via his Chesterfield air show. His new fall half hour for Owens-Illinois Glass is paying him \$15,000 per show.

Due to the length of the pic (two hours and 34 minutes), Waring's stint is only around 25 minutes, but he doesn't suffer from the meager amount of time. Due to pressure of time, gone from the proceedings are the old hokey tricks, such as the band-pulling "bad boy" stunts behind his back—also missing are names that have appeared with him for years, but the over-all presentation today doesn't suffer by comparison. It's commercial entertainment, helped no little, by Waring's lengthy stay on radio, where split-second timing is needed. Stageshow has that quality.

Everything moves rapidly, with both band and singers coming in for bows. Waring, as of yore, cracks wise, proving corny many times, and yet is homey enough to make the payees like it. He fronts some 50 musicians and a chorus of 26, and has four or five featured vocalists. His nut must be between \$7,500 and \$9,000. Band does two numbers, opener a special of *Arkansas Traveler* and a midway marker, *I've Got Rhythm*.

Ork, which is built along symphonic lines, 14 strings, 14 reed, 14 brass, 10 rhythm, hasn't changed its style, adhering to a slick, semi-classical, semi-pop style. As usual, there's plenty of vocal group work, only this time the vocal group handles the singing, with members of ork sticking to their instruments. From point of view of swing admirers, Waring might be considered a "square," but like Lombardo and Kaye, he has a format which he follows and it adds up that old black magic—commercialism.

Featured singers are on and off—just like that—doing only one number. It's different and leaves customers wanting more. Jane Wilson is first on with a treatment of *Romany Life*, backed by the chorus. It's almost high-brow compared to the follow-up, *Milkman*, *Keep Those Bottles Quiet*, done by Honey and the Bees. Contrast is effective. Last part of tune is special interpolation with gal, Peggy Benier, moving off to applause.

Pop ballads are interspersed, with Donna Dae doing *I'll Be Seeing You*, and Gordon Goodman tenoring *Long Ago*. Miss Dae is a cute looker, and Waring smartly backs her with only a piano. Goodman is standard, backed by chorus. Show's comedy comes from Jack Jay, member of ork, who steps down to carry on a-la Donald Duck, and then does a double ocarino solo; Peggy Watson also garners laughs bodily, interpreting *Old Black Magic* while singing.

Finale is a flag-waver, *Battle Hymn of the Republic*, with payees asked to join in final chorus. This, more than anything else, is Waring's forte. His money-making ability comes from the fact that while seemingly slick on the surface, he, in reality, is right down in the corn where customers can grasp everything he does. Staging of show is colorful, especially during Goodman's singing, with Roxyettes lighted from different parts of the house by spots. It's showmanship, and Waring has turned it on again.

Paul Secon.

Bee Sarche Booking

CHICAGO, Aug. 5.—Bee Sarche, formerly secretary to Paul Marr, local booker, now is handling bookings with the same org. Carol Kettering, who recently left the Frederick Brothers' Agency here, will act as Marr's sec.

Olympia, Miami

(Reviewed Wednesday Afternoon, Aug. 2)

Another good all-round bill this week. Program includes Perry and Janice, hoofers, a boy and a fem, who compare favorably with any seen in some time. They worked to a nice hand.

Francisco, juggler, can stack up against the best, and still get a fine rating. The customers greatly approved this performer's work.

Ollie Franks is a likeable fem singer of whacky songs. She does bits of biz of which her imitation of a rhumba stands out, and she earned several bows.

Hal Stone and Nina Kaya pass the time with a lot of nonsense. Stone uses a trombone and plays it well. Just why a good comedian has to resort to the blue ones to get a laugh this reviewer falls to understand. Miss Kaye did a nice job as the emcee.

Renee and Russell, acrobats, do numerous stunts on the bouncing net, and do them so well that they prove show-stoppers.

Pic is *Gambler's Choice*. Biz continues good. L. T. Berliner.

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Glass Hat, New York

Talent policy: Floorshows at 8:30 and 12:30. Dancing continuous. Operators: Hotel Belmont Plaza. Publicity: Frank Law. Prices: \$2 minimum.

Spot has eliminated its line and is buying some more expensive acts. But for some reason best known to itself it has not given talent proper p.-a. equipment. Even ringsiders have difficulty hearing routines. And in back of the room there is so much noise that what happens on the floor frequently resembles a pantomime.

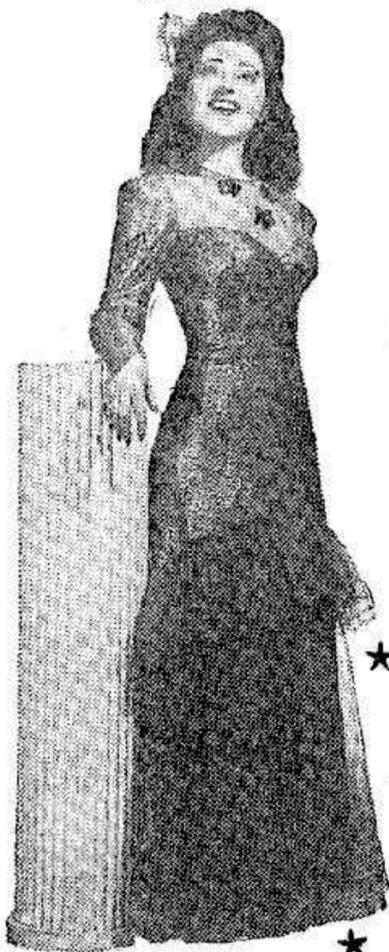
First on regular bill was Tommy Dowd, a tall, good-looking magician. Since last caught Dowd has acquired a smooth line of chatter which helped sell act nicely. Unfortunately, the low-pitched mike killed his best efforts, but that was not his fault. On the sleight-of-hand stuff Dowd delivers capably.

Fanchon, on next, opens her *Malaguena* terp number to an enthusiastic hand. Gal dressed in a new black lace costume makes an excellent appearance. During her one-legged fast spins she got mittings halfway in her routine. For the *Irene* bit, a slow lilt affair, gal opens slowly building up to a series of circular spins that result in more solid applause. Commercially gal's routines stand up. A little more of the slow graceful bits during the *Irene* num-

(See Glass Hat, N. Y. on page 27)

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NIGHT CLUB REVIEWS

Zimmerman's Hungaria,
New York

Talent policy: Dance bands and floorshows at 7:45, 10:30 and 12:30. Owner: "Mama" Zimmerman; operator, Irving Balaban; headwaiter, Charlie Schaefer; publicity, Max Hecht. Prices: \$1.50 minimum, Saturdays.

Serving good meals at moderate prices, management of the Times Square mass eatery-nitery apparently figures that the entertainment which is also provided need not be overwhelming. It isn't.

Spot, which began the new season Wednesday night (2), is currently presenting four non-native acts and two Hungarian stand-bys.

Opener is Nadine, gal terper. Hoofing as shown in two routines—a slow walking-taps and a rapid-fire skipping turn—is okay and draws good mitting. She is followed by Marion Hughes, an attractive soprano with a semi-classical voice and delivery. Thrush had to struggle with opening night nervousness, a murderous p.-a. system and an orchestral accompaniment which butchered rather than aided her efforts. Granted that the gal was working under severe handicaps, she stacks up, nonetheless, to merely an acceptable performer. Won good hands and an encore, the last being her best offering.

Alfredo Torres and Fay Torrens, flamencolists, occupy the No. 3 slot and return later as the closers. First time on good-looking couple perform an okay standard Spanish routine. When seen again, they do better with a dance built mostly around Iberian taps and castanets. Earned good receptions both times.

Myra Janis completes the roster of non-Hungarian acts. She is a brunette rhythm singer working with very elaborate arrangements. She, too, suffered from the bad mike and accompaniment, but proved to have pretty fair selling ability and a flexible voice. Reception for *Somebody Loves Me* and *Under My Skin* were okay, and won her an encore, *What Do You Think I Am?* which she delivered well.

From there the bill takes on its Hungarian accent. Zsiga Bela, a long-run favorite here, beats out a medley of native tunes on the cymbalin, assisted by three guys from the Charlie Beni Gypsy Quartet which also does the relief-band chores. Bela is no world-beater as a performer but the customers thought him a wow and acted accordingly.

He is followed by Dr. Barsony, another stand-by here. Barsony baritone his way thru a Hungarian comedy song, which he does nicely in the European dramatic manner, then trots out *Lover Come Back To Me* and *Amor*, also performed in the same way. For all of them, the audience salute him loudly.

Gene Kardos ork (6) plays the show and provides pop stuff for customer-hoofing. Kardos emsees. Biz good when caught. Paul Ross.

Rio Cabana, Chicago

Talent policy: Dancing and floorshows at 9, 12, 2. Management: Chuck and Bert Jacobson; Production: Sammy Rose; Publicity: Madeline Woods. Prices: \$2.50, \$3.50 minimums.

Frank Fay, who is making his first big emcee appearance here, after a successful run at the Mayfair Room a few months ago and Danny O'Neil, Chicago favorite, in his 10th week at this spot are headline attractions in Chuck and Bert Jacobson's new show. Columbus and Carroll and Marie Hollis make up a good supporting cast, with the Rio Cabana Lovelies adding glamour to the bill.

Fay's performance is better than ever. His witticisms are delivered in a good-natured style and timed well. In his famous routine of tearing popular songs apart he kept the audience laughing with an encore on how John Charles Thomas would sing *Darktown Strutters' Ball*. Also does a grand bit of clowning with his pianist, Adam Carroll. For bow-off he did a comic song version of *In the Middle of May*. Got a big hand and had to bow off after a thank you.

Danny O'Neil is still popular. When caught he dished out seven numbers, with *Begin the Beguine* and *Amor* to start and a new song, *To Have and To*

Florentine Gardens
Hollywood

Talent policy: Dance band and floorshows at 9:30 and 12 p.m. Management: Frank R. Bruni. Producer: Bruni. Headwaiter: Hugh Massagli. Publicity: Rose Joseph. Prices: Without dinner, \$1.50 and \$2; with dinner, \$3 and \$4, including admission.

With Nils Thor Granlund (NTG) still on vacation, Frank R. Bruni has moved in his second show. Girls are out until December. However, Bruni has a star-studded show headlined by Sophie Tucker. She is ably augmented by Jack Durant, the Christiani Troupe, Golden Gate Quartet, and the Condos Brothers. While not as many acts as the first show under the "vacation" set-up, the show moves fast and smoothly for 90 minutes.

Emil Baffa conducts the 12-piece ork for show and dancing. Job done on both assignments is good.

Following the playing of the national anthem, Jack Durant quijs for a fast five minutes before bringing on the Christiani Troupe, five men and a gal. Teeterboarding to a four-high stand is sock stuff. For the wind-up Miss Christiani is bounced from the teeterboard into a chair on a perch, making several spins before she lands. Christianis keep the act moving between tricks with flips. Act progresses evenly and gets a hand on each sequence. Gives the show a nice start.

The Golden Gate Quartet, also appearing in the Zanzibar Room, please with *Milkman*, *Keep Those Bottles Quiet*, *Noah and the Ark* and *The Preacher and the Bear*. These boys make a nice appearance and know their way around harmony row.

Jack Durant lets nothing faze him for a laugh. He does spot somersaults and even takes a fall when necessary for good comedy. Impersonations are good and monolog clever. Take-off on Harry Richman wows.

The Condos Brothers, neat tapping artists, do the show up brown with their routines. Work with enthusiasm. Tapping is clean and they sell well. Routine with Durant is good for laughs and fits well into this next-to-closing spot.

Sophie Tucker is still tops in the Red Hot Mamma warbling field. With her accompanist, Ted Shapiro, Miss Tucker, in a sexy white gown with plumed wrap to match, opens warmly with *Your Red Hot Mamma Is a Jitterbugging Hep Cat Now*. *Paris in the Spring*, with an interlude of *Last Time I Saw Paris*, continues, the fast tempo with *If They Put a Tax on Love* socking home. Miss Tucker has her audience from the first but with *After You've Gone*, *A Good Man Is Hard to Find*, *Put Your Arms Around Me*, and *Some of These Days* she winds her patrons around her finger. With the rafters shaking from applause, Miss Tucker comes back with her two-six guns for *Pistol Packin' Mama*, and *Civilian Papa*, both in a comedy vein. Ethel Shutta, who closed Saturday (29) was presented with an orchid at this performance. While Miss Tucker is on for 20 minutes, her excellence as a performer speeds the time. And how.

Again, Frank Bruni has got something. Sam Abbott.

Hold getting the mitts.

Columbus and Carroll presented some neat routines in ballroom dancing, taking the customers thru a cavalcade of dance steps dating back to the Charleston. Also did number to the tinkling or grassware tapped by table sitters. Duo made a fine appearance. Marie Hollis, an attractive looking fem, held the spotlight with her unusual acro dancing. Gal has good control, performing her back bends, contortions, splits and handstands with perfect ease. Bowed off to good hand.

The Rio Cabana Lovelies appeared in three production numbers, a lively bit done to the tunes of Irving Berlin, a gay minstrel routine and a fast-stepping victory number. Music was furnished by Irving Pichl who played both for the show and the dancing. Jack Baker.

LAMARR AND MARTIN appearing at the Surf Beach Club, Virginia Beach. . . . LIGHTNING DUO on the same bill. . . . EULO WILLIAMS and Martin Sebastian current at the Town Bar, Albany. . . . COLETTE AND MARIE working at the Fox and Hounds, Boston.

Paris Qui Chante, New York

Talent policy: Continuous music, no dancing. Floorshows at 10, 12, 2. Operator: John Costello. Publicity: Max Hecht. Prices: No cover, no minimum.

Tiny French-type West Side bistro got into the new season Wednesday night (2), a couple of weeks earlier than anticipated. Opening night business was very good.

Spot is offering Nancy Donovan as its attraction. Miss Donovan is a titian-tressed looker with a pleasant voice and a natural, easy singing style. While her warbling is in no way outstanding, her efforts on ballads, such as *I'll Be Seeing You* and *Some Day I'll Find You*, make her very likable and nice to take.

Gal has a good grasp on how to lend dramatic overtones to her work without turning schmaltzy. Thrush is reportedly studying operatics in preparation for a Hollywood career, and on Wednesday night she performed a selection from *La Boheme*. The technical artifices of the operatic are not for her voice or delivery, and she would do well to stick to her own, more natural style. Customers received her enthusiastically, demanding two encores.

Irving Conn plays for Miss Donovan and also relieves on the novachord. Sonya Ludwig's trio plays intermittently and opens the two-part show with some French tunes, a song by Sonya, a violin stint by Ernesto (one of the trio), and a really charming bit by George Satan (the other member) on the Pipes of Pan, during which he pipes out all of Enesco's *Roumanian Rhapsody*. P. R.



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Bankruptcy Law Charge Laid to COPA Official

NEW YORK, Aug. 5.—Sidney Robinson, an undisclosed principal in the ownership of the Copacabana, sailed in to plenty of legal trouble last Thursday (3) as an outgrowth of the city's recent crackdown on local niteries for unpaid city sales tax money.

Robinson was indicted in Federal Court for concealing the fact that he owns 20 per cent of the Copacabana and was a leaseholder of the Piping Rock spot in Saratoga, N. Y., at the time he filed a bankruptcy petition in 1942.

He pleaded not guilty yesterday (4) and was held for trial on August 24 under \$1,000 bail.

Robinson, who owned a shoestore in Brooklyn, went into bankruptcy in 1942, filing his petition in Brooklyn but signing the affidavit for it in Manhattan.

This technicality made his bankruptcy a Federal matter. Last week, according to United States Attorney James B. M. McNally, Mayor LaGuardia "personally" called the federal official's attention to Robinson's ownership of Copacabana stock, and the indictment followed.

Robinson worked as assistant steward at the Copacabana, according to his attorney, made \$10,000 a year out of the place. On the corporation's books he was listed as vice-president. Monte Proser, credited with owning 80 per cent of the stock—according to McNally he sold 20 per cent to Robinson in 1941 for \$2,000—is listed as president.

An angle in Robinson's case is that he is the brother-in-law of Julie Podell, another biggie around the Copacabana.

Robinson held a three-year leasehold for the operation of the Piping Rock Club from 1940 to 1942. McNally said that a leasehold is better than a lease because its possession gives the holder power to operate all property connected with the document.

Frank Costello has been revealed to be part owner of the Piping Rock.

Should Robinson be convicted he faces a three-year sentence.

King and Santley Leave GAC NC Dept.

NEW YORK, Aug. 5.—The night club acts department at General Amusement Corporation's main office here has undergone reorganization. Harry Santley and Johnny King, both formerly associated with Harry Kilby in the operation of the department, have severed their connections with it.

Santley is resuming his career as an indie percenter, a career he interrupted over a year ago to join GAC. He has opened a general night club-vaude and personal representation office in the Brill Building. He was formerly associated with William Morris and other reps.

King has joined Frederick Brothers to head up the club and hotel acts department in FB's Chicago office. He treks to the Windy City in a couple of weeks, meanwhile working around to the New York office. Until he went with GAC last year he represented the Al Border office here.

Washington Howard Unfair, Says AGVA

WASHINGTON, Aug. 5.—The Howard, Negro vaude house, which was declared unfair by AGVA two weeks ago for failure to negotiate a basic minimum agreement, is being investigated by an official of the union.

Acts still working there disclaim knowledge that the house is "unfair" and state that their agents did not inform them of this fact, according to union sources. Hence a list of the agents who booked the acts into the theater is now being compiled for processing by the national office of the union.

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Follow-Up Review

ST. REGIS ROOF, NEW YORK: A magician billed as A. J. Cantu replaced Burton's Birds here Thursday (3). Cantu is a chubby-faced, dark haired guy who works with a gal partner. Team come up on the rising platform dressed in Mexican costumes, and Cantu goes right into his act. Routines caught involve the usual legerdemain, but practically each piece of business ends with the appearance of a pigeon seemingly coming out of nowhere. Work is smooth and each routine gets a nice hand. Act, however, needs more build-up to sell properly.

Opener is a paper-tearing bit at the end of which paper is crushed and reopened and out of it comes the pigeon. Number got a good hand. A rolled up handkerchief was the next prop. Out of this another bird materialized. Bit drew a flock of oohs and ahs plus some good hands. A coin appearing and disappearing number showed skill, but was difficult to follow from the floor. To be seen properly bit should be backed by a black backdrop and lighted by a full or baby spot.

Gal in the act is strictly a prop. She adds nothing to the show, merely standing still, occasionally handing Cantu a gadget. On looks gal is dark and on the heavy side.

Cappella and Patricia, dance team, were reviewed here July 15. *Bill Smith.*

ORPHEUM, LOS ANGELES

(Continued from page 25)

dance with their funny lines. Virtually knocking themselves out, they are good for a big hand.

Delta Rhythm Boys are always solid here. Spotted next to closing, the quartet with their own piano accompanist open with *Is You Is or Is You Ain't My Baby*, with Kelsey Pharr, baritone, doing a terrific balladeering job on *What a Difference a Day Makes*. With plenty of vim, Pharr gives out to make him one of the outstanding performers on the bill. *Dry Bones* and *St. Louis Blues* afford the group opportunity for their choice harmonizing. *One o'Clock Jump*, in view of the fact only that it is associated with the Count, takes some of the edge from the turn. However, it doesn't detract one iota from the ability of this top singing group. *Sam Abbott.*

GLASS HAT, N. Y.

(Continued from page 26)

ber building up to the spins would help act to become even better.

Archie Towns, comic, had two strikes on him for his soft delivery. Mike was so bad he just couldn't be heard. Towns, a soft faced, chubby youngster, has a shy delivery that has possibilities. One bit, a parody, sounded funny in spots (when the ork didn't drown him out). Chatter, however, was out of *College Humor* and *Whiz-Bang*. Lad might develop with proper experience but he's not yet ready for stem spots.

Dorothy Shay (holdover) opens with a sock *Amen* that had the crowd coming in on the beat with juicy mitting. Gal has improved since last caught but she's strictly a rhythm singer. She proved it when she gave out with *I'm in Love with a Married Man* delivered as a ballad, when she lost her crowd completely. Best number was *Tennessee* which drew loads of laughs.

On the cuff side of the bill top scorers were Henny Nadell and Gene Baylos. Nadell's draft routine almost threw the customers under the tables. Comic should be a natural for a vaude tour.

Baylos's *Pinball* bit also drew sock hands. Comic obviously can and knows how to hold an audience. His ad libs had 'em chuckling all the way.

Wendy Bishop, a cute blonde canary, scored with *Embracable You*.

Lou Costello (Abbott and Costello) also came on for a short bit for a big hand.

Payson Re (11) plays for show and dancing. Nino's rumba ork relieves. *Bill Smith.*

WILFRED DU BOIS, juggler, playing a spot in Chattanooga. . . . BILLY BURKE, mimic, currently at the Washington and Youree Hotel, Shreveport. . . . MAL CARDO now with USO. . . . FRANK PAGE at the 100 Club, Des Moines. . . . LIBONATI TRIO with the Aquatania Show in Minneapolis.

Talent Budget Upped At New York Duane

NEW YORK, Aug. 5.—Duane Hotel will unveil its Gotham Room August 14, with Dale Belmont and Ralph Lane on tap. Room is not new but has not been pushed to any degree in the past, management contenting itself with smalle, haphazard entertainment. New policy calls for considerably upped budget.

Spot will be operated for the hotel by Jack Petrill. He will also book. This represents Petrill's first activity of the kind in the East. Before coming here early this year he was recreation director for General Motors in Detroit.

Glass Hat Hypoes Show \$\$\$

NEW YORK, Aug. 5.—Glass Hat, which has been operating on a moderate talent budget, is upping the amount of spending money it will put on the line for its next show, due in early fall. It is believed that the increased budget will be maintained.

Set for the next bill are Capella and Patricia, Dean Martin and Roy Parker and Porthole.

Ice Shows Dicker With AGVA

NEW YORK, Aug. 5.—Tho their contracts don't expire until October, the *Icecapades* and *Ice Follies* will begin negotiating with AGVA for new pacts within two weeks, according to the national office of the union. Johnny Harris will come here to represent his *Icecapades*, and Oscar Johnson, of Shipstead and Johnson, will do the talking for the *Ice Follies*.

In Short

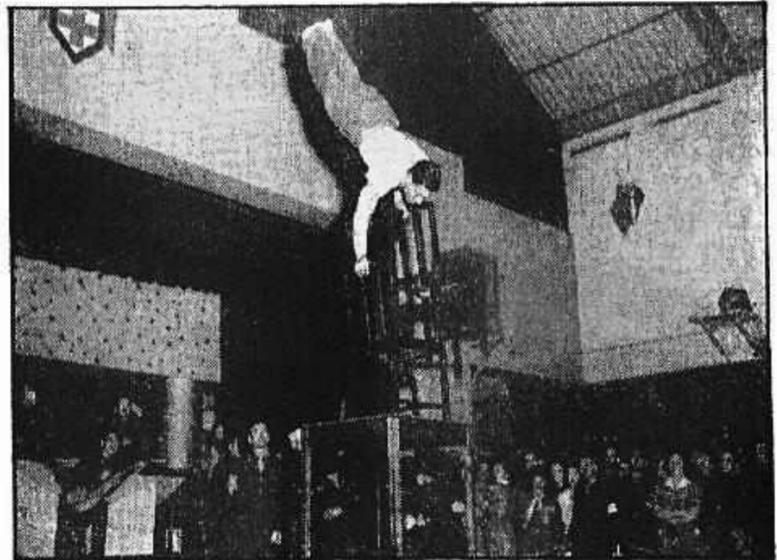
New York:

HARRY KILSBY of GAC became a granddaddy last week when his daughter gave birth to a girl child. . . . BOB EHLERET and Jack Stewart, members of the Chicago and Hollywood William Morris offices, in town. . . . JERRY BERGEN, the midget comic, draws another six-month ticket at the Club 18. . . . TED KING out of the army on a medical discharge. . . . PANCHO's ork set for La Martinique when it reopens in the fall. . . . JERRY LEWIS into the Glass Hat.

FIFI D'ORSAY due for her first appearance in New York in three years, after a set of dates in Buffalo, Syracuse and Fall River. . . . DALE ROBERTS now soloing at the Hotel Dixie. . . . COOKIE BOWERS signed up this week with Herman Fialkoff. . . . SHEILA BARRETT booked for the State in October.

Chicago:

LENA HORNE, Senor Wences and Harger and Maye current at Chez Paree. . . . BARBARA PERRY held over at the same spot. . . . SID GANS new emcee at the 5100 Club. . . . THE WALTONS held over at the same spot for an extended engagement. . . . BOB DU PREE and CHARLO have drawn a two-week hold-over at the Blackhawk. . . . MANUEL VIERRA skedded for the Edgewater Beach, starting August 25. . . . ISABEL BROWN, who has just finished an eight-week run at Colosimo's, has had her option renewed for another six weeks. . . . PHIL REGAN (See IN SHORT on page 30)



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Good Grosses In Chicago

Ink Spots' holdover 68G with 8th week of Crosby pic — Lyman high, too

CHICAGO, Aug. 5.—Last week's grosses at the Chicago Theater (4,000) hit another high mark of \$68,000, making it the second record week for the spot during the eight-week run of the pic *Going My Way*. Vaude, which helped swell the box office, comprised the Ink Spots, Arthur Blake, the Shyrettos and Fred and Elaine Barry, held over for a second engagement.

House has been doing a great biz since the opening of the pic, which was augmented by such attractions as Harry Richman and Dave Apollon (four-week run); Ozzie Nelson and Harriet Hilliard (week); *Tars and Spars* (week), and the Ink Spots (two weeks). Receipts for the period jumped up to more than \$525,000, the highest the spot has taken in for same length of time during past three years. Billy Rose's *Diamond Horseshoe Revue* opened strong this week and should hit a good gross for the week.

Abe Lyman, who hasn't appeared in this town for several years, proved his popularity when he rolled up a strong gross of \$37,000 for the *Oriental* (3,200). Present show, headlining Ada Leonard, Ella Mae Morse, June Preisser and Jackie Keik (of the Aldrich Family) looks like another winner.

Heidt High 34G in Detroit

DETROIT, Aug. 5.—Horace Heidt and His Musical Knights grossed \$34,000 at the Hughes-Downtown Theater (2,800 seats; house average \$23,000), setting a second high for the house under its present regime, exceeded only by Tommy Dorsey's opening week. Pic, *Waterfront*.

Current show, with Freddie Slack and his new band, is set to gross around \$30,000, considered excellent for a relatively new name. Patricia Morrison, screen star, makes a personal appearance on the same bill.

James Draws 20,000 for Tommy Dorsey's Dancery

OCEAN PARK, Calif., Aug. 5.—Harry James drew a total of 20,000 people at \$1.20 each the first of a series of week-end runs at Tommy Dorsey's Casino Gardens here. Opening Friday night, James drew 3,000, and followed it the next day with 12,000 for the evening and swing-shift dance schedules. Sunday the spot had 5,000 people. Friday night crowds are normally about 2,000, with James drawing 50 per cent over this figure.

While the 20,000 mark is high in any man's language, ballroom management likes to think what James would have pulled had it been a pay-day week-end. Larger attendances are expected over this week-end, with patrons, many of them war workers, having money in their jeans. For the opener, management was unable to get up 24 sheets and six sheets until the day of the initial stand.

Car Strike Cuts Carle Gross

PHILADELPHIA, Aug. 5.—Trolley-subway strike, bringing showbiz to a standstill all week, put a terrific dent into the impressive start made by Frankie Carle's band at the Earle Theater (seating capacity, 3,000; house average, \$20,000; prices, from 45 to 95 cents) for week ended Thursday (3). Marquee was a strongee, including Henny Youngman, with Roberts Sisters and Frances White, along with Phyllis Lynne, Lee Colombo and Paul Allen, ou of the band, rounding out the bill. Week got off to a big start and figured on topping \$25,000. But in view of the strike, which started Tuesday (1), house was lucky enough to wind up the week close to the \$20,000 mark. Pic, *Yellow Canary*.

Welk Does 35C One-Nighter

CHICAGO, Aug. 5.—Lawrence Welk ork stepped out again last week and broke records when he played a one-night stand at Curvecrest Ballroom, Muskegon, Mich., Monday (31). Gross reached \$3,500, with the leader taking approximately \$2,100 for his share. This was \$300 over his take at Sun Prairie, Wis., where he appeared at Angel's Pavilion Wednesday (26).

Biz Good on Stem; State Near Record

NEW YORK, Aug. 5.—Attendance all along the Stem gave theater ops wide smiles. Most of the heavy sugar went to the Music Hall, Capitol and Loew's State, but there was enough overflow to give the other houses good biz.

Radio City Music Hall (6,200 seats; house average \$100,000) pulled \$104,000 for the second week of Patricia Bowman, Wally West and *Dragon Seed*. Opener hit \$125,000.

Roxy (6,000 seats; house average \$75,000) for the third and final week with Duke Ellington ork, Ella Logan, Jerry Lester and *Take It or Leave It* got \$41,000. First week's figure was \$77,000, followed by \$59,000 for second week. Current stagershow preemed Tuesday (1) has Fred Waring ork.

Capitol (4,627 seats; house average \$55,000) is still in the middle of the jackpot. Second week's take was \$87,000 as against opener of \$88,000. Bill is Gene Krupa's ork and *Since You Went Away*.

Paramount (3,664 seats; house average \$75,000) for the third week with Wald ork, Perry Como, Mr. Ballantine and *Angels Sing* got \$56,000. First week brought \$75,000, followed by \$69,000.

Strand (2,779 seats; house average \$45,000) for the third and last week with Vincent Lopez ork and *Mark Twain* did \$29,000 as compared with an opening figure of \$39,500 and second week's take of \$30,000.

Loew's State (3,500 seats; house average \$25,000) hit the bell with a near-record \$43,000 with Hi, Lo, Jack and the Dame; Milt Herth Trio, Davidson and Scott, and Masters and Rollins. Pic, *Going My Way*. Entire bill with exception of Masters and Rollins are held over.

Ozzie 15 1/2 G 3 Days at Toledo

TOLEDO, Aug. 5.—Ozzie Nelson's orchestra, with Harriet Hilliard, Harris and Shore, West and Lexing, Lindsay Laverne and Betty and Joe Martin, which set a house record in 1943, failed to equal the mark this year but played to \$15,500 in three days, July 21-23 at The Paramount (3,700 seats). Pic, *Candlelight in Algeria*.

L. Armstrong 30G, Sen. Murphy 32G, S. F.

SAN FRANCISCO, Aug. 5.—Louis Armstrong's ork and an all-colored revue boosted the Golden Gate's (2,850 seats) gross to a solid \$30,000 for week ended August 1. Scale 45 to 95 cents. Show drew a heavy colored audience. On the bill were Velma Middleton, James Ross, Buck and Bubbles, the Hot Shots and Miller and Lee. Pic, *A Night of Adventure*.

Warfield (2,680 seats; scale 45 to 85 cents), garnered \$32,000 for week ended July 31. On the stage were Senator Murphy, Walton and O'Rourke, June Richmond, Walters and Waiters, and Captain Rudy. Pic, *Take It or Leave It*.

35G for Basie at L. A.

LOS ANGELES, Aug. 5.—Count Basie and ork are expected to hit in the neighborhood of \$35,000 for the first of two weeks at the Orpheum Theater (2,200) here. Basie had lines out opening day Tuesday. Six shows were played opening day with 44 skedded performances. This changed later with Basie to do 40 performances. Bill was augmented with the Delta Rhythm Boys, Patterson and Jackson, and Short Davis. The pic, *Leave It to the Irish*. Spot is charging 98 cents tops.

Jimmy Dorsey and orchestra headed the show last week, with Otto Eason and Ladd Lyon on the bill, to pull \$24,000. Pic was *U-Boat Prisoner*.

Kaye Sets 31G Hub Record

BOSTON, Aug. 5.—Sammy Kaye racked up \$31,000 at RKO-Boston last week, breaking record set recently by Gene Krupa's fine \$30,000 tally. *So You Want to Be a Star* stunt, undoubtedly had something to do with the steady business. Grand finale on last day successfully packed the house to the rafters, pulling back rooters for individual contestants a second time.

Off to a good start for the current week is Lionel Hampton and ork with all-colored supporting acts. Last time Hampton played the house, he did \$28,000 and opening show indicated that he may break that tally nicely if given a break in the heat wave covering Boston for the second week. Pic, *The Imposter*. Horace Heidt is due Thursday (10).

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

A
Abbott, Honey (51 Club) NYC, nc.
Adams, Joey (Leon & Eddie's) NYC, nc.
Adare, Patricia (Oetjens) NYC, nc.
Akin's, Bill, Foursome (Indiana) Fort Wayne, Ind., h.
Ames, Bill (Beverly Hills) Newport, Ky., cc.
Ames, Jimmy (Slapsy Maxie's) Hollywood, nc.
Atenos, The (Fair) Wausau, Wis., 12-15.

B
Bailey, Pearl (Village Vanguard) NYC, nc.
Baker, Jerry (Embassy) NYC, nc.
Baldwin & Bristol (Riverview) Pennsville, N. J., p.
Ballantine, Carl (Earle) Washington 18-31, t.
Barrett, Hughie (Diamond Horseshoe) NYC, nc.
Barrett, Sandra (Baker) Dallas, h.
Buswell, Billy (Watkins) Warsaw, N. Y., h.
Baxter, Bobby (Lookout House) Covington, Ky., nc.
Belmont Bros. (Fair) Lincoln, Ill., 9-11; (Fair) Bloomington 12-13; (Moose Club) Grand Rapids, Mich., 14-19.
Berg, Harry (Green Room) NYC, h.
Berl, Ben (Earle) Washington, t.
Bernard, Bobby (Steel Pier) Atlantic City.

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TRADE SERVICE FEATURE
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.

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Blake, Arthur (Palace) Columbus, O., t.
Blakstons, Nan (Morocco) Denver, nc.
Blanche & Elliott (Mainliner) Des Moines, nc;
(Casino) Chi 14-Sept. 3, nc.
Blanche, Jeanne (Paramount) NYC, t.

C
Caceres, Emilio (Swan) Corpus Christi, Tex., nc.
Callahan Sisters (Fair) Winnipeg, Man., Can., 14-19.
Campos, Chela (La Conga) NYC, nc.
Canzoneri, Tony (Leon & Eddie's) NYC, nc.
Captivators, Thres (Babe's Supper Club) Des Moines, nc.
Carlisle, Charlie (Bowery) Detroit, nc.
Carlton, Betty Jane (Tropic Isle) NYC, nc.
Carver, Zeb (Village Barn) NYC, nc.
Cavallers of Rhythm, Thres (Jim's Palace) Put-in-Bay, O., nc.
Chester, Eddie (Ernie's) NYC, nc.
Chords, The (Golden Gate) San Francisco 9-15, t.
Claire, Sonny (Calvert's) Cleveland, nc.
Cogswell, James (St. James Festival) Chi 5-20.
Coleman, Titus, Trio (Candee) Syracuse, N. Y., nc; (Casino) Albany 14-19, nc.
Collins, Mary (Tower) Kansas City, t.
Columbus & Carroll (Rio Cabana) Chi, nc.
Como, Perry (Paramount) NYC, t.
Coral, Tito (Beverly Hills) Newport, Ky., cc.
Cordyn & Sawyer (Palace) Columbus, O., t.
Cortez, Florez (Te Pee) Miami, nc.
Coty & Eue (Carman) Phila, t.

Creedons, Four (Earle) Phila, t.
Currasco, Ramon (El Chico) NYC, nc.

D
D'Arcy, Ethel; Jefferson, O., 15-18.
Dale, Slim (Embassy) NYC, nc.
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.
Deofe, Al (The Rock) Fish Creek, Wis., nc.
Delahanty, Irene (Pico) Los Angeles, nc.
Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.
Donovan, Nancy (Paris Qui Chante) NYC, nc.
Doran, Lucille (3-Ring Circus) NYC, nc.
Do-Re's (Fair) Prince Albert, Sask., Can.; Winnipeg, Man., 14-19.
Drakes, The (Beverly Hills) Newport, Ky., cc.
Drew, Doryce (Kitty Davis) Miami Beach, Fla., nc.
D'Arcy, Phil (Brown Derby) Chi, nc.
Duffy, Kathryn, Dancers (Beverly Hills) Newport, Ky., cc.

E
Everett, Helen (Imperial Room) Perth Amboy, N. J., nc.
Evers, Dolores (Edgewater Beach) Chi, h.

F
Falt, Virginia (Jimmy Kelly's) NYC, nc.
Fay, Frank (Rio Cabana) Chi, nc.
Fisher's, Bob, Flyers: Clinton, Mass.; Maynard 14-19.
Fitz & Carroll (Carman) Phila, t.
Folds, Lew (LaSalle) Chi, h.
Postaire (Esquire) Norfolk, Va., nc.
Francis, Leo (Fair) Frankfort, Ind.
French, Eleanor (Baker) Dallas, h.
Friedmann, Jerry (LaSalle) Chi, h.

G
Gallus, John (Alpine Village) Cleveland, nc.
Gaudsmith Bros. (Steel Pier) Atlantic City.

Gilbert, Ethel (Bill's Gay '90s) NYC, nc.
Gill, Jeffrie, & Evan Price (Chapman Park) Los Angeles, h.
Glenns, The (Riverside) Milwaukee, t.
Gloria & Roberta (Jimmy Kelly's) NYC, nc.
Glover & LaMae (Savannah) Savannah, Ga., h.
Gordon, Richard (Edgewater Beach) Chi, h.
Graham, Jean (Jimmy Kelly's) NYC, nc.
Grauer, Bernie (Bill's Gay '90s) NYC, nc.
Green, Jackie (Riverside) Milwaukee, t.

H
Hanneford, George, Family (Fair) Chippewa Falls, Wis.; (Fair) Wausau 14-19.
Hardan, Dan (LaSalle) Chi, h.
Harger & Maye (Chez Paree) Chi, nc.
Harrington, Pat (21 Club) Baltimore, nc.
Harris & Shore (Palace) Cleveland, t.
Haviland, Hal; Yakima, Wash., 12-14; (Lyric) Salt Lake City 16-22, t.
Healy, Dan (Metropole) NYC, re.
Hendricks, Marcella (51 Club) NYC, nc.
Henry, Art & Marie (Fair) Faribault, Minn., 11-13; (Fair) Menomonee 17-21.
Herbert, Jack (Edgewater Beach) Chi, h.
Herth, Milt, Trio (State) NYC, t.
Hi, Lo, Jack & the Dame (State) NYC, t.
Higgins, Danny (Jimmy Kelly's) NYC, nc.
Hilliard, Harriet (Palace) Cleveland, t.
Hollis, Bud (Tower) Kansas City, t.
Hollis, Maria (Rio Cabana) Chi, nc.
Hope, Glenda (Jimmy Kelly's) NYC, nc.
Horne, Lena (Chez Paree) Chi, nc.
Howard, Willie (Earle) Phila, t.
Hume, Elaine (Monte Carlo) NYC, nc.
Huntton, Dick (Mohawk Cafe) Boston, nc.
Hurley, Jacqueline (Edgewater Beach) Chi, h.
Husson, Jim (Carman) Phila, t.
Hyers, Frankie (21 Club) Baltimore, nc.

J
Jagger, Kenny (Liggett's Royal Palm) Browns Lake, Wis., nc.
Johnson, Rita (Earle) Washington, t.
Jordan, Elaine (Swing Club) NYC, nc.
(See VAUDE ROUTES on page 23)

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New Night Spot For 52d Street

NEW YORK, Aug. 5.—Fifty-second Street got itself a new night club last week on the site of the late Club Zebra where the old Club 18 also stood at one time. Newcomer is dubbed the Tondelayoo after its co-owner, the ex-exotic Negro dancer who used it for her professional career. Other owner is Mack Rose, one of the former principals in the Zebra operation. Latter spot made several efforts to ride the 30 per cent tax tidal wave but failed.

The Tondelayoo is currently using pianists for entertainment but is dicker-ing for small combos.

Adler Runs Kretchma

PHILADELPHIA, Aug. 5.—Moe Adler, maitre-d' at Jack Lynch's Walton Roof for the past 14 years, turns boniface on his own. He has taken over the town's Russian Kretchma.

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Reviews

Danny Yates

(Reviewed at Cafe De La Paix, St. Moritz Hotel, New York)

When hot weather stopped dancing, Danny Yates took four men from his band and produced an acceptable cocktail unit for the Cafe De La Paix at the St. Moritz. That they are still dance musicians is frequently observable, but the group does an acceptable job on semi-classics, and on request produces a full set of Viennese waltzes. In the rare moments, when Yates does a gypsy number, his fiddle work shows to exceptional advantage. While the acoustical properties of the room preclude any jump tunes, Yates's technique on a wide range of styles is properly demonstrated in the course of an evening.

Johnny Carbone, piano; Joe Ponti, cello or guitar; Herman Burkhardt, stringed bass, and Mort Morris, accordion, complete the combo.

The group conducts itself well on the stand, and Yates gets his personality across as effectively as he has in the past with larger outfits. *Larry Nixon.*

The Estrelitos

(Reviewed at Helzing's Vodvil Lounge, Chicago)

This Latin-looking unit is a well-integrated ensemble consisting of two lads and an orb-filling brunette. Anna Nuzzo on the accordion, her brother, Jim, doubling on sax and clarinet and guitarist Vic Conchola, comprise the group.

Major load is carried by brother and sister who hold the attention of the crowds with their peppery style. Team has a fine technique, are good musicians and know how to sell. Vic Conchola seems to stay in the background, giving the duo the benefit of the center of the stage. However, his playing has a rhythmic lift that adds to fine music-making.

Unit concentrates on Latin-American melodies, with a sprinkling of pop tunes and ballads. Arrangements are subdued. Trio makes a smart appearance, garbed in traditional south-of-the-border costumes. They work hard, keeping up a fast pace thruout the sessions. Would fit well into any spot. *Jack Baker.*

Bill Cooper

(Reviewed at Riviera Room, Villa Riviera, Long Beach, Calif.)

Bill Cooper has built a reputation as a pianist of the Pinetop Smith type in the Atlanta area. Here on the West (See **REVIEWS** on page 30)

Beer Price Rollback Fought By Akron Spots

AKRON, Aug. 5.—Akron cocktail lounge and night club owners are launching a war against the Ohio branch of the Office of Price Administration for rolling back the price of bottled beer to 25 cents per flagon. The OPA order becomes effective August 21.

Ted Boyer, of the Back Stage Bar; Sam Bradley, of the Wagon Wheel, and Lew Platt, of the Continental Grove, are leading the club ops, and Sam Braun, of the Musical Bar, and John Hilgerth, of the Bar 20, are doing the same for the lounge owners.

Both local AFM and AGVA officials are joining the operators because of the owners' stated fears that the OPA order will result in layoffs of musicians and performers. Logan Teagle, Akron AFM secretary, is contacting all musicians' locals in Ohio and the Tri-State area

around Akron. Ernie Fast, AGVA's rep in Akron, and Blackie London, AGVA-man for the northern Ohio district, have both swung into the battle.

Pressure is being brought on the Ohio OPA's economist, and letters and telegrams of protest have gone out to the State's congressmen. The Akron ops view the OPA edict as body blow to their businesses which might be even more severe than the recent 30 per cent tax.

Philly Cocktaileries Bring Back Talent

PHILADELPHIA, August 5.—After testing the return of singing entertainment at his Lou's Chancellor Bar, and finding that it hasn't affected revenue, Lou Lantos plans to return the singing units to all of his bars here. Management absorbs 10 per cent of the tax.

Vocal entertainment returned to his Lou's Moravian Bar with the return of the Three Keys, with Bon Bon, alternating with Johnny Waters's Steinwaying. Week after, the vocal came back at Lou's Germantown Bar, with his Club Tcheran set to follow later in the month.

Bill Peterson Back at CRA

NEW YORK, Aug. 5.—Bill Peterson, former lounge agent at Consolidated Radio Artists office here, is back in the traces after being released by the army July 31. He was drafted last spring and was honorably discharged this week. He will resume his percenting with CRA where he left off when Uncle beckoned.

Two Hickory Nuts III

CHICAGO, Aug. 5.—Hickory Nuts, hill-billy outfit formerly with Hellzapoppin show, closed at the Schroeder Hotel, Milwaukee, last week due to the illness of two of the members. Unit, with Chubby Chuckroe and Pansy, will reorganize, building along the same lines of its original set-up.

OFF THE CUFF

Midwest:

ANN JENKINS current at Chin's, Cleveland. . . . PAT MCGOWAN, Vic Hallen, Roberta, Noreen, Evelyn Ann, Betty Jane, Mary Martin and Florence de Lucca all appearing at the Cow Shed, Cleveland. . . . FRANKIE RUBERTINO, Ella Roberts and Esther Freiberg held over at Club Eddie Stevens, Cleveland. . . . SAM BRUCE playing at the Pickwick, Cleveland. . . . JOHNNY PETERS emceeing the show at the Zanzibar, Cleveland, which include Billie Maye, Patricia Jordan and Marian Crawford. . . . JOE HAMM working at Grosse's Restaurant, Cleveland. . . . THREE McNAILIE SISTERS and Cholly Wayne at Khoury's Normandy Room, Cleveland. . . . SUNNY BROOKS at Mamolen's Mexican Bar, Cleveland. . . . JEFFRIE GILL and Evan Price opened August 1 for an indefinite run at the Chapman Park Hotel, Los Angeles, after closing at the Santa Rita Hotel, Tucson, Ariz. . . . JULES AND WEBB appearing at the Bellerive Hotel, Kansas City. . . . GUY CHERNEY held over at the Blue Room, Hotel Roosevelt, New Orleans.

BERT LIND has joined Barnes & Car-ruther's No. 1 show. . . . RITA RAYE is skedded for the Stork Club, Council Bluffs, Ia. . . . ESQUIRES TRIO opened at the Stage Lounge, Rochester, Minn. . . . JETTA KAY has joined with Roger Anderson and the duo is now appearing at Melody Mill, La Crosse, Wis. . . . DICK MAGUINESS opened at the Hotel Custer, Galesburg, Ill. . . . DEAN AND BOB CRESS held over at the Bowl, Springfield, Ill.

VIVIAN GARRY TRIO drew a holdover at the Palladium, East St. Louis. . . . JACK STEPHANS has been held over at the Mecca Grill, Fort Wayne, Ind. . . . CONTINENTAL FOUR at the Indiana Hotel, Fort Wayne, Ind. . . . DICK SCHILLER (4) current at the Downbeat Room, Sioux City, Ia. . . . MUSIC MAS-TERS drew a holdover at the Bamboo Room, Kenosha, Wis.

MIKE MCKENDRICK TRIO inked in for Chin's, Cleveland, starting August 15. . . . SHERMAN "SCATMAN" CROWTH-ERS opened at Domsky's, Philadelphia. . . . FLETCHER BUTLER current at the Vogue Recreation, Detroit. . . . ROCK-AWAY TRIO at the Steuben Inn, Mil-waukee. . . . JACK CRAWFORD (4) appearing at the Drum, St. Paul. . . . VARIETY BOYS and Ekheylene opened at the Hollywood Club, Pittsburgh. . . . TUCKER SISTERS TRIO appearing at the Wigwam, St. Paul. . . . NOV-ELITES (3) inked in for the Show Bar, Evans-ville, Ind., starting August 21.

HOWARD BIGGS, formerly pianist with Noble Sissle, has been signed by Frederick Bros., and has been booked into the Circle Bar, Kankakee, Ill. . . . RYTHMAIRES TRIO held over at the Turf Club, Galves-ton. . . . STAN OLSEN, piano-organist, playing a repeat engagement at the Northland Hotel, Green Bay, Wis.

JACK HALL TRIO current at the Schroeder Hotel, Milwaukee. . . . ROYAL-ISTS, with Dave Hamilton and Minto Vaughn, held over at Andy's, Minneapolis. . . . MARGE MELBY at Packer's Palla- (See **OFF THE CUFF** on page 30)

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Burlesque Notes

By Uno

ALLEN GILBERT, producer at the Gayety, Montreal, here for three weeks to assemble and drill two sets of chorines and show girls, one for Montreal and one for Dow's, Hartford, Conn. Latter spot will adopt a policy similar to the Gayety—vaude specialties plus a girlie line—and both houses will alternate and start the season August 21. . . . HELEN GREEN, burly principal, is mourning the loss of her son, Billy, killed in action in the South Pacific June 8. Her sister, Dolores, now in niteries in and around Boston, her home town. . . . JACK GARRISON, old-time manager of burly houses, is now managing Warner Brothers house in Washington. . . . JOE DERITA, comic, entertaining in the South Pacific with Bing Crosby's unit. . . . LILI ST. CYR is at the Rio Casino, Nipmuc Park, Mendon, Mass. . . . JACK SUTTER, former comic, not only edits and owns a weekly in Hampton Bays, L. I., but is the local police chief, a real estate merchant and a tomato grower. . . . JAMES O. WALTERS and Viola Spaeth wound up their Miami Beach vacation August 10 to return to their Gayety, Arkon, due to reopen August 25.

EVELYN TAYLOR held over a second week at the National, Detroit. . . . LUIGI PECARO, who owned and managed the Romas Troupe in burly with Jack Reid's *Record Breakers* and Rose Sydel's show on the Columbia wheel, is now managing and ticket-punching the Derby Races in Steeplechase Park, Coney Island. . . . FRANCES (FRANCINE) McROREY, accordionist and dancer, new to burly last season, set to reopen September 1 following a vacation with her parents near Kansas City, Mo. . . . BENNY (WOP) MOORE held over as headliner at Casino, Toronto, where the acts include Cooper and Clifton, comics; Virginia Kimm and Jan Merrill, dancers, and the Three Riffs, harmony singers. . . . JACK McCLOUD, banjoist and brother of former burly aces, Mabel and Flossie (Perkins) McCloud, now retired and living in Springfield, Mass., returned recently from an overseas tour with a USO unit. . . . BOB BIRCH, straight man, and Max Coleman, comic, to become joint hotel owners in Los Angeles. . . . BILLY K. WELLS, ex-burly show-owner and sketch writer, is soon to start rehearsals for a legit musical, *Joe Miller Rides Again*.

Los Angeles:

NATALIE CARTIER, who completed 36 weeks as producer at the Follies Theater July 21, is reported to have work in pix lined up. . . . PAULA LIND got a four-week holdover at the Follies. . . . ROSE LAROSE, billed at the Burbank Theater, signed for comedy, *Too Many Sarongs*. . . . "SLATS" TAYLOR now comickng at the Hollywood Theater, San Diego. . . . ERMAINE PARKER, dancer, gets long run at Hollywood Theater. . . . MARSHA BLUE bows out of the Follies to return east. . . . BILLY REED goes into the Follies when his present engagement at Slapsy Maxie's ends. . . . LEON DEVOE, straight for Billy Foster at the Follies, had a part in the latest Abbott and Costello picture, *Breaking Into Society*. . . . BINDER AND ROSEN bow out after 12 weeks at the Follies. . . . HERMAN HOFFMAN, publicity director at the Follies for the past eight months, is returning to New York.

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REVIEWS

(Continued from page 29)

Coast, for the first time, Cooper has accepted an engagement which calls for music that is a far cry from the boogie-woogie tempos with which he has been associated. However, his training as a pianist and his work with Johnny Meintzen and Perry Bechtel in the South have well equipped him for any assignment.

Here in this swank room, Cooper fills the bill well with soft music, mostly semi-classical. Altho a good vocalist, he doesn't sing on this job. Cooper mixes his straight piano with solovox accompaniment. *Memories, Diane* and similar tunes make up his program. His pianology has a finesse that makes the product a drawing card here.

Cooper is a personable chap. Altho he is limited in his selections because he offers contrast to the music of the regular combo (the Four Spaces), Cooper is by no means limited in his ability. Spot should turn him loose once or twice nightly on his strong point—boogie-woogie. His work is hot enough to burn Atlanta again. *Sam Abbott.*

The Dollodians

(Reviewed at George's, Glendale, Calif.)

The Dollodians derive their title from the leader, Bud Doll, who paces the trio on his guitar. On the West Coast for the first time, Doll and his cohorts, Joy Justine, bass and fiddle, and Abner Tagge, accordion, augment the strong reputation they have established in the Middle West.

Because they use head arrangements the Dollodians are able to inject into their musical product a nice slice of interpretation. *Donkey Serenade*, with a swiny bounce, is an all-outer. Miss Justine handles well the vocals of *People Will Say We're In Love* and *Johnny Zero*, while still putting her bass part into the works. She takes up her violin for *Holiday for Strings* and *Dark Eyes*. These two are standouts of an evening. *Time Waits For No One* is assigned the leader for vocal work. Doll does an outstanding bit of balladeering. Tagge's accordion, taking the intros and turn-overs on a number of pieces as well as the solo part on *Poinciana*, is definitely an asset to the aggregation.

Dollodians make a good appearance. For this lounge the outfit seems made to order. However, the Dollodians informal manner of working makes them at home any place.

There is no dancing at George's, but no effort has been made to eliminate vocals to duck the tax. *S. A.*

IN SHORT

(Continued from page 27)

and D'Angelo and Vanya current at the Mayfair Room.

PATRICIA GILMORE can be heard at the College Inn. . . . HELEN VERONICA current at Club Minuet. . . . ALVIRA MORTON, Dottie Dallas and Gene Hill are at Club Alabam. . . . MILTON WOLFE emceeding at the new Morocco. . . . HARRIS, CLAIRE AND SHANNON inked in for the Rio Cabana.

Here and There:

FOLLIES COMIQUE, unit show featuring Hal Fisher, Laura Kellogg, Delmar and Renita, Billy Baxter, Helene and Hayes and the Marion Kretlow Dancers has been booked in at the Tic Toc, Milwaukee. . . . BLACKSTONE, King Cole Trio and Dick and Dot Remy current at Riverside Theater, Milwaukee. . . . MARY JANE DODD and Paul Rosin have been inked for the Radisson Hotel, Minneapolis, starting August 25. . . . ELMO TANNER skedded for Kaysee's Toledo, starting August 21. . . . JOEY REARDON now with a USO show. . . . STAR-SPANGLED SEPIA REVUE has been booked in at the American Legion Club, Omaha. . . . VIRGINIA CARROLL, at the Alpine Village, Cleveland. . . . SOPHIE PARKER can be heard at the Cotton Club, Houston.

Magic

By Bill Sachs

PEGGY AUSTINI, with a Special Service division overseas, V-mails from England under date of July 19: "Have been running into a number of magicians with the troops we have been playing to lately, among them Corp. Rudy Vida, IBM member of Spokane; S/Sgt. Robert Wood and M/Sgt. Edmond Sand, both of New York, and Corp. Walter Cunningham, who was on the PCAM convention show with me just before I went overseas. Saw Milbourne Christopher in Wales, but his outfit left before I could catch the show. People speak wonderfully of him over here. Also met Claude Chandler, British magician and vent." . . . JACK HERBERT opened Friday (4) at Edgewater Beach Hotel, Chicago, his third engagement there. . . . JOHN C. GREEN (Green the Magician), who recently finished a nine-month grind thru the Canadian West, sneaked in a three-week vacation at Moose Jaw, Sask., and resumed August 1-2 at Estevan, Sask., the beginning of a 40-night circuit. He says business is the best he has ever experienced in his 66 years in the hocus pocus field. . . . MADELINE KELLY, the former Mrs. George Marquis, has been promoted to manager of the New Oakland Theater, Pittsburgh. A recent patron at the house, she says, was Chang, Chinese lad who has served as assistant to Blackstone, Dante and Marquis. Chang has been angling for a date at one of the Smoky City's leading niteries. . . . PAUL ROSINI is the current headliner at Club Casanova in downtown Detroit. . . . HARRY ALBACKER is working dates in the Pittsburgh area with his magic unit. . . . HAL HAVILAND, after a string of theater dates along the West Coast, is heading back East. He's set for the Lyric Theater, Salt Lake City, week of August 16. . . . EVANS BROWN, musical magician, has been handed a holdover at Wildwood Manor Hotel, Wildwood, N. J. . . . HERMAN M. SUSS opens with Dodson's World's Fair Shows at Wichita, Kan., Wednesday (9). . . . LORING CAMPBELL, who put in May and June demonstrating for the Sterling Magic Company, Detroit, has resumed his road trek and is playing theaters and hotels in Michigan. He plans to attend Percy Abbott's magic festival at Colon, Mich., next month, and then head for Kansas to begin his 20th annual lyceum tour. The coming season will mark his 14th for the University of Kansas Lecture Course Bureau.

ROBERT GREEN, in his 18th month in New Guinea, pens that things are going well with him, but that he'd appreciate a line from magic friends. His address is USNR, USS, APO 19, care Fleet Post Office, San Francisco. . . . GUY L. GERBER, Cincy necromancer, is current at the Neon Club, Louisville. . . . MAL B. LIPPINCOTT reminds that the third annual magicians' picnic will be held at Fontaine Ferry Park, Louisville, Monday and Tuesday, August 14-15. . . . PAUL FLEMING, assisted by his wife and brother, presented a two-hour magical-mental show at Oxford (O.) University Wednesday night, July 19. Stewart Judah, John Braum and E. C. O'Hagan, of the Cincinnati magic fraternity, and Warren Keppler, Hamilton, O., magic enthusiast, caught the presentation and came away with high praise, being especially impressed with Fleming's mental work and the part of the program devoted to Carl Germaine magic. . . . O. K. PROFESSOR MAGUIRE, forced to lay off for 10 weeks, due to a severe carbuncle attack, hopes to be mended in time to begin his school season early in the fall. . . . FRANKLIN THE MAGICIAN (now Pvt. Benjamin F. Doss, 38641432, Hq. and Hq. Co., Parachute School, Fort Benning, Ga.), type-writes that he has a regular Saturday night show at one of the USO clubs in Columbus, Ga. On a recent furlough, Franklin visited his old friend, Eddington the Silver Wizard, former partner of Willard the Wizard. Franklin adds that he'd like to read a line here on George Marquis. Guy Stanley, Elmer Morris, King Felton and Harry Willard. On the Saturday night show with Franklin is Corp. Ralph Rodgers, hypnotist. . . . KING FELTON, who had planned to go out again this summer with his magic extravaganza, was forced to chuck the idea when his Kansas City, Mo., trailer business kept him too occupied to even think about fooling the show-going natives.

OFF THE CUFF

(Continued from page 29)

dium, Green Bay, Wis. . . . JOHNNY KAAHUE held over at the Park Plaza, St. Louis. . . . ANN SCOTT with a USO show. . . . IKEY ROBINSON (4) at Lakota's, Milwaukee.

Chicago:

BILLY BLAIR (5) now rounding out eighth month at Helsing's Washington Street Lounge. . . . NATE ESTES is the new pianist at the same spot. . . . TOMMY EMANUEAL appearing at the Show Tap. . . . FRED NOA and His Hawaiians booked into the Mark Twain Hotel. . . . MARGARET ENGLISH playing the piano at the Yar. . . . ESTROL-LITOS (3) are at the Town Casino. . . . TED BROWN (4) can be heard at Old Heidelberg. . . . GENE HUNT appearing at the Bertiz. . . . SKEETS MINTON TRIO are at the Brass Rail. . . . EDDIE ARNOLD at the House of Royalty.

East:

NOVELAIRES appearing at the Boulevard, Elmhurst, L. I. . . . JINA JAANS current at 21 Club, Baltimore. . . . BILLIE BARBER current at the Washington-Youree Hotel, Shreveport, La. . . . MARCELLA HENDRICKS appearing at the Town Club, Albany. . . . FIVE NOADE SISTERS opened at the Club Candee, Syracuse. . . . FOUR GINGER SNAPS working at McVan's, Buffalo. . . . LAMARR AND MARTIN at the 500 Club, Atlantic City. . . . DON CABALLERO stays at Oetjen's, Brooklyn, until Labor Day.

SALLY AND ANNETTE new at the Holiday Room of Atlantic City's Knickerbocker Hotel, with Adrian Rollini Trio carrying on. . . . JOE MARCELLO takes his pianology to Wilson's Cocktail Lounge, Philadelphia. . . . NAN JONES at the organ at the Glass Bar of Hotel Wildwood (N. J.). . . . JON ARTHURS brings his unit next week into Philadelphia's Casablanca. . . . THE MELODY MONARCHS at Cash and Carry, West Collingswood, N. J.

HOTEL OLMSTED

Cleveland, Ohio

FRANK WALKER, Mgr.

Home of Palace and Hanna Theatre Stars in Cleveland



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CHORUS GIRLS. Salary \$50.00. Long season assured.

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FULL SEASON'S WORK

Alternating DOW'S THEATER, Hartford

Two Shows a Day. Opening August 21st. Rehearsals, August 14th.

SALARY \$50.00 A WEEK

ALLEN GILBERT, Producer. Apply A. & B. DOW. 5TH FLOOR, 1619 BROADWAY NEW YORK CITY

ALLEN—Thornton W., 54, music publisher and composer, at Cape Cod Hospital, Hyannis, Mass., July 30 after a brief illness. In 1913 he became managing editor of *The Musical Courier*, and held that position for 18 years. In 1910 he had established the Thornton W. Allen Company, music publishers. Some of his best-known tunes were composed for colleges, such as *Vanderbilt Forever*, *Maryland Victory Song*, *Let's Go Trojan* and a score of others. His latest, *United Nations Forever*, which he pubbed with translations in French, Dutch, Russian, Spanish and Chinese. The song was premed at Radio City Music Hall, supported by a stage pageant, when Mme. Chiang Kai-shek visited New York. Survived by a widow and two sisters, Mrs. Mildred Jurgensen of Provincetown, Mass., and Mrs. William Gardiner of Reno, Nev.

ANDRE—Mrs. Sarah Madeline, 57, wife of Nate Andre, director of the Regina (Sask.) Exhibition Association, in Regina July 26. Burial in Regina Cemetery.

BENN—Art, 70, former drummer with the Patterson Shows, in Illino Hospital, Pittsfield, Ill., July 27. Services at Pittsfield Baptist Church.

In Loving Memory of
WILLARD D. COXEY
 Ringling Bros.' First Press Agent.
 Who Passed on in Great Barrington, Mass.,
 August 9, 1943.
 His Nephew
MILLARD F. WALTON
 Fairport, N. Y.

COHN—Jacob (Jack), 50, concessionaire with carnivals and at fairs, in a hotel where he resided in Lackawanna, N. Y., August 2. He was a native of Rochester, N. Y., and served overseas in World War I. He was a member of Masonic lodges and the American Legion. Survived by four brothers, all of Rochester. Funeral services were held August 4 in the Parsky Funeral Home, Rochester, with interment in Stone Road Cemetery.

DARTER—John W., 67, grounds superintendent Riverside Amusement Company, Indianapolis, for the past 34 years, following a heart attack in Methodist Hospital, that city, July 28. Survived by his widow, Maud; a brother, R. E., and five sisters, Mrs. Belle Wirt, Roan, Ind.; Mrs. Lulu Crackel, Mrs. Bertha Stoddard, Mrs. Nannie Von Allen and Mrs. Elsie Stewart, Indianapolis. Services July 31 from Planner & Buchanan Mortuary, Indianapolis, with interment in Crown Hill Cemetery there.

In Loving Memory
Mrs. Dick (Midge) Dykman
 Died August 10, 1943
 Bay City, Michigan
 Rest in Peace

EDMAN—Herbert, radio announcer 31, at his home in Worcester, Mass., July 26, after an illness of several months. He was employed by WTAG, Worcester, Mass., as an announcer. Prior to joining WTAG he was program director of WMAS, Springfield, Mass. Survived by widow, Mrs. Irene Edman, and son, Bruce.

GOULD—John Alfred, violin maker, 84, at home of his son, Eric H. Gould, in Malden, Mass., August 3. He was the oldest professional violin maker in the country and had repaired violins for many of the world's famous players.

GWYTHYR—Capt. Geoffrey Matheson, 51, English actor and composer, July 25 at his home in Haverford, Pa. He appeared in London theaters from 1919 to 1934 after a military career in the first world war. A brother and a sister survive. Services in Philadelphia, with interment there July 28.

HALL—Nelson L., 60, acrobat and stunt man, July 27 at his home in Philadelphia after an illness of five months. He was a stunt man for Marie Dressler in the movies and for more than 25 years an acrobat on the Keith Circuit. His widow, a daughter, a son and two brothers survive.

THE FINAL CURTAIN

KING—William, side show talker, 49, at Coney Island, New York, July 29. A vet showman, he was employed as a talker on the Wagner Side Show, Coney Island, until recently. Burial in National Showmen's Association plot, Ferncliff Cemetery, at Ardsley on the Hudson, New York. No survivors have been located.

LAWRENCE—Edmund, 75, Shakespearean actor, at his summer cottage at Lake Secor, N. Y. Made his stage debut at 16 with Frederick Ward in *Richieu*, starred with Marie Cahill and Raymond Hitchcock in *Three Little Lambs* in 1899. Survived by a daughter, Mrs. Adelaide Lawrence Bourne.

LEOPOLD—Hiram, 66, former musician, July 30 in Philadelphia General Hospital after a short illness.

LEWIS—Sgt. P. Mortimer III, son of P. Mortimer Lewis Jr., partner in the chain of Weiland-Lewis theaters, Atlantic City, killed in action over England July 13. In addition to his father, he is survived by his widow, Helen Kalbach; a son, a daughter, two brothers and a sister.

MANSFIELD—Joseph H. Jr., radio announcer, 23, at the Hartford Hospital, Hartford, Conn., July 27. He was a resident of Hempstead, L. I., and was employed as an announcer at WNBC, Hartford, Conn. He was earlier associated with Station WBTA, Batavia, N. Y. His parents and a sister survive.

MARKS—Joseph E. C., of Famous Seven Marks Bros.' Canadian Shows, at his home in Perth, Ont., July 30. Survived by his widow, the former Gracie Andrews, and a brother, Ernest, Oshawa, Ont. Interment at Perth.

McPHERSON—Richard C. (known professionally as Cecil Mack), 61, composer, at his home in New York City, August 1. With vaude team of Williams and Walker he formed the Gotham-Attuck Music Publishing Company. Two of his early hits, *You're In the Right Church But the Wrong Pew* and *Down Among the Sugar Cane*, were introduced by Nora Bayes. Two later successes, sung in *Running Wild*, Broadway production of 1923, were *Old-Fashioned Love* and *Charleston*, the latter said to have helped in popularizing the Charleston dance. In 1937 he wrote the book for *Swing It*, Negro musical comedy which was produced by the Federal Theater Project at the Adelphi Theater. He was the founder of the Crescendo Club, a group of colored composers, and was an ASCP member since 1925. Survived by widow, Gertrude Curtis McPherson.

MERRIFIELD—Don C., actor, in Chicago, Ill., July 27 of heart attack. He was a vet stage, radio and television actor and had worked on shows for Zenith Experimental in Chicago. He had appeared in *Plays About People* and *The Bradon Murder Case* for the tele studio.

NORTH—Harry, 75, former circus man, at the Masonic Home for the Aged, Guthrie, Okla., May 5. Survived by his sister, Mrs. Bertha Kirk, Garnet, Kan. Interment in Garnet.

ODEM—Marjorie D., 40, former dancer and partner of Tom Williams, manager of Clover Club, Miami, at her home there. She went to Miami in 1919, and appeared under the name of Marjorie Williams. Surviving are her husband, John; four brothers and two sisters. Interment in Miami August 1.

PIZZI—Bernard, 86, former circus musician, July 26 at his home in Hamonton, N. J., following a stroke. He was formerly for six years a member of the Barnum & Bailey Circus band. A son survives. Services in Hamonton, N. J., with interment in Greenmount Cemetery there July 29.

RUTHERFORD—Marie Loring, wife of Mac B. (Doc) Rutherford, outdoor showman, of a heart attack following a two-year illness at her home in Boston July 31. She had been associated with her husband on the Rubin & Cherry, Johnny J. Jones, Art Lewis, De Kreko, Christ & Huff, H. W. Hildebrand, Pet Kortez, A. J. Budd, Johnny T. Wortham, Arthur Bros. shows and at Venice and Long Beach piers, Calif. In addition to her husband, she is survived by a granddaughter, Jeanette Loring, and Pvt. Deal Loring, in France. Interment in Holy Cross Cemetery, Malden, Mass.

SCHEIMAN—Abe Gottlieb, 60, cornetist, following a brief illness at his home in South Bend, Ind., recently. He played with circus and rep show bands. Survived by his widow, Lillian; a son, Gerald,

and two daughters, Mrs. Kathryn Kruger and Helen, all of South Bend.

STADTMULLER—Joseph, 76, juggler known as Rosani, following a heart attack in New York City Hospital July 19. He was active for 40 years in vaude and chautauqua, teamed with Al Baker, magician, as Baker-Rosani Entertainers, and also with Hendrickson the Magician. He was a charter member of the Peony Club, professional entertainers' group in Greater New York. Survived by two daughters, a son, a sister and brother, Requiem Mass in St. Camillus Church, Rockaway Beach, N. Y., with interment in St. John Cemetery there July 22.

TAYLOR—Earl, 63, outdoor showman, July 29 at Altoona, Pa. Born in Larned, Kan., he had been in show business since he was 12 years old, and for many years operated a booking office in Chicago and produced revues for fairs. In recent years Taylor played theaters with a revue, but at the time of his death was with the J. C. Weer Shows. Survived by his widow, Pat, and a son, Earl, in the army. Taylor was a member of the Masons and the Showmen's League of America. Services in Chicago, his home, with interment in Showmen's Rest there.

WILSON—Tom, 57, former concessionaire, with the Cliff Liles Park Company, Lake Charles, La., at the time of his death, July 27. He had been with the Royal American, Snapp Greater and Noble Fairly shows. Survived by his widow, Anna, and a stepdaughter and a sister, Bardstown, Ky.



In Loving Memory of Our
 Dear Son and Brother

ORVILLE W. HENNIES

Who Passed Away August 8, 1939

MRS. DAISY HENNIES

HARRY



IN MEMORY OF MY DEAR WIFE MYRTLE AGNEW

Entered the Great Beyond
 AUGUST 13, 1943

I cannot say, and I will not say
 That she is dead—she is just away!
 With a cheery smile and a wave of the hand
 She has wandered into an unknown land
 And left me dreaming how very fair
 It needs must be, since she lingers there.

Through the years to come I will always yearn
 For the old-time step and the glad return—
 I think of her faring on, as dear
 In the love of Thore as the love of Here;
 And think of her still as the same, I say
 She is not dead—she is just away!

SADLY MISSED BY HER LOVING HUSBAND
 PROF. AGNEW

2514 ORVILLE ST.

FLINT, MICH.

EXTENDED STAYS ARE SET

Crafts Corrals Plum in Calif.

Oakland 15-dayer, blue-sky date on civic parking lot tilts lid on licenses

MARYSVILLE, Calif., Aug. 5.—Management of Crafts 20 Big Shows announced here that they would play a 15-day engagement, starting August 29, on Civic Auditorium Parking lot in Oakland, Calif. That city had been practically closed for years, with the exceptions of carnivals wintering there and paying taxes on property, until 1943, when the Crafts Shows were issued a permit for this plum location. Soon after that other permits were issued and, because of too many requests and some tactics employed, Oakland city council enacted another stringent ordinance with excessive license fees that again practically closed the town.

At a recent council meeting the matter was again brought up and there was much discussion, with the result that the Crafts Shows were issued a permit. Org will pay a regular license fee this time, instead of appearing under sponsorship of a charitable organization as have carnivals in past years.

The show will be enlarged for the date, Owner O. N. Crafts said, several major rides to be brought from winter quarters and special decorations to be made. Triple ticket boxes will be used at the neon main gate entrance, with twin boxes at a specially designed rear-gate arch. Additional space will be granted by the city for enlargement of the midway on municipally owned ground. W. Lee Brandon, general agent, will remain in Oakland three weeks in advance, handling press and radio. Frank Schull and billing crew will arrive two weeks in advance with special paper for the metropolitan bay district and environs.

Weer's Banner Still Date Will Usher in Fairs

CUMBERLAND, Md., Aug. 5.—J. C. Weer Shows' last still date of the season here was a banner one, prior to start of the route of fairs, reported G. W. (Chick) Franklin, publicity director. In Johnstown, Pa., the midway was crowded nightly and Saturday night 8,000 went thru the gate. Matinee brought out 5,500 youngsters on a special ticket, with more than 25 grocery stores co-operating (See Weer's Top Still Date on opp. page)

RC Fund of SLA Given 5 C's More

CHICAGO, Aug. 5.—Contributions by members of the Showmen's League of America to the Red Cross War Relief Drive during the week ended August 5, were as follows:

Park Amusement Co., Unit, Detroit	92.00
Park Amusement Co., Unit, Akron	50.00
F. E. Gooding Amusement Co., five units	234.79
From "March of Quarters"	5.00
Mr. and Mrs. Earl Bunting	25.00
Al Wagner	50.00
Ray E. Thomas	5.00
Bert Miner	5.00
Rube Liebman	10.00
William Blencoe	5.00
L. J. Benner	6.00
Additional from Atwell Lunch Club	17.00

Total of week\$ 504.79
Total to date, including amounts listed above...\$9,786.44

Polio Prevalence Makes Route Shifts For Va. and N. C.

RICHMOND, Va., Aug. 5.—Polio cases in Virginia and North Carolina area have interrupted carnival routings. In Newport News the Bantly Shows are scheduled for five weeks. In Winchester, Va., the Dumont Shows were not open thru Wednesday, but were going Thursday night after heavy newspaper publicity and half page ads advising parents to keep children under 16 out of midway crowds.

Marks Shows canceled out of Greensboro, N. C., and are remaining in Richmond, later moving to the Petersburg Pike lot. Exposition at Home Shows also switched bookings, coming to Richmond Churchill ball park to get out of the polio area.

Wagner Gets New Heads To Speed Moves

Fair Co-Ops With Labor

THIEF RIVER FALLS, Minn., Aug. 5.—Al Wagner's Cavalcade of Amusements closed a fair aquatennial engagement in Minneapolis last Sunday night and altho the local committee did not have the usual appropriation for display advertising, using all it had for the *Water Follies*, the Cavalcade midway drew well practically every night, with a big matinee on the second Saturday.

On July 25 a meeting of personnel was held in the Gay Paree top at which Owner Wagner introduced new department bosses, who will handle the operating. Grant Chandler is superintendent and assistant to Wagner. Bert Miner is purchasing agent and Jimmy Phillips is ride foreman. Sammy Smith handles the train. They immediately began to get the show reorganized to move and set up for the four-day fair here.

General Representative R. L. (Bob) Lohmar left Sunday night for the South via Chicago. Pennington County Fair (See Wagner Speeds Moves on opp. page)

Grosses Jump for Strates; C. & W. Chalk Season's Best At Surprise Spot in Pennsy

Crews Slick Up Equipment for Fair Routes

UTICA, N. Y., Aug. 5.—Schenectady, N. Y., was up 10 per cent in grosses over last year for the James E. Strates Shows, July 24-29, said Eddie Jackson, publicity director, altho one night was lost thru rain. Canvas and other equipment lost and damaged by a storm in Rome, N. Y., was replaced. Master Painter Fred Havens and his crew have been putting in extra time readying for the fair season, which starts in Batavia, N. Y. Ride Superintendent Earl Truax, despite a broken arm sustained Saturday night in Albany, has rides in tip-top shape.

With General Manager Strates as emcee, assisted by Bobby Mansfield, a jamboree in the Vanities Show Thursday night went over big. Eats and other refreshments furnished by Strates and served by women of the show were served to 320 members present. Special guests were Charles Mantel, Louis Stephens, Ce-

Bantly's Begins 5 Weeks at NN

Infantile paralysis scare complicates initial stand on Tidewater locations

NEWPORT NEWS, Va., Aug. 5.—Bantly's Shows here August 1 inaugurated a five-week engagement to be on different locations, to excellent business despite counter-attractions and an infantile paralysis scare. With three polio cases in the county area, a special meeting of health boards of city, county and State was called for the night of July 30 at the Health Clinic in Hilton Village, where the show was scheduled to open a 10-day engagement on Woodfin showgrounds. Plans for banning the show were being readied, despite the fact that the show had moved in that day from Harrington (Del.) Fair, where there were no cases of polio.

L. C. (Ted) Miller, general agent, and Walter D. Nealand, contracting agent, conducting advance arrangements, heard of the meeting and engaged counsel to represent the show at the meeting. The attorney told the health representatives that if the Bantly Shows were barred he would take action to close all local theaters, baseball games and other public gatherings to children under 18 years.

A resolution was adopted, "requesting" the show management to bar children under 18 years from the grounds but not prohibiting them from attendance. The (See Bantly Sets 5 Weeks on page 59)

Three-Wk. Biz Drop Hits World of Today

ALTON, Ill., Aug. 5.—A drop in business in the past three weeks, altho weather has been of the best, has been encountered by the World of Today Shows, reported Viola Fairly. In Springfield, Ill., July 24-29, under auspices of the Veterans of Foreign Wars Post, business was only fair in ideal weather.

Everything was ready here Monday at 6 p.m. Repairing and repainting the entire show is going on daily prior to the first fair in Springfield, Mo. L. C. Reynolds returned from a visit to the Reynolds & Wells Shows, of which he is co-owner and which are playing Minneapolis fairs. Edith Kelly joined Mrs. Fair- (See WT Has Drop in Biz on opp. page)

C&W Fire Fighter

EAST LIVERPOOL, O., Aug. 5.—Cetlin & Wilson Shows, here this week, since a few days after the Ringling circus fire in Hartford, Conn., have had an organized "Fire Company No. 1." Under Chief James R. Gandolfo at least one man is on duty 24 hours daily. Company has a fire truck, a pumper, hose and ladder machine with a 300-gallon booster tank. Co-owner John W. Wilson said its foam and acid-soda chemical equipment had been approved by the government and that the truck could throw two booster streams from the tank at the same time.

JJJ Finds Ohio Bow-Outs Okay

Tops ripped by high winds in Lima—labor situation improves as fairs start

MUNCIE, Ind., Aug. 5.—Johnny J. Jones Exposition, playing Muncie Fair this week, had a better engagement than had been anticipated in Springfield, O., July 17-22, and in Lima, O., July 24-29, business was above average, reported Harvey B. Williams, press agent. In Lima a luncheon was given on Monday at the Barr Hotel in honor of Dolores Del Rio, who observed her 23d birthday. Present were Mayor William L. Ferguson; city editor of *The News*, Amby Falk; Lee Barton Evans, of the Navy Club, sponsor of the show in Lima; Trinidad and Paul and Dorothy Del Rio, and Grace Williams. Good billing and heavy publicity, including two 15-minute broadcasts over LOK, were credited with the successful business. Supervised by Jack Higgenbotham, all rides were conditioned for the fair dates, starting in Muncie.

Leo Carrell's Monkey Circus joined here, being contracted for remainder of the season. The Hayes Snake Show joined in Lima, as did several concessions. Several changes have been made in the Reinhardt and Martin cookhouse staff and the cafeteria-style service is popular with the personnel. There are electrically refrigerated showcases and wagons.

Wednesday in Lima a severe wind ripped tops of the Posing Show, Minstrels and Midget Show. Visitors have included relatives of Harvey Wilson, Funhouse operator, and of Billy Tryall, manager of the Midget Show. The labor situation has improved and the management anticipates one of the show's greatest years. General Agent W. A. (Bob) Hallock was here with Mrs. Hallock before leaving for Chicago to make railroad contracts.

SLA Muster-Out Fund Honor Roll

CHICAGO, Aug. 5.—In its drive for the Mustering-Out Fund for its members in the armed forces, the Showmen's League of America has instituted an honor roll of those who are assisting in a systematic campaign to enlist every showman in the fund raising.

Fund Chairman M. J. Doolan reports receipts of \$10 each from the following league members in the first week of the honor roll drive, these sums being in addition to other contributions received from many of those named: J. J. Allen, Joe Apfelt, Milo Anthony, Ray Balzer, F. J. Bligh, Max Brantman, Dave Cohen, John Flamingo, Maurice Franks, Walter Fratsch, J. J. Gallagher, K. H. Garman, D. Goldfen, Jack Hawthorne, E. G. Hart, Phil Heide, Arthur Hopper, G. Jacobson, H. A. Lehrter, Sam Menchin, Jewel Mahl, I. Malitz, Sam Mitchell, John O'Connell, Tommy Sacco, H. Shelby, Harry Simonds, Leonard B. Schloss, Julius Wagner, W. G. Townsend, Pete Wheeler, and Ted Woodward.

Chairman Doolan said the aim of the committee was to see that every member goes on the honor roll.

car Broderick, Mr. and Mrs. Lou Courtney, William C. Fleming, Steve Evans and Joe Costello.

New front on Gay Hawaii, designed by James Yotas and painted by Fred Havens, with lighting effects by Wayne Kingsley, has brought much favorable comment. Ed Ferreri in this attraction has a girl line and Hawaiian orchestra. Ethel Weer's Fly-o-Plane and Roll-o-Plane are resplendent in new paint. Speedy Merrill's Caterpillar gives other rides a strong run. Al Tomalni, proud of a new top, has had grosses 20 per cent higher than in any previous year. Walter Marks's Lion Motordrome reported the deaths of the two cubs.

EAST LIVERPOOL, O., Aug. 5.—Best business of the season for the Cetlin & Wilson Shows came in Connellsville, (See Strates, C & W Gain on page 59)

CLUB ACTIVITIES

Showmen's League of America

Sherman Hotel, Chicago

CHICAGO, Aug. 5.—A number of applications will be presented for balloting at the meeting August 10. Josephine Haywood and Mrs. Kay Yennies sent \$81 for the Servicemen's Mustering-Out Fund, raised at a birthday party in their honor on the Johnny J. Jones Exposition. Secretary Joseph Streibich, who visited the Cavalcade of Amusements in Minneapolis, returned with donations from Owner Al Wagner of \$150 for the Mustering-Out Fund and \$50 for the Red Cross Fund and applications and dues. Sam Gordon and P. J. McLane are active for this fund on the Royal American Shows. President F. E. Gooding sent a check for the fund in the amount of \$725.87. Names on his list include Mr. and Mrs. F. E. Gooding, Harry Roebuck, Nick Collins, Charles Monjaru, Frank Self, W. S. Meyers, Morris Gilnea, Sam and Irving Berk, Eddie Hackett, J. D. Edwards, Harry Suhren, Earl Davis, George Winzler, Ralph Barr, F. W. Holtzman, John Galagan, Frank Constans, A. Facanti, Port Bretzius, Bill Stennett, Mrs. Finley, D. E. Gheen, Little Joe Miller, R. Otterbacher, Mrs. Chloe Gooding, Russell Arnold, George Smith, Al Hatch, Henry Shapiro, James Drew, Ben Luse, James Keller, F. G. Wright, John Reed, Mr. and Mrs. Earl Ingalls, Mr. and Mrs. William Leisure, Angelo Bloutseos, John Chapman, Mr. and Mrs. Charles Stanley, Mr. and Mrs. Jim Mulholland, Mr. and Mrs. Fred Thumberg, W. M. Martin, Mrs. Hackett, Mrs. Meyers and Mrs. Edwards.

Arthur Hopper, active on the membership committee, sent the application of Gene Whitmore. Other applications are from Charles Hartley, Archie Wagner, Richard Ford, Fred L. Leib, E. B. Druley, Nick Collins, Fred Mitchell, Walter Hohn and Israel H. Kibel, credited to Al Wagner; Frank J. Bligh, L. J. Benner, A. J. Weiss, Jack Hawthorne, William C. Leisure and F. E. Gooding. A report advises that member Al Sopenar was killed in action in France June 23 and another gold star goes in the SLA service flag.

Sick list includes Nate Hirsch, Ward D-301, Veterans' Hospital, Hines, Ill.; E. N. (Hi-Ki) Adams, confined to his home; Tom Vollmer, Soldiers' Home, La Fayette, Ind., and William Coultry, confined to his home. Mr. and Mrs. Frank Taylor came in for the burial of his father, Earl Taylor. Letters came from Servicemen Leo Overland, Joe Archer, Nick Raymond, John Lempart, Carl J. Berg, Bobby Cohn, Russell Cady, Sam Beyers, W. E. Saunders and Harry Bernstein.

WT HAS DROP IN BIZ

(Continued from opposite page)

ly's Temple of Knowledge. Johnny Bejano added four acts to his Circus Side Show. Leno and Bill Crow are new owners of a 28-foot house trailer.

Ladies' War Workers' Club, which has been putting over a big job, has 52 hand-crocheted Afghans made and ready to give to hospitalized men from overseas. Mr. and Mrs. George Campbell, Sutton Shows; Jimmy Morrissey, Kansas City, and Ben Roodhouse and Lee Sullivan, Ell Bridge Company, have visited. Joe and Sally Murphy spent several days on the show, en route to Michigan to visit homefolks. The Murphys are making their home in Dallas.

WAGNER SPEEDS MOVES

(Continued from opposite page)

officials here co-operated excellently in securing plenty of help to unload and set up for a preview Tuesday night. Murl Deemer, who was seriously ill in Bismarck, N. D., and was taken to St. Alexius Hospital there for an operation, is recovering, reported Mrs. Deemer, who is on the show. Show will leave today for Great Falls, Mont. Eddie Hollinger, who returned at Minneapolis from a trip to Duluth, is again handling the office with Frank Love and Karl Eaton.

WANTED RIDE HELP

That Can Drive Trucks

MOUND CITY SHOWS

Lincoln, Illinois

National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Aug. 5.—The executive secretary visited George Traver's Capital Park in Albany, N. Y., and went on to the James E. Strates Shows in Schenectady, N. Y., where some time was spent with Owner Strates and Keith Buckingham, Saul Salsberg, Fred Fornier, Ernest Dellabate, and members Bowe and Daniels were met. At the O. C. Buck Shows in Auburn, N. Y., he met President Oscar and Mrs. Buck, Lon Ramsdell, L. James Quinn, Sidney Goodwalt, George Hoar, Harry Schwartz, L. Maccaccio, Dick Tolman, Capt. Van, Fred Brown, George Hewitt and others. President Buck gave the secretary some instructions regarding the banquet and ball Thanksgiving Eve, November 22, in the Commodore Hotel.

Upon arrival in New York there was word that member William King had died. Arrangements were made to inter the remains in the NSA plot at Ferncliff, as no relatives could be located. Recent visitors included Victor Weinberg, Julius Roth; Abe Rubens, Tampa; Past President Art Lewis, Norfolk; Daddy Simmons, from Bangor, Me., accompanied by Harry and Seymour Berger, Al Katzen and Lou Handel, World of Mirth Shows, and Frank Miller, chairman of the banquet committee, and his brother, Paul, who left for the opening of the Big One in Akron. Word is that President Emeritus George A. Hamid plans to co-operate with the Cetlin & Wilson Shows so that the annual jamboree at Trenton Fair will surpass the 1943 record event. When the secretary visited the Fair Midway Shows and member Ed Elkins at Hastings-on-the-Hudson August 27, he was entertained by Eddie, James Pirenzi, Louis Light, Al Janpol and members Felici, Longo, Pell, Charles Davenport, Jack Sturgis, Lloyd Peterson and John Glenn.

Member Wille Lish, of the Miller forces, is now at Fort Dix, N. J., 42083768, Co. D, 1229th R. C. Barracks No. 7. Soldier visitors were Cadets Bob Duskin and Charles McDonald, Naval Air Force, Chapel Hill, N. C., in New York awaiting assignments to active duty. Letters came from Pfc. Harry Brennan and Capt. Frank Vita, both in Europe; Sgt. Benjamin Snapp, Boca Raton Field, Fla., and Pfc. Frank Rappaport, Camp Stewart, Ga. Important letters are in the NSA office for Lloyd V. Abbott, Herbert W. Anderson, Howard Bellevue, Morris W. Epstein, Harry Jackson Hyman, Abraham Seskin, William White, Joseph Zeno and Jack Zupan. Nathan House is ill in a Weehawken Hospital and A. J. King is still in a hospital at White Plains, N. Y.

Ladies' Auxiliary

It was recently reported in error that the first meeting of the Auxiliary for the fall season would be held October 20. Members are advised that the first meeting, a short business session followed by a social, will be held September 20 at 8:30 p.m. Member Grace Marion wrote that she was with the Art Lewis organization at Ocean View Park, Va. Member Pearl Fox is convalescing from an operation at the House of Calvary, McComb Road, the Bronx, New York. Irene Barber Pimentel is recovering from an operation at Brady Pavillion, New York Hospital. Gloria Caruthers, who recently underwent an operation in Utica, N. Y., is up and about again.

Members of the Missouri Show Women's Club sent in a napkin, with a nice remittance to go to the Sunshine Fund. Evelyn Buck is now on the home stretch for her gold life card, having sent in membership applications of Mrs. Theo Flannigan, Florence Schiavo, Ada May Jankura, Margery G. Robinson and Betty Jean Fustaino. Margaret Luxe, Endy-Prell Shows, is also working for a life card, having proposed for membership Sadje and Rose Marie Paer, Clara Engle and Edna Burd.

Former President Dorothy Packtman reports that her father is seriously ill, as is Mack Harris, husband of former Treasurer Ida Harris. Vice-President Ethel Shapiro returned from a vacation

Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Aug. 5.—Harry Fink presided at the regular business meeting, as President Ted LeFors was attending a special legislative meeting in the board of governors' room. Also on the rostrum were Chief Steward Ben Beno, Secretary William Hobday and John T. Backman. Harry B. Nohles, Long Beach, and Frank Rose, circus employee, applied for membership. Jim Dunn reported Charles Miller III in San Bernardino. Eddie Tait, past treasurer, was given a standing vote of thanks and members were informed that John T. Backman had been appointed as his successor. Harry Rawlins is new chairman of the house committee. Members who had not attended in some time were Tom Hughes, Barney Tully, Paul Eagles and Contracting Agent Bill Lester, Cole Bros. Circus. Chief Steward Beno gave a talk on his service in the Merchant Marine. He has retired and he and Barney Flanagan have bought a five-acre olive ranch in Sunland, Calif. Bank Night award went to J. B. McCoy. Tom Hughes donated a War Bond to the building fund.

WEER'S TOP STILL DATE

(Continued from opposite page)

in distributing. Arky Bradford took charge of the train in Johnstown.

Following week Rankin, Pa., a suburb of Pittsburgh, proved more than satisfactory, with a good matinee on Saturday. Altoona, Pa., opened light, due to a 20-cent gate following another show that charged 12 cents. But with the Zacchini cannon act, latter part of the week saw near-capacity business. Jerry Jackson's Hep Cats topping in grosses, followed by T. W. Kelly's Side Show and Del Crouch's Motordrome.

T. W. Kelly, who purchased a complete new top, intends to augment the Side Show for fairs. Homer Finlay and Jerry Jackson purchased automobiles. Arky Bradford has rebuilt the Whip. General Agent Hendershot, back for a visit, reported the outlook for fairs exceptionally promising. All show fronts and rides have been repainted.

at White Lake, N. Y., and the corresponding secretary is taking a much-needed rest, with President Edna Lasures pinching during her absence. Notices on dues have been returned from many members because of lack of correct traveling addresses. Members should advise the secretary as to their whereabouts.

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Life-Sized Marmalade. Fine Condition. Cheap.
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\$40.00 Half Man, Human Body in Wax, showing all organs, in color. Cost \$250.00.

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Aug. 12th to 19th, Crawfordsville, Ark.

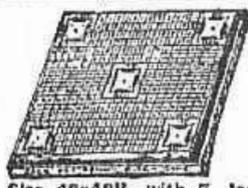
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McFarlan Hotel, Connersville, Indiana,
Aug. 7th to 19th

MIDWAY CONFAB

Communications to 25 Opera Place, Cincinnati 1, O.

COTTON country soon?

TED COMFORT reported from Little Rock that he was tattooing to excellent business at an army camp.

MR. AND MRS. J. E. (FRENCHIE) LA MONTE, Flying La Montes, are with the West Coast Shows.

BILLIE J. ROSE, guess-weight concessionaire and formerly with the J. F. Sparks Shows, will join the J. J. Kirkwood Shows.

JACKPOTTERS must have heard how Baron Munchausen won fame.

ED LUNDGREN, manager of the Mid-West Shows, reported satisfactory business at fairs and celebrations in Utah, Idaho and Wyoming. Paul Towe joined with seven concessions. Earl Wells purchased a new truck in Logan, Utah.

A PRAISY reference to the Schafer & Wrigley Shows when they played Lufkin, Tex., appeared in the "Beau" column of W. R. Beaumier, publisher of *The Lufkin Daily News* and secretary of Angelica County Fair there.

BILLY BOZZELL, of Side Show note, and many years with the Johnny J. Jones exposition and other carnivals and

While the fair did not open until Wednesday, Monday and Tuesday nights were better than still spots played this season. Mr. and Mrs. J. R. McSpadden, owners and operators, added a Ferris Wheel and Tilt-a-Whirl.

POSITION as general agent is easy to achieve. All it takes is gray hair, a paunch and a world of friends.—Colonel Patch.

ERNEST KOINIS, veteran popcorn concessionaire, is being protected by court injunction in his right to operate his popcorn truck at the same corner he has used for 22 years in the Detroit suburb of Grosse Pointe Park, suspending an ordinance passed by the park commission. A community newspaper is conducting a straw ballot over the issue.

MR. AND MRS. W. J. BUNTS, with their young daughter, Irene Crystal Bunts, for whom their Crystal Exposition Shows were named, are living in Crystal River, Fla., and the show will be off the road for the duration. They have not trouped for two years, Mr. Bunts being in poor health and two sons being in military service overseas.

A STORM which struck Hughesville, Pa., July 27, blew down the top and overturned cages of the R. Kimple Wild Animal Show at a carnival sponsored



WHEN THE JOHNNY J. JONES EXPOSITION played Lima, O., July 24-29, Dolores Del Rio (standing on chair to cut cake) was given a luncheon in observance of her 23d birthday anniversary in the Barr Hotel. Seated, left to right, are Grace Williams and Trinidad and Paul Del Rio. Standing, left to right: Lee Barton Evans, of the Navy Club, sponsoring the engagement; Dorothy Del Rio and Mayor William L. Ferguson, of Lima.

circuses, is recovering from a major operation in Peralto Hospital, Oakland, Calif.

SOME carnivalites can't decide which is worse—riding the flatcars or an upper berth.

MR. AND MRS. JOHN SCOTT joined the Twin River Shows at Strawberry Point, Ia., she doing excellent business with her concession. Show had good business at Tripoli, Ia., with Clyde C. Wyrich's Flyer topping rides. Myrtle Price put on a new cookhouse.

JERRY R. MARCH reported that work started immediately on rebuilding equipment of the Ozark Shows, damaged to the extent of \$5,000 by tornadoes in Sallisaw, Okla., July 27. Two separate storms hit and much canvas and concession stock was reported destroyed in addition to damage to rides.

LONE STAR SHOWS, formerly the Jackson Shows of Canada, reported a successful date at Harrisburg (Ill.) Fair.

Canard!

DANCING girls brand that rumor, "Twelve weeks of fairs will remove two inches from the hips," as false.

by Hughesville firemen. A wildcat and two monkeys broke loose but were captured. Six members of the crew worked all night under direction of Joseph Harrison and Robert Eck to repair damage so that the show could continue.

RAISING of price ceilings on sheets and pillowcase won't affect our workingmen's chafing bags.

WITH good weather, Monday, Tuesday and Wednesday were the best three opening days of the season to date for the All-American Shows at Huntsville, Ala., week ending July 29. Sid Hersh joined as lot superintendent and Gus Brown is on front-gate tickets. Donald MacInnes joined his father, H. A. Mac Innes, secretary of the show, for the summer. Eddie O'Brien, nephew of Frank West, is with the show for the summer.

JACK DeVOE, who has trouped with shows in various capacities and last season was assistant manager of the G. F. Litts concessions with the Franks Shows in Playland Park, Macon, Ga., is still with Lucas & Jenkins theaters. He left outdoor biz last fall to become relief manager for the company's Macon theaters. Last week he was named manager of East Macon Theater, one of Macon's leading show houses.

ENGAGEMENT of the Zacchini Shows at the Firemen's Festival in Hyndman, Pa., July 24-29, was marked nightly by

Chaser

You can still get a good 60-cent plate lunch on some fairgrounds—if you take another one for dessert.—Cousin Peleg.

big gates, reported Bruno Zacchini, general manager. Miss Starina with her aerial ballet was a good crowd puller. She slipped from her rigging and sprained a wrist Saturday night, but continued work the next week. Mr. and Mrs. Bruno Zacchini said they were pleased with their season's route.

ONE of the peculiarities of this business is that the management has a right to revise its opinion as to what is right or wrong.

JOE PEARL, sales agent on the Johnny J. Jones Exposition, sold his 50,000th copy of *The Billboard* while the show was in Lima, O., July 24-29. He has been selling *The Billboard* on various shows with which he has been connected for 22 years. His 50,000th copy went to George Reinhardt, cookhouse operator on the show, and, incidentally, of more than generous avoirdupois, he and Pearl being by far the heaviest men with the org.

WHILE in a hospital in Corpus Christi, Tex., George H. Embree, outdoor showman, received flowers, cards and letters. Visitors included his two brothers, Charles and J. W.; his son, George Jr., stationed at Cheyenne, Wyo.; Theo Dell, manager of North Beach Amusement Company; Mr. and Mrs. R. U. Ray, assistant manager; Al Hauson, Brown Miller, Vess and Leonard McLamore, Mr. and Mrs. Jack Leary and two daughters, Mr. and Mrs. Earney Hart, Harry K. Long and Harry H. Davis.

ARCADE SHOWS in Nocona, Tex., week ended July 29, under auspices of Nocona firemen, had a downtown location, weather was fair and business good. Tuesday night in rain was not entirely lost. Mr. and Mrs. Glen Edwards joined as mechanic and for the front gate, respectively. June Tetts added a concession. Ada Bishop received three new ball games. Bill Reid, son of William Reid, of California, is visiting, and Doc Ellington and T. J. Tidwell were visitors. Marvin McAnless was released from the hospital in Lawton, Okla. Phillips Harriet Esmwaller left for New Orleans.

WORTHY SHOWS reported a successful week at St. Valentine's Church engagement, Van Renesslaer and Perry streets, Buffalo, week of July 24. During the week at Ontario and Niagara streets, for Riverside Post, American Legion, attendance was good Monday, Tuesday and

WANT CONCESSIONS

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Foreman for Super Roll-o-Plane and Smith & Smith Chairplane. Will pay \$50.00 week and \$100.00 bonus when you put them in the barn. Must drive Semis. Boozers and chasers not wanted.

Peppers All State Shows

Erwin, Tennessee, this week

FOR SALE

Evans Devil's Bowling Alley, Circulating Fish Pond with Pump and Fish; 14-ft. Top, Frame, Background, Wiring, etc.; 18 Beacon Shaws; also 12-ft. Frame, Background, Wiring, etc. Write or Call.

PEGGIE BURKE

Art Lewis Shows Winter Quarters
4801 Princess Ann Road Norfolk, Va.

Thursday, but Wednesday was lost to rain. Show carries five rides, four shows and 21 concessions. Al Barth, bingo operator, and Earl Streeter, Tilt-a-Whirl foreman, both recently married, have their wives on the show. Ralph Le-worthy, maintenance superintendent, had all tires recapped. Mrs. H. K. Le-worthy's trailer was badly damaged when sideswiped by an army truck at Medina, N. Y.

MRS. W. A. (BOB) HALLOCK, wife of the general agent of the Johnny J. Jones Exposition, is in American Hospital, Chicago, and may undergo an operation.

E. LAWRENCE PHILLIPS, co-owner of the Johnny J. Jones Exposition, was in Chicago last week shopping for show wardrobe.

WHEN a trainmaster finished loading the Gate & Banner Shows' train for his first time, he yelled for extra sidwall to wrap up the wagons.

GREAT SUTTON SHOWS in Pontiac, Ill., July 25 were hit by a severe storm at 8:30 p.m., with a packed midway, reported Jack Woods. While the show personnel attended equipment, the committee hurried patrons off the lot with only a few minor injuries. Some concessions were damaged and the Girl Show and Side Show tops were flattened. Equipment was repaired to operate the following night, altho the rest of the week was spent in repairing damage. The date as a whole was fair. Girl Show, owned by Korie and Brown, has an enlarged front and additions to the Side Show include Mr. and Mrs. Joe Moxley, who also have the sound car on the show, and Princess Ioda Aztec.

MRS. HARRY LAMON, Mrs. Sam Bunch and Mrs. Tom Flemming gave a trailer shower for Mr. and Mrs. Tom Henderson, of the Sunset Amusement Company. Beautiful gifts were received and a buffet dinner was served. Guests included Mr. and Mrs. Harry Lamon, Mr. and Mrs. Sam Bunch, Mr. and Mrs. Tom Flemming, Mr. and Mrs. K. H. Garman, Mr. and Mrs. Swede (Ole) Kingston, Mr. and Mrs. Tom Bruner, Mr. and Mrs. Jack Thomas, Mr. and Mrs. Stanley (Red) Keys, Mr. and Mrs. Bob Coughlin and family, Mr. and Mrs. Clarence Tordey, Mr. and Mrs. Buddy Charnes, Mr. and Mrs. L. O. Weaver, Mr. and Mrs. Billie Kees and son, Mr. and Mrs. Buddie Wagoner, Mr. and Mrs. Q. M. Henderson, Freda Holman, Mrs. Jim Cunningham, Ada Hickey, Leona Wheelock, Mrs. Billie Warren and son, Mrs. J. P. Daniels, Maydean Weaver, Dorothy Schwitzer, P. Matthews, C. R. Hailey, Blackie Le Pete, W. C. Hinricksen, J. Allen and Henry Kupier.

NOTES from the Midway of Mirth Shows by Tommie Cowan, secretary-treasurer: After opening March 7 on lots in St. Louis, the show since May 1 has been playing in central and western Illinois. Season to date has been okay. Helen and Joe Wherry, who bought a Kiddie ride, have been doing excellent business. Mrs. Esther Speroni, owner and manager, has three major rides. Tommie Davis is superintendent of rides and transportation; Texas Tommie, in charge of repairs and painting; Merry-Go-Round foreman, William Grissom; Joe Tanning, second; Bobbie Bryers, tickets; Ferris Wheel, John Henderson, foreman; T. Henderson; Mix-Up, Lee Dillow, foreman; Joe Mack, second; Billie Tonnings, tickets; Kiddie Ride, Joe Wherry, operator. Concessions, Morris Simmons, two; Frank Haines, two; Joe Montos, three; F. R. Shultz, two; Texas Tommie, two; Helen and Joe Wherry, two; Esther Speroni, two; Gale

Shin Busters

EXPERTS who devise booby traps might look into the possibilities of tent stakes when driven out into midways.

Fulton, corn game; Minute Quillan, one. Side Show, Pete Pierson, manager; Girl Show, Leroy McDonald. Esther Speroni returned from the South. Show will go to Arkansas a week after Labor Day. Billie Bob Barrett is spending the summer on the show. H. R. Goodrich, who visited several days, is located in Pascagoula, Miss., for the duration, but will be back with the show with his wife, Billie, after the war. He reported that Mr. and Mrs. Curley Lewis, living in Pascagoula, recently purchased a bungalow. They operated girl shows for 20 years. Their daughter, Peggie, who recently joined the WACS, is stationed in Florida.

HENRY BEAUDOIN, operator of several rides on the Mid-South fairgrounds, Memphis, attended the Lions' International convention in Chicago.

R. L. LOHMAR, general agent of the Cavalcade of Amusements, hopped into Chicago from Thief River Falls, Minn., August 2 to arrange some railroad moves.

THERE were many floral tributes at the funeral of Earl Taylor, of the J. C. Weer Shows, in Chicago August 1. Many of his friends attended the funeral. Pallbearers were Joseph L. Streibich, Sam J. Levy, H. A. Lehrter, Edgar I. Schooley, Sunny Bernet and Nat Green.

In the Armed Forces

PVT. RICHARD B. GRAHAM, 34875034, formerly with the John R. Ward Shows, is with APO 5384, care of Postmaster, New York.

PFC. HARRY L. WOMACK, 20361636, formerly with the Dodson's World's Fair Shows, is with a combat unit in the Southwest Pacific. His address is APO 41, care of Postmaster, San Francisco.

FORMER bingo manager for the W. C. Kaus Shows for four years and with Prell's World's Fair Shows for nine years prior to induction in March, 1942, Corp. W. J. Rusch, 32262646, is in New Guinea.

OVERSEAS 13 months of 25 months in the service, Corp. Robert S. (Bob) White, formerly of the J. F. Sparks Shows and stationed in the Southwest Pacific, has received the Purple Heart.

TOMMY BARKER, A/S, former concession agent with Hennies Bros.' Shows, prior to joining the merchant marines, was transferred to the navy a month ago and is stationed with Company 1526, U.S.N.T.C., Great Lakes, Ill.

S/SGT. WESLEY D. CHARLES, 33239889, formerly with the Cetlin & Wilson Shows, World of Mirth Shows and Johnny J. Jones Exposition, is in Sec. C, 3009th AAP, Base Unit, Carlsbad, N. M., an air force bombardier school.

PVT. CHARLES SABOTT, 35177944, former concessionaire with Dodson's World's Fair Shows, was recently photographed with Maj. Gen. Arthur Wilson in Naples. Sabott has been stationed in Africa, Sicily and Italy.

ENLISTING two years ago in the field artillery and stationed overseas for 11 months, Pfc. Raymond Wilson, 21, was killed in action in Italy, July 8, according to a telegram his father, Earl Wilson, of the Wilson Shows, recently received.

LAWRENCE S. (LARRY) OSBORN, for many years with carnivals and an honorary member of the Miami Showmen's Association, was promoted to the rank of sergeant July 27. His address is Headquarters Detachment, POWC, Clinton, Miss.

CORP. JOHN W. DUNNING, formerly with Robert L. Ripley, Johnny J. Jones Exposition, Hennies Bros.' Shows, A. J. Budd and others, reported from Italy of

entertaining the boys and amazing Arabs in his spare time by swallowing swords, eating fire and performing his iron-eyed act.

HAROLD M. GORDON JR., P.O. 3/c, is spending a 30-day leave at his home in N. S. Pittsburgh after serving 18 months in the Southwest Pacific area. Enlisting at the age of 17, he received basic training at Great Lakes Naval Training Station and is in submarine service. Serving in engagements on Truk and the Marshall Island, he was wounded twice and reported missing for three and one half months. His father, Harold M. (Short Legs) Gordon Sr., was connected with various carnivals and at the present time his mother, Hazel Gordon, is convalescing at her home as the result of an accident.

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
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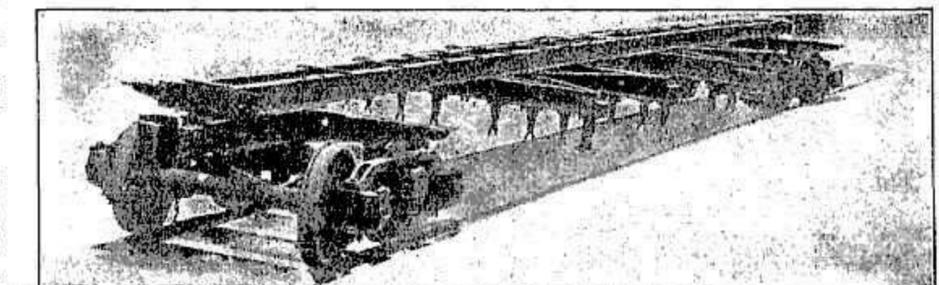
"First Things First"

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.

ARMY NAVY 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



2 SEMI STEEL FLAT CARS
 FOR SALE OR LEASE
 One 66 Ft. Length and One 70 Ft. Length.
VENICE TRANSPORTATION CO. P. O. BOX 696 ST. LOUIS 1, MO.

WANT CONCESSIONS WANT
MADISON COUNTY FAIR
 LONDON, OHIO, AUG. 20-24
PREBLE COUNTY FAIR
 EATON, OHIO, AUG. 29-SEPT. 1
 High Striker, Scales, Dart, Pitch-Till-You Win, Hoopla, Cork Shooting Gallery, Huckly Buck, Add-Them-Up, Pop-Them-In and any other game that can work Ohio Fairs. (Ball Games sold.)
CONSTANS CONCESSIONS, 416 S. Hague Ave., Columbus, Ohio

CLINTON COUNTY FAIR, Aug. 13-18, FRANKFORT, IND.
 Want legitimate Concessions and Shows for above Fair and the following Fairs and Celebrations: Miami County Fair, Converse, Indiana, Aug. 22-27; Owens-Illinois Glass Co. Celebration, Gas City, Indiana, Aug. 29-Sept. 2; Akron Fair, Akron, Indiana, Sept. 6-9, and balance of season—closing Oct. 14th. Can place large Cook House for all above. Also booking Concessions for Indiana State Fair, Sept. 2-7. Can place Photo, Cook House, Ball Games, Striker, Pitch-Till-U-Win, Hoop-La, Custard, Shooting Gallery, Dart Game or any legitimate Concessions for this Fair.
BAKER UNITED SHOWS
 DELPHI, IND., THIS WEEK

TOPSY-TURVY PILOT TRAINER
"The Thrill Ride"
 It turns 'em over, around and upside down. Capacity, two-passenger unit, \$12.00 hour. Is involuntarily self-powered. Wt. 550 lbs. Set up or knocked down in 30 minutes.
Price \$1,250.00 F. O. B.
Also The "Pumper"
 A portable self-powered giant 10-passenger swing. Earning capacity \$12.00 per hour at 12c.
Price \$1,250.00 F. O. B.
FRANKLIN PLUMBING & ENGINEERING CO.
 611 E. 10th St. DALLAS, TEXAS
 Phone: W. 3395

ROLL TICKETS DAY & NIGHT SERVICE

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

10,000..\$7.15	50,000..\$13.75	90,000..\$20.35	250,000..\$46.75
20,000.. 8.80	60,000.. 15.40	100,000.. 22.00	300,000.. 55.00
30,000.. 10.45	70,000.. 17.05	150,000.. 30.25	500,000.. 88.00
40,000.. 12.10	80,000.. 18.70	200,000.. 38.50	1,000,000.. 170.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
2000 PER ROLL
1 ROLL.....75c
5 ROLLS.....@.....60c
10 ROLLS.....@.....50c

WELDON, WILLIAMS & LICK
FORT SMITH, ARK.
TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

CRAFTS 20 BIG SHOWS

"The show that SHOWS and Shows 'em HOW"

CIVIC AUDITORIUM LOT — DOWNTOWN OAKLAND
2 SATURDAYS AND SUNDAYS — 2 BIG HOLIDAYS
LABOR DAY — ADMISSION DAY

15 DAYS — STARTING TUESDAY, AUG. 29TH

CAN PLACE—Side Show Acts and Freaks to feature. Also book Truck or Platform Shows with own equipment. Few more Stock Concessions that don't conflict. Need Penny Arcade Operator and Mechanic, Scooter Foremen, other Ride Help. Top salaries plus extra money driving trucks.

NOTICE—Can place useful Carnival People for Oakland date who are employed nearby as part time workers nights; Ticket Takers, Gate Men, Cashiers, extra Ride Help contact us on lot. Others address ROY E. LUDINGTON, General Manager.

Modesto, Week August 8; Merced, Week August 15; San Jose, Week August 22; Then Oakland—All California.

Pay Cash Now Factory Built Kiddie Auto Ride, Good Condition.

LYNCHBURG AGRICULTURAL FAIR

WEEK AUGUST 14, LYNCHBURG, VA.

ROANOKE RAPIDS LIONS' ANNUAL

ROANOKE RAPIDS, N. C., WEEK AUGUST 21
and 12 More Weeks of the South's Best.

WILL BOOK OR BUY OCTOPUS OR SPITFIRE

SHOWS of Merit With Own Transportation. Opening for Penny Arcade.

CONCESSIONS of all kinds. Agents for Penny Pitches. Join now and stay with a good one.

RIDE HELP in All Departments. Top Salaries.

W. C. KAUS SHOWS, INC.

Wire RUSS OWENS, General Manager, Harrisonburg, Va.

WANT . . . WANT . . . WANT . . . FOR KUTZTOWN, PA., FAIR

Followed by Fountain Hill, Pa.; Flemington, N. J., Fair, and Leighton, Pa., Fair.

Merry-Go-Round and any Major Ride not conflicting. Girl Shows with own outfits, Grind Shows. Concessions all open except Bingo, Custard, Popcorn. Want Eats and Drinks, Wheels, Arcade, Studio, Ball Games, Dart Games. Want Foreman and Second Man for Ferris Wheel and Help on all Rides. All address as Per Route.

LAWRENCE GREATER SHOWS

EMMAUS, PA., THIS WEEK.

J. C. WEER SHOWS

WANT 10c CONCESSIONS FOR THE FOLLOWING FAIRS, STARTING NEXT WEEK: BUTLER, PA.; ELMIRA, N. Y.; LITTLE VALLEY, N. Y.; BATH, N. Y.; STAUNTON, VA.; BURLINGTON, N. C.; SOUTH BOSTON, VA.; GREENVILLE, N. C., AND 3 MORE PENDING.

CAN PLACE OCTOPUS AND CHAIR-O-PLANE, ALSO TILT-A-WHIRL FOR BALANCE OF THE SEASON. (Will furnish Wagons.) WILL PLACE MONKEY SHOW, WILD LIFE OR ANY SHOW NOT CONFLICTING. Want Girls for Follies and Posing Show. WANT HELP ON ALL RIDES and FOREMEN FOR ROCKET AND WHIP.

Address BEDFORD, PA. (Fair), This Week; Then Per Route Above.

WANT FOR 8 FAIRS

READING'S SHOWS

WANT FOR 8 FAIRS

CONCESSIONS — Want Photo, Bowling Alley, Novelties, Pop Corn, Candy Apples, Bingo, Grab joints or any 10-cent Stock Stores.
SHOWS—Want Midget, Fat, Illusion, Side Show, Monkey Shows. Want Ride Help on all Rides. Top wages every week. Want Penny Pitch and Stock Store Agents. Bert Nabor wants Grind Store Agents.

Fairs start week August 14, Murfreesboro, Tenn.; week August 21, Gallatin, Tenn.; week August 27, Mid-State Fair, Columbia, Tenn.

W. J. WILLIAMS, Mgr., Erin, Tenn., This Week, or Come On to the Fairs.

FROM THE LOTS

Dodson's World's Fair

Hastings, Neb. Week ended July 29. Auspices, American Legion Post. Location, Laird Avenue at West Second Street. Weather, fair. Business, satisfactory.

Concession operation was restricted, but shows and rides had consistently good business. Location was the only lot large enough for the show and was a mile and a tenth from the business district, without transportation service. Because of lack of space, two shows and two rides were not operated. On Friday Cole Bros.' Circus played day and date at the opposite end of the city. Visits were exchanged, President M. G. Dodson being guest of Manager Zack Terrell at the matinee. At night several circus performers were guests of President Dodson, including Jean Allen, Marion Knowlton, Mr. and Mrs. Otto Griebing and Con Colleano. Visitors from the circus staff included Karl Knudsen, Edward Johnson, Joe Hayworth, William Kellogg, Gus Schwab and Arthur Hoffman, Side Show manager. Carl Hansen, show secretary, is doubling as lot locator. President Dodson purchased another tractor here to give the show five rubber-tired tractors and two caterpillars. Jess Warren has returned as superintendent of motive power and moves are better. Jess Richards has been commuting between his home town and exhibition stands during the Nebraska tour. PAUL BARRON.

Allen & Nickerson

Middleport, O. Week ended July 29. Auspices, Fire Department. Location, Pythian Park. Weather, dry and clear. Business, best of the season. Inclosed midway.

In one of the writer's pet towns, but one frowned upon by most showmen, Monday night had near-capacity business, which increased every night. It was the first show here in over two years and the public seemed hungry for amusement. A \$50 War Bond was a gate award the last three nights and this idea increased attendance over 50 per cent from the first part of the engagement. Chairman George Hoeflich and live committee had the town well billed. Those of the personnel who were lukewarm upon their arrival changed their minds at closing hours Saturday night. Visitors included Mr. and Mrs. Ralph Bliss and family, Gallopis, O., and A. B. (Peter) Jones, manager of Jones' Greater Shows.

WALTER B. FOX.

American Carnivals Association, Inc.

—By Max Cohen—

George Clyde Smith

East Freedom, Pa. Week ended July 29. Auspices, American Legion Post. Weather, hot. Business, excellent.

With plenty of paper used and good co-operation of sponsors, the gross was upped 35 per cent over any previous years, altho three shows were within a radius of 10 miles. Oriental Villa topped the shows, Gorman's Side Show and Peggy Ewell's Gay Nineties running close second. Jack Rockway's bingo topped concession row. Hiram Beal's concessions did excellent business. Max Bartlebaugh's high striker had the best week of the season. Happy Ware assumed management of the girl shows, Oriental Villa and Pin-Up Girls, and took over the Hall of Science. Corky Miller and Jimmy Smith celebrated a double birthday party. Eugene Bartlebaugh, assistant electrician, designed new lighting effects and new cable was added. Paul Bowser entertained his mother and dad. Mary Lee and Dolores Mae Smith visited friends in Altoona, Pa. Jimmy Fay left to join Beam's Attractions in the Side Show annex. Visits were exchanged with members of the Bright Lights Shows; Thompson Shows and J. C. Weer Shows, playing near by. POP SEITZ.

Alamo Exposition

Lubbock, Tex. Week ended July 29. Weather, good. Business, excellent.

Shows, rides and concessions found money plentiful in this section, rides and shows operating every night till 1 a.m. Albert Taylor and wife, Marge, are working on concessions. Leo (Suicide) Simon, nightly high-fire dive, receives lots of publicity in newspapers in cities being played. Judy, water spaniel pet owned by Rosemary Ruback, was killed in San Antonio by an auto. Leonard Liptrap put up his new cook-house top here, replacing that destroyed in Fort Worth. Shorty Tappan, manager of the Side Show, added several acts. Office wagon, wrecked in Abilene, has been rebuilt and is again in service. Bob Mayes and Andy Twining have been rebuilding equipment and all is getting a paint job. Tony Kitterman, with Wilbur, always popular with the show kiddies, was their host at an outing. Hollywood Monkey Circus continues to top attractions, with Jerry, trained chimp, featured. Wall of Death, managed by Red Prowser, has had good business thru this section. Ned Rao, of Girl Show note, who has his Dancing Venus Varieties with the show, is framing another attraction. Altho jumps have been long and the labor situation not the best and with storms and plenty of rain at start of the season, prospects for business in the 12 weeks remaining indicate this will be one of the best years. TED CUSTER.

ROCHESTER, N. Y., Aug. 5.—Acceptance of membership applications of C. & V. Shows, thru Owners Myron Colegrove and Frank Voght; Lee United Shows, presented by Charles H. Lee, owner, and A. M. P. Shows, filed by A. M. Podsobinski, brings membership to 109.

In the personnel membership race, additional memberships were issued to Endy Bros.-Prell Shows and Worthy Shows, and memberships were issued to C. & V. Shows, B. & V. Shows and Buffalo Shows. Endy Shows retain first place and Worthy Shows move into fourth place. General Agent Martie Smith, Worthy Shows, said the personnel are desirous of making a good showing this year. Standings: Endy Shows, 126; James E. Strates Shows, 117; George Clyde Smith Shows, 56; Worthy Shows, 35.

Visitation schedule included Strates Shows at Utica, N. Y., and Fred Allen Shows at Fairport, N. Y. Members can be put on the schedule by contracting ACA offices. Visited on July 21 were Holman's Rides and C. & V. Exposition Shows, both members exhibiting jointly at East Rochester, N. Y., under auspices of volunteer firemen. One show, 3 rides and 15 concessions were in operation. Lewis Holmes, Myron Colegrove, Frank Voght and Mrs. Sprague extended courtesies.

As the ACA offices continue to receive reply questionnaires to the industry survey, the time for receipt of questionnaires has been extended from August 1 until Labor Day. All shows that have not already done so should file their reply questionnaires by Labor Day at the latest.

HELP—WANTED—HELP

FOR FLY-O-PLANE RIDE. Chance to work all winter. Changed route. Going to Mexico. Don't write or wire, come on. Will place you.

CHAS. T. GOSS

Care Dodson's World's Fair Shows
Wichita, Kans., Aug. 7-19; Salina, Kans., Aug. 21-24; Pueblo, Colo., Aug. 25 to Sept. 2.

Jack Huffines Shows

WANT

Ride Help for Merry-Go-Round, Tilt, Wheel, Swings and Loop for one solid month, main street location, heart tobacco country and balance season. Also want Dealers, Stock Store Agents for best stock territory in South. Helpful show people in all lines. Address one solid month: Fairmont, N. C.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 25 Opera Place, Cincinnati 1, O.

Aqua Pays Off 31-G Mortgage; Net Goes Up 15%

MINNEAPOLIS, Aug. 5.—Fifth Minneapolis Aquatennial July 21-30 turned out well enough to pay off a \$31,000 mortgage. A few bucks were left. Participants and observers in the nearly a score of events were over 1,000,000 according to Aqua officials.

Aqua Follies, run by Al Sheehan, Lyle Wright and G. I. Smith, which got off to a poor start because of cloudy skies just before each show, had attendance for the 13 performances of 37,746, 10 per (See *Aquatennial Pays Off* on page 43)

WLS Artists' Bureau Gives Soldier Field Date to R-B

CHICAGO, Aug. 5.—WLS Artists' Bureau, which for several years has staged a thrill show at Soldier Field on Labor Day and the Sunday preceding it, has given up its dates this year to enable the Ringling circus to complete its scheduled run here.

The Ringling show was set for the lake front for August 22-September 4, but switched to Soldier Field when it became necessary to show without canyvas. No WLS thrill show will be held at Soldier Field this fall.

Shorts

DUE to late booking, it was necessary to move the dates of the Cuba, (Mo.) Old Settlers' Reunion up to July 21 and 22. Weather was ideal and estimated attendance Saturday night was 5,000. Concessions reported good to excellent business and rides and shows did near-capacity during peak hours. Event has already been set for next year. Cuba City Park is being rejuvenated from proceeds of the reunions of the past three years. The '44 event netted the park commission about \$300.

HIGHLAND Celebration in Antigonish, N. S., was successful for the 1944 edition. Art Daton, who supplied amusements, was recipient of a gift from the committee, as there were more entertainment features than ever before. For the 1945 celebration Dalton plans to bring acts from New York and a band to broaden the amusement policy.

Indie Rides for Dearborn

DEARBORN, Mich., Aug. 5.—Indie rides and concessions booked in connection with the Third Annual Rodeo sponsored by Dearborn Junior Chamber of Commerce, opened to fair business, with the Ferris Wheel on Sunday averaging three patrons to a seat with all cars filled. Five rides were brought in by Vic Horwitz, owner of the Motor City Shows, and Ben Morrison, of Universal Sales. Concessions included Ernie Hopkins, guess-weight, and Bill Weiss, Lord prayer on penny. George Ross had pony ride, and John (Boston) Tobin, programs. George Ross was general manager of concessions.

MOOSE JUBILEE

Columbia City, Indiana, September 19 to 23—Day and Night "Around Court House"

Sponsored by Columbia City Lodge L. O. O. M.
Parades—Free Acts—Contests—Exhibits—Etc.

Can place Merchandise Concessions of all kinds, also eating and drinking privileges. Can use good High Act. No gambling stands.

Want one or two small Shows. Eight Rides already booked.

Write W. C. HERSH, Con. Mgr., 343 W. 4th St., Auburn, Indiana, or Phone Auburn 970-J.

FAIRS—J. F. SPARKS SHOWS—FAIRS

VIGO COUNTY FAIR, Terre Haute, Ind., August 21-27

MIDDLE TENN. DISTRICT FAIR, Lawrenceburg, Sept. 18-23.	NORTH ALABAMA STATE FAIR, Florence, Sept. 25-30.
OZARK, ALABAMA, October 2-7.	PENSACOLA, FLA., Oct. 9-14
JACKSON COUNTY FAIR, Marianna, Florida, Oct. 16-24.	BAY COUNTY FAIR, Panama City, Fla., Oct. 25-Nov. 4.

With Others To Follow

CONCESSIONS—Want Snowballs, Candy Floss and Apples, Scales, Lead Gallery and Legitimate Concessions.
SHOWS—Will book Fat Show, Big Snake or any good Grind Show with own equipment.
RIDES—Want Super Roll-o-Plane and Fly-o-Plane.
PLACE—Ride Help on all Rides. Must drive Semis.
WANT Performers and Musicians for Minstrel.

All Replies J. F. SPARKS, Germantown, Ky., this week; Richmond, Ind., August 14-19.

DICK'S PARAMOUNT SHOWS WANT

SHOWS—Wild Life Exhibit, Side Show Acts. RIDES—Will book or buy Kiddie Auto Ride. Want Ride Help; Semi Drivers preferred. CONCESSIONS—Can book Ten-Cent Grind Stores; long season South. Bibs Malang wants Swinger Ball Agents for 12 Fairs.

DICK GILSDORF, New Brunswick, New Jersey.

C & L SHOWS

Want Concessions of all kinds—Bingo, Grab Joint, Pop Corn, Candy Floss, Cig. Gallery, Darts, Hoopla, String Game, Scales, Coke Bottles, Ball Games, any Slum Concession. Shows with own outfits—Mechanical, Girl Show, Snake Show. Ride Help—Eli Wheel Foreman, Loop-o-Plane, Travers Mix-Up; also Man and Wife for Photos. Fairs—Deshler, Nebr., Aug. 15-18; Fairbury, Nebr., Aug. 22-25; Platte City, Mo., Aug. 30-Sept. 2; Horton, Kans., Sept. 5-8; Washington, Kans., Sept. 13-16. Wire or call.

COLEMAN LEE, Deshler, Nebr., Aug. 11-18.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$18.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.

No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight 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, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical \$75.00
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$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.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago 4, Illinois

WANT TO BUY, BOOK OR LEASE RIDES for PHIL LEMAY'S NEW AMUSEMENT PARK

IN THE HEART OF TAMPA, FLORIDA, the cosmopolitan city of the South. Soldiers, sailors and defense workers big. Get in on the ground floor. This is a proven money spot. No tear-downs or help headaches for the duration. Can place good clean Concessions. Write me what you have.

BILL CORBETT

P. O. Box 1633 Tampa 1, Florida

GIRL SHOW WANTED

Mrs. Earl Leiter, come on; you can have the Girl Show for the balance of the season. Red Taylor, your job is open for the season. Wire if coming. Will hold show and job open.

Peppers All State Shows

Erwin, Tennessee, this week

WANTED

CLOTHES PIN AND BLOWER AGENTS

JACK GILBERT

Care World of Mirth Shows, Augusta, Mo., this week; Portland, Mo., next.

WANT AT ONCE

Secretary or Bookkeeper, sober and reliable. Must know present-day tax returns. Good pay. All address:

Lawrence Greater Shows

Emmaus, Pa., this week; Kutztown, Pa. (Fair), next week.

FOR SALE SILVER STREAK

A-1 condition. Cash only. Now operating to a big season.

BOX D-261, Billboard, Cincinnati 1, Ohio

FOR SALE

25 K.W. CHRYSLER INDUSTRIAL STAR GENERATOR LIGHT PLANT

Can be seen at the New Jersey State Fair Grounds, Trenton, N. J. Price \$1,000.

Wilson Famous Shows WANT

Ride Help, Foreman on Wheel and Octopus. Springfield, Ill., K. C. Barbecue, Aug. 8-9; Divernon, Ill., Aug. 11-12; Lowistown Fair, Aug. 15-18; Beardstown Free Fish Fry, Aug. 23-26, and many more to follow. Can use a few more legitimate Concessions.

THE THRILL OF THRILLS!

"Just a slip of a girl with Colossal Nerve"



sensational MARION

FEATURING THE ORIGINAL "BREAKAWAY POLE" 120 FT. NO NETS

Personal Representative **CHARLES ZEMATER**
54 W. Randolph Street CHICAGO 1, ILLINOIS

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
Clean Concessions working for Merchandise. Aug. 16, 17, 18, 19, 1944.

GREEN SPRINGS VOL. FIRE DEPT. COMMUNITY FAIR
Green Springs, Ohio

WANTED
For Labor Day Celebration
Concessions, Merry-Go-Round and other Rides. Write or Wire **D. M. WEEKLEY**, New London, Ohio

WANTED
FOR 4-H FALL FESTIVAL AND SHOW
In Grove
Legitimate Concessions, Side Shows, Custard. Have Rides booked. Write at once for contract. Two days, three nights, September 7, 8 and 9. **CLOVERDALE LIONS' CLUB** Box 121, Cloverdale, Indiana

FOR SALE
Two Twenty-Five K.W. Light Plants, in good condition. Priced to sell. Will book Moon Rocket Ride, Caterpillar and a Fun House for year round park. Address: **M. K. REID**, Mgr. Reid's Play Land Park, W. Cass Street, Tampa, Fla.

RB BOW IN BOWL HISTORIC

Ringling Opening Under Sky Brilliant Spec for Akronites

Precision and smoothness amazes 6,000 who sit thru rain to see new set-up of Big One—flameproof canvas in use for sidewall and auxiliary tops

By Nat Green

AKRON, Aug. 5.—Circus history was made this week when a new, glittering and miraculously reconstructed Ringling Bros. and Barnum & Bailey Circus made its bow Friday in the Rubber Bowl with the heavens as a canopy. Nearly 6,000 people sat tight when a downpour of rain hit just at show time and they remained in their seats to applaud thru 2½ hours of brilliant show while intermittent showers fell without apparent dampening of enthusiasm.

Everything moved with precision and the smoothness of the performance and appearance of the new set-up pleased everybody on the show from Robert Ringling to Scranton Harry.

The show, which went home to Sarasota a month ago after its Hartford misfortune, left Florida last Sunday on 68 cars with all equipment renovated and carrying all new poles, ring curbs, stages, bandstand, flameproofed sidewall and flameproofed Side Show top. It arrived in Akron Wednesday, set up in the Bowl, and started rehearsals Thursday, Robert Ringling remaining at the mike in the blazing sun practically all day giving the show its finishing touches. The result was a performance that amazed everyone.

Audience Is Frontside

The new outdoor set-up differs considerably from that under a top. All of the aerial rigging is hung from two lines of poles, 10 in each line with the exception of the high wire act which is set to one side lengthwise of the track, giving the audience a broadside view. The arrangement worked out admirably, audience is all frontside, only one side of the 36,000-seat Bowl being used. Bandstand is at the backside center. All of backside is enclosed in sidewall. Marquee and coral menagerie are just outside the bowl entrance. Side Show, cookhouse, horse tent and most of the wagons and other equipment are outside the stadium.

The Rubber Bowl is located seven miles from downtown Akron, adjacent to the municipal airport and the Soapbox Derby Bowl. Transportation is very poor. A bus line passes the Bowl but the busses are mainly for convenience of war workers and are infrequent except at the times workers are going to or from work. However, the ODT permitted the bus line to put additional busses into service for the circus. Taxi fare from downtown is \$1, and there are no streetcar lines to the Bowl. Yet despite poor transportation and threatening weather, nearly 6,000 people were on hand for the opening. Matinee opening was light, drawing about 1,000. Prices are \$3.50, \$2.60 and \$1.40. An additional handicap was an outbreak of polio that threatened to become of epidemic proportions.

Officials Are Gratified

Officials of the circus were greatly encouraged by the response of the public and are confident that the new set-up (See RB BOW IN BOWL on page 40)

Resume Investigation Of R-B Hartford Fire

HARTFORD, Conn., Aug. 5.—Coroner Frank E. Healey and the State fire marshal, State Police Commissioner Edward J. Hickey, on Tuesday resumed their investigation of the Ringling circus fire. Several witnesses, all spectators at the disaster, were examined during the morning while most of the afternoon was given over to an inspection of the circus lot and remains of the burned big top by the two officials.

On Wednesday night the city's police and fire departments played a benefit ball game which netted about \$3,000 for the circus fire victims' fund.

Cole Show Clicks; Tents Flameproof

DENVER, Aug. 5.—Leaving the bad weather and muddy lots of Minnesota, the Cole show played to packed houses in Mason City, Ia., July 20, and moved into Des Moines for its usual two-day stand. First matinee was light, but all three remaining performances were packed to capacity. Omaha, July 24-25, gave show its usual good business and Lincoln, Neb. (26) registered two straw houses to the ringbanks. Show played to capacity business at Grand Island and Hastings, Neb., McCook, Neb., was good for half house at the matinee and better than three quarters at night. The Burlington railroad gave show a fine run into Denver, covering the 255 miles in seven hours. Curly Stewart was waiting on the lot in Denver with flameproofing materials, and Sunday was spent in flameproofing all canvas.

Most Western cities have recently enacted stringent fire regulations as regards circuses and other outdoor attractions. Mainmost amongst these regulations is four exits in the big top. The Cole show maintains six. The no smoking regulations are strictly enforced by the management, and show has been complimented by local fire chiefs for its efficiency and co-operation. First day in Denver was big.

Fire-Resistant Canvas Brought Up at Meeting

CINCINNATI, Aug. 5.—On Wednesday the Federal Trade Commission, Washington, held a trade practice conference with regard to canvas coverings at Netherland Plaza Hotel in this city. Various subjects affecting the trade were discussed and suggestions made, all of a tentative nature. Matters will be threshed out in Washington and amendments made, where necessary.

The matter of flameproof or fire-resistant canvas was brought up and it was recommended that all canvas be made as fire-resistant as possible, not only now, but improvements made along that line as time goes on. This, of course, will be taken up for action in the capital.

Robert E. Freer, chairman of the commission, presided. Henry Miller, director of Federal Trade Practice, and Paul Cameron of the commission, were present, also James E. McGregor, secretary of the National Canvas Goods Manufacturers. Charles J. Gates, tent and awning man of Akron, formerly with circuses, attended, as did a number of others interested in the industry.

Congress Talks Fire Control Law

WASHINGTON, Aug. 5.—The Hartford fire that almost put Ringling show in a new line of business continued to smolder this week when Congress moved to get some form of legislation on the books that would prevent such fires in the future.

Altho every member of both houses were strongly in sympathy with the purpose, many frankly held their tongues in their checks when considering proposals to prevent fire tragedies by law. Several members said that every effort should be made to reduce probabilities of fires in circuses and theaters from breaking out, but expressed doubt that any laws could be passed to guarantee such results.

Specifically, Representative William Miller, of Connecticut, introduced a bill which would direct the committee on interstate and foreign commerce to conduct an investigation to determine whether requirements should be imposed by law in the case of circuses moving in interstate commerce with respect to the flameproofing of tents and taking other measures to promote safety. The bill, HR 617, was referred to the committee on rules.

Investigating?

Actually the bill doesn't provide for any action itself, but is strictly exploratory to see how far a national law could go. Since States provide their own safety regulations, which often are supplemented by city or local fire measures, the federal government normally has little part in laying down safety regulations. (See CONGRESS TALKS on page 40)

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Littleburgh, Pa.
August 6, 1944.

Dear Editor:

Regardless of other circus managers' opinions, the co-owners of this show believe in giving parades daily. Parades draw people onto the streets and give our downtown wagon and novelty butchers a play. Last Monday at Coaloil Junction, Pa., rain started falling at matinee time and continued until midnight. If it hadn't been for the downtown gross, \$13.34, the salaries for the day would have been lost.

Last Tuesday one of our draft horses was too sick to work and we had to use a team of mules that couldn't pull the hat off your head. They were hitched to a miniature tableau that was light enough for a team of goats to pull. A farmer, who saw the mules almost run over a wagon ahead, stopped the boss to do a little swapping. The boss ordered the parade to halt in the middle of the street and he unloaded the hardheads for a team of horses, besides getting the day's salaries, \$13.34, to boot. Again the parade proved its worth because the

farmer would have never seen the mules had it not been for the street spectacle.

On account of being short-handed, with no one to take down window lithos, the parade is always stopped on the streets long enough for the drivers to pick them up. With paper at the price it is, the office always saves from \$2 to \$3 daily. Often while stalling to gather the paper, our calliope passes his hat and picks up from 50 cents to \$1 by playing any piece the crowd asks for.

The towns this circus plays are just small enough to make a street parade something unusual. Our 24-hour man always lands a saloonkeeper who is willing to give our bandsmen free drinks and the show \$3 to have the windjammers come into his place and play a few tunes. As our band kicks clods, it is a simple matter for them to march thru the swinging doors without missing a note. While they are entertaining the thirsty, our annex dancers come down from the top of their tableau wagon and sell pictures.

Add the downtown wagon's gross to (See WON, HORSE & UPP on page 40)

149,678 Attend Packs Pitt Show

ST. LOUIS, Aug. 5.—Tom Packs Thrill Circus played to 149,678 admissions at Forbes Field, Pittsburgh, July 24-29, with shows nightly only, with exception of July 29, when a matinee was also given. As a result the Police Widows' Pension Fund there will have a large profit. Packs, of this city, produced the show, and Ernie Young was arena director.

Show, presented in 26 displays, follows: The national anthem, sung by Alice Long; grand entry; the LaVolos, Tom and Betty Waters, the Henrys, wire acts; Klown Kapers; Hoaglan's jumpers; Miss Marion, aerialist; Happy Harrison's Circus, Snyder's bears and Lady Barbara's Circus; balance on spiral globes, the Great Fussner and Two Auroras; clowns; Hoaglan's, Barbara's, and Harrison's mules; Pee Jay Ringens; Terrell Jacobs and his lions and tigers; a salute to our armed forces; high school horses, Clara Hoaglan; the Royals; clowns; Don Amato, the Giffords, Myrtle Dunedin; flying trapeze, Flying Valentinos and Flying Valentines; Dolly Jacobs and her elephants; perch pole balancing, Phil and Bonta, Tom and Betty Waters, the Orantos; Greer's Liberty horses; Selden, the Stratosphere Man; Miss Victory, girl shot from cannon; display of pyrotechnics, and *God Bless America*, sung by Alice Long. Dave Malcolm was announcer and band was directed by Frank Cervonne.

Packs returned here August 1 and will leave August 6 for Cleveland, where he has contracted to present his circus at the Municipal Stadium, August 31-September 3, with matinees, September 2 and 3.

Sensational Biz For Holyoke Show

HOLYOKE, Mass., Aug. 5.—Business was considered sensational at the annual outdoor circus here, sponsored by the Holy Rosary Church. This is an annual event, and for the first time, because of the powerful bill, 5,000 seats were erected on the lot.

Show's gross for the week was over \$50,000; estimated attendance was more than 40,000. A double matinee for kids was given on closing day with a free gate. A special discount promotional plan was conducted with advance ticket sale. Rides and games were set up by Eli Legasse, of Legasse Amusement Company.

Show, booked by Al Martin, Boston, included Wille, West and McGinty, blundering house builders; Monroe and Grant, trampoline; Berosini Troupe, five-people high wire; Winnie Colleano, aerialist; Three Rockets, high aerial; Yacopi Troupe, teeterboard; Victoria Troupe, cyclists; Morris and Morris, perch, and Joe Basile's band.

Gross was in neighborhood of \$10,000 better than last year. This marks the eighth successive year Fr. John J. McMahon has presented an outdoor circus program and second in this city. Previous circuses were in Pittsfield, where he was parish priest. Fund goes for church improvements.

Acts Pass the Hat

MEXICO CITY, Aug. 5.—With tent shows driven to cover because of the rainy season, small acro troupes are cleaning up with outdoor shows in town parks. Troupes work in twos and threes and usually do their stuff in clown regalia. After each 10 or 15-minute performance, hat is passed around and takes are usually good.

UNDER THE MARQUEE

Communications to 25 Opera Place, Cincinnati 1, O.

SYNTHETIC help?

CAREY EMRIE, Cincinnati, left for St. Louis August 6 and will be there for a while.

PAUL JONES, Centralia, Wash., writes that he will be with Dailey Bros. next year.

SWORD SWALLOWER claims that eating peas with a knife spoils their flavor.

AN OLD-TIMER, Kit Carson, had an enjoyable day at McCook, Neb., when he attended the Cole show and visited with acquaintances.

CHARLES REILLY, Doc Whitman, Frank Gough, Dick Earl and Bill Bales had quite a time visiting Mike Guy, Wallace Bros.' Circus, when show was in Syracuse, N. Y.

ONE in every town: The guys who claim they were born in padrooms and were raised in trunk trays.

WATER rates in Utica, N. Y., for circuses and carnivals have been reduced. New rates for carnivals, \$2.50 to \$5 per day net; circuses, \$15 to \$20 per day net.

ATTENDING the Beers-Barnes Circus were Charles Hunt Sr. and wife, and Sgt. Karl Annon, formerly one of the owners of Silver Bros.' Circus. Annon is stationed on Long Island, N. Y.

ACCORDING to circus statistics, six out of every 10 First-of-May troupers have a one-trek mind.

WILLIAM JOHNSTON, who formerly handled wild animals with the Cole and Ringling shows, is now doing railroad work in Chicago, but is looking forward to the day when he can return to a circus.

PATRICIA CARTIER continues to improve at Polyclinic Hospital, New York City. She is getting along now with aid of crutches, and plans to join her sister, Sally, and the Big Show as soon as doctors permit.

CLOWNS play an important part with a circus. Proof is in the number of clowns and kiddie pictures in newspapers on the last day of a two-day stand.

HAL OLVER, recently resigned from the Ringling circus press staff, is preparing a series on the Ringlings to run in *The American Weekly*. He is at present handling publicity for a legit road show.

CHARLES A. O'CONNOR (Chuck), Portland, Ore., saw the Beatty-Russell show there. He was treated fine by Art Concello, Bill Moore, Frank McCloskey, Al Moss, Bob Reynolds, Buddy Richards, George Werner, and others. Show was loaded and ready to move to Vancouver, B. C., at 12:10 a.m. States that Mac Donald has a very good bull act.

TOUGHEST problem facing managers nowadays is that of trying to think of another inducement that will hold the help.

REX M. INGHAM'S Wild Life Exhibit closed at Staunton, Va., July 29, after a good week's business. Several new birds were added there, including a rare bare-eyed cockatoo and a rock parrot. Among visitors was Lt. Col. A. Martin, of Woodrow Wilson General Hospital. Martin and Ingham were in the army together 31 years ago.

VISITING Dailey Bros. at Crookston, Minn., were Lee T. Norman, Bill Kemble, bar performer; John McDonald, theater man; S. L. Lyons and Charles O'Gorman, reporting two turnaways. Norman also visited the Cole show at Grand Forks, N. D., and Moorhead, Minn. He formerly was with the old Ringling and Fred Buchanan shows. He states that crop conditions in the Red River Valley of North Dakota and Minnesota are excellent; wheat, oats, sugar beets and potato yields being especially large.

THINGS run in cycles. One week we're short-handed; the next week we're shorter-handed.

WALLACE BROS.' Circus had a hectic time in Schenectady, N. Y., reports E. F. Dart, and narrates as follows: Show arrived Sunday, July 23. Big top was raised next morning and when about half the seats were placed, the fire chief decided that show could not use the top. This meant tearing down the seats and lowering the top. Seats were again placed and sidewall used, show giving four performances without a top. During evening performance, Mrs. Dacy DeViny, equestrienne, was thrown and taken to hospital. She rejoined in Rome, N. Y. Ed Hearney is now in charge of menagerie. Equipment was painted in Schenectady.

FORMER 15-truck circus operator declared that if he had saved the extra money that it cost him in paper, transportation and men to bill for 50 miles in all directions like a big circus does, his show could have kept on going.

SELLO BROS.' Circus, scheduled to play at Mystic, Conn., July 27 and in Groton the following night, was ordered closed by State Police Commissioner Edward J. Hickey, acting in his capacity as State fire marshal night of July 27 at 8:30, just before the show was to open. Attorney Harry C. Brogan found that no public liability insurance or any other insurance was carried by the show and as the legal requirements of the borough could not be met, permission was refused. Mr. and Mrs. Walter M. Buckingham visited the show when it was supposed to show Mystic, and met Messrs. Bible and LaBird.

WITH campaign posters going up, the local artists, who like to draw muskies on circus performers' pictures, have a new field to work on.

DURING the Wallace Bros.' engagement in Syracuse, N. Y., July 28-29, the management extended courtesies to the patients of the Onondaga County Sanatorium for the Saturday matinee. Harry (Slitfoot) Clifton, who is at the sanatorium, met many friends with the show.

BAND director Mike Guy, Wallace Bros.' Circus, reports the following: Show followed Bailey Bros. in Rutland, Vt., July 22, biz being good. Big top was not used at either Schenectady or Utica, N. Y., only sidewall. In Utica, on new lot, biz was light. From Utica to Rome, again following Bailey by one day, business being big. Wallace had four big houses in Syracuse. At Rochester, the (See Under the Marquee on page 57)

Four Arthur Hands Hurt; Trailer Damaged in Utah

SALT LAKE CITY, Aug. 5. — Four hands of Arthur Bros.' Circus, were injured this week, and a large semi-trailer badly damaged at Mantua, Utah, as the show moved into its Brigham City date.

Arthur Hitt, who joined at Emmett, Idaho, was in a Brigham City hospital with a possible fractured back. Alex Lewis suffered a fractured leg, Edgar L. Whitehorse and Willie B. Smith, minor lacerations and bruises. Smith drove the semi-trailer. The others were members of the big top crew.

A retainer pin broke in the steering apparatus and the heavy unit went out of control. The trailer hitch broke and the trailer loaded with poles, canvas and other equipment piled up one borrow pit, and the motor unit in another. The accident occurred five miles from the Brigham City lot and the date was played without delay or loss.

Repairs were easily possible for the unit to move into its two-day stand in Salt Lake City, its top date in the Intermountain country, without any undue difficulty.

La Velda Buys Interest Of Walters in Monroe Show

WAKONDA, S. D., Aug. 5. — Monroe Bros.' Circus biz has been okay thru Nebraska and this State. Show is in midst of the harvest and matinees are light; night crowds all right, but don't get to lot until late. At Gayville, S. D., July 29, performance did not start until 10 p.m. Kid Show and concert are getting their share of business.

Herb Walters, co-partner with Ted La Velda in the show, sold his interest to the latter. He acted as agent and is planning a small outfit, either pictures or stagershow under canvas.

Featured in big show is Dot Burdett, barrel kicker and juggler, and in Side Show, Congo, performing giant rhesus monk. Preda La Velda, knife thrower in Kid Show, also does a ring contortion act.

A new marquee has been received. Sonny Conroy is acting as equestrian director as well as lot superintendent. Big show is presented in a 50 by 110-foot top, in one ring and on stage; Side Show top is a 40 by 80.

Syracuse a Winner For Wallace Bros.

ROCHESTER, N. Y., Aug. 5. — Wallace Bros.' Circus arrived here morning of July 30 after a long jump from Syracuse, N. Y. The two-day stand there proved a winner. Flo McIntosh is breaking in a new bareback riding act and has augmented the big bull act with four ballet girls. Verne Coriell's all-girl acrobatic act makes a fine showing. Georgie Lake received flowers at the conclusion of her performance. Zaza Coriell left the show to visit her fiancé who just returned from overseas. Don McIntosh has recovered from a recent severe illness and has been assigned to a base in Texas. Mrs. Amelia Lake is back in the program, doing her Iron-jaw number with Sylvia Forrest. She was ill. Floyd Lake is doubling from double traps to boss rigger. The Lake's double-trap act is one of the fastest in the business. Jackie Bronlee will soon be leaving the show to return to school; also Gladys Fox. Bill Nippo's wife spent two days on the show. Don Dorsey, the writer; Georgie Lake, Gladys Fox and Sylvia Forrest recently entertained at a night club of a circus fan. The Gallagher kids go over big with their tumbling act. Performance is running smoothly with the fine backing of Mike Guy and his music makers.

GOOD business was had by the F. S. Fisher show at Winchester, Wis., altho it rained all day. New top has arrived and was used for first time at Ewen, Mich.

With the Circus Fans

By The Ringmaster

CFA
President THOMAS M. GREGORY
1014 Hardesty Blvd.
Akron, O.
Secretary W. M. BUCKINGHAM
P. O. Box 4
Gales Ferry, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Bernard C. Harris, founder of the British Circus Ring and its first president and a member of the CFA, died June 23 at his home in Plympton, Devon, Great Britain, after an illness of several months with a heart ailment. He had been an ardent circus fan for many years and was widely known among the circuses of Great Britain, and did a great deal for them. He valued his CFA membership very highly.

CFA P. E. Loxley, Cranston, R. I., recently caught the following circus acts: The Great Arturo Act at West Warwick, Old Home Week; the Zacchini human cannon ball act with Eddy Bros.-Prell Shows at Woonsocket, and the Three Rockets at East Greenwich Fire Department Celebration.

Pfc. Walter B. Hohenadel, located at Barnes General Hospital, Vancouver, Wash., on a recent trip to San Antonio, spent a pleasant evening with Col. C. G. Sturtevant. He met Mr. and Mrs. Tom Scaperlanda, who took him and Lieut. Aaron Taylor on a tour of the city and also to the Hertzberg Memorial Circus collection.

B-R May Play Aud. In L. A. in March

LOS ANGELES, Aug. 5. — The Beatty circus stands to inaugurate a new policy in West Coast circuses next season by showing for a long engagement in the Pan-Pacific Auditorium here and not the usual lot at Washington and Hill. Rumors have it that the show will begin its indoor policy next March.

In town this week were Concello and Jack Tavelin. It is known they were huddled for conferences with the Pan-Pacific management. Concello refused to spike the rumor, yet on the other hand, Concello would not confirm the news that such a deal was pending.

MELVIN D. HILDRETH and his sister, Washington, stopped off in Chicago last week on their way home after a visit to his father.

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Bill Posters and Helpers. Union shop. Good working conditions. No labor trouble.

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WANTED—CATCHER

For a Flying Return Act. Plenty of work and good salary to the right man. Write to

CHAS. SIEGRIST

Care Billy Siegrist

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CARL FORD CIRCUS

WANTS

Acts, Clowns, Animal Acts, Wire Acts, Teeter Board Acts, Acts of all kinds for Winter Circus. Address:

CARL FORD CIRCUS

406 E. Piper Ave. Flint, Mich.

WANT TO BUY

Aerial and Gymnastic Equipment of all kinds. High Act Rigging, Trampoline, Tight Wire, Guy Lines, Lights, etc.

D. DOWNIE

423 E. 185, Euclid 19, Ohio

SPANGLES
TIGHTS

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440 W. 42 ST., N. Y. C.

Paste This in Your Address Book.

Aerial Ortons

Double Sway Pole Act

Featuring

"A FLIRTATION IN THE CLOUDS"

SORRY!!!

We Have No Open Time for the Balance of the Outdoor Season.

Now Booking Indoor

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Permanent Address:

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ACTS WANTED

Suitable for Indoor and Outdoor Circuses

ERNE YOUNG AGENCY

155 N. CLARK ST. CHICAGO 1, ILL.

WANT GIRL AERIALIST

— AT ONCE —

Act now working. Booked solid Southern Fair route. Good salary and working conditions. Write full details, photos or prepaid telegrams if I know your work—no collect wires.

CRASH DUNIGAN, 237 Osgood Ave., New Britain, Conn.

"THE TWAIN MUST MEET"

Ban Distortion To Boost B. O.

Elimination of acrobatics and tight skate advocated to open door for figures

By Fred J. Bergin

Chairman, RSROA Tests and Competitions Committee, Bal-A-Roue Rollerway, Medford, Mass.

HAVING read Victor J. Brown's article, *Amber Light On for Industry*, in *The Billboard* of July 29, I think it one of the finest ever published in the Rinks-Skaters Department. Here are my thoughts along the same line from a teaching standpoint:

"Move your shoulder east and your hip west." That has been the substance of most of the teaching of figure skating. This is what American roller skating inherited seven years ago when it made its first serious effort in the figure-skating art. Everyone thought this was the only way figures could be done.

If there was any doubt in the minds of those of us who started out to teach skating it was quickly dispelled by studying the figure-skating books on the market. All of them didn't have the same twists in the same places. But they all had the twists!

Production of Acrobats

We took up the teaching of contortion in figure skating and our figure skaters turned out to be the youngsters who were supple enough to get into the positions we taught. We had to, practically, slam the figure-skating door on patrons over 20 years of age. Untold thousands (See "TWAIN MUST MEET" on page 43

Ohioan Defends "Bouquets" and Aims of RSROA

G. V. (CAP) SEFFERINO, Cincinnati, chairman of the speed skating committee of the Roller Skating Rink Operators' Association and chairman of the political action committee of Ohio Chapter, RSROA, replies to an article by W. Schmitz, Elizabeth, N. J., secretary of the United Rink Operators, in *The Billboard* of July 29.

(Continued from last week)

"Please bear in mind that Mr. Brown has nothing to offer me as a reward for my admiration. I am part of the Sefferino Rollerdrome and devoted to its success and welfare and I expect to continue in this capacity for the rest of my life. Therefore, Mr. Brown has nothing I want except his friendship, which I have enjoyed for a good many years. I have watched the growth of the RSROA and the efforts of the men who have made it tick and I believe Mr. Brown to be the outstanding individual capable of carrying out the idea. I have carefully noted his many contributions to roller skating in a monetary manner and in personal effort. I have never known him to do other than try to help some fellow operator or old-timer in the game and I know that there are many men in the business who can be grateful to him for seeing them over tough spots. I have watched him closely in board of control meetings and have heard him vote affirmatively when I knew an affirmative vote would result in a lot of headaches for himself. I have been thru many difficult problems with the board and in the end it has always been Vic Brown to whom we turned for the answer.

"He has furnished his skaters with the best professional talent available, yet has never had the pleasure of returning a championship to his rink, preferring to have his pro staff concentrate on advancement of the masses rather than on a championship, as most of the rest of us have done. His honesty is unquestioned, his personality dynamic and his experience and courage make him more than a match for any parasitical group of people whose policy has always been to do very little and try to grab off everything. But Mr. Brown's best recommendation is that if one were to poll every member of our organization one would find only a deep admiration and affection for the man. Where in the world then could I find a man better suited to give the rink owners, especially a few of the big men in the industry, their last chance to climb out of their diapers.

Possibilities of Post

"Now perhaps Mr. Schmitz will get some idea of the possibilities of a commissioner for roller skating. He may call this throwing literary bouquets if he desires, but I sincerely believe every word to be the truth and for the benefit of the industry as a whole, and that if the rink owners will just give it a little consideration I am sure they will find the inspiration to be a damned fine idea.

"I will also answer the question: Why an RSROA man? which I know will arise. It should be obvious that the RSROA must be protected and kept strong, for it is the future of roller skating. As to the ARSA which Mr. Schmitz advised me to join, if anyone will be kind enough to inform me just what it or its advisers have ever done toward the advancement of roller skating I should be very grateful, for I honestly do not know and, while they are doing this, they might enlighten me as to what the ASU has accomplished, other than collecting a portion of the money received from amateur cards as compensation for its head's great efforts."

Good Promotion Stunt Staged in Salt Lake City

SALT LAKE CITY, Aug. 5.—Sound promotion for the rink business was given here this week when City Commissioner Fred Tedesco, in charge of parks, public property and recreation, presented an *Evening on Wheels* at two city parks. Roller extravaganza was produced by Gordon Woolley, proprietor of Wolley's Rink and member of the RSROA.

Program included dance numbers, tango and waltz; acrobatics by the Jordan trio; bottle weaving by Julia and Joyce Woolley; stunting, figure skating by Darlene Downing and the Rollettes, a line of six skating beauties used in production numbers. Thrill stunts were furnished by Madelin Mitchell and Bill Connors.

Julia Woolley won the Utah State Senior ladies' championship in April and placed eighth in the RSROA nationals in Detroit in May. Darlene Downing won the Junior Utah ladies' figure skating championship in April and placed sixteenth in the 38 contestants in Detroit.

The roller shows are a contribution of the industry to the city's recreational programs and a solicited feature each year since their first presentation several years ago. They are an important factor in the promotion of the sport in this section.

Kutzen Sets Fall Program

DETROIT, Aug. 5.—Eastwood Rink at Eastwood Amusement Park, East Detroit, starts its fall activities September 15, Manager Frank Kutzen said this week. Floor has been resurfaced, and new lighting effects are being installed. Business has been about equal to last summer's at the park rink, Kutzen said. Fall promotional plans are concentrating upon two types of special skating parties—union groups and high school groups. Sigmund Ross, organist, is now in his seventh season. Key personnel now includes Norman Ziesse, skateroom; Mary Ziesse, checkroom; Johnny Derwa, floor manager, and Art Voss, assistant.

MICKEY DUNN has received an honorable discharge from the army, and is back managing his two rinks at Fair Haven, Mich., and the Mount Clemens (Mich.) Arena, which were in charge of Mrs. Dunn during his absence. He held an amateur revue with all proceeds for the benefit of the Red Cross at Fair Haven, August 5, and another is set for Mount Clemens, August 26. Nancy Lee Parker and others from the Detroit Figure Skating Club, Arena Gardens, are on the program.

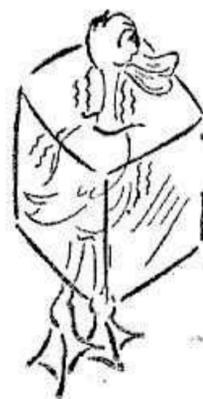
MARY TAPT and Her Rolledears, five-girl skating act, opened this week at the Bowery, famed Detroit night spot.

Betts Program for Western Pro School Has Social Side

REDONDO, Wash., Aug. 5.—W. J. and Laurie Betts are hosting a pro school to be held in Redondo Rink August 20-26, under RSROA auspices. It will bring operators from Colorado, Utah, Wyoming, Montana, Nebraska, Oregon and Washington.

This Western Professionals' Conference will afford an opportunity for visitors to take in a cruise around Puget Sound, view the water regatta and salmon derby, with a day spent in the mountains or in surf bathing. Mr. and Mrs. Betts have issued a lengthy schedule of social activities and have urged operators to close their rinks for a much-needed week's rest and conference.

WEDNESDAY night servicemen's canteen is one of the most popular on schedule at Conrose's, Hartford, Conn., reports the management. Members of the armed forces are admitted free and the Conrossettes serve as hostesses. Jim O'Hara, at the organ, gets frequent calls for *It's June in January*.



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.

Remember, white leather went out two years ago, so send us your order today and don't get caught "on the ice for the duration" like our poor white duck.

Get your orders in today!

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The First Best Skate

QUALITY

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The Best Skate Today

No. 321 DUSTLESS FLOOR DRESSING
Cleanses the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D.
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FOR SALE
OUTDOOR SKATING RINK—50x130
Finest portable maple floor, beautiful modernistically decorated top, 300 pairs skates, excellent sound system included. First \$4000.00 takes it. Now in operation at Harriet Island Amusement Park, St. Paul, Minnesota.
BAZINET SHOWS, INC.
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ATTENTION
Rink Operators! Now is time to have your skates repaired. We have genuine Chicago Parts. Also we have unrationed Shoes for sale. Also rationed Shoes. Ball Bearing, \$1.75 over 5,000. Also all kind Wheels and Parts to repair your skates. Send in for full particulars.
JACK ADAMS
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WANTED TO RENT
Building suitable for Roller Rink with or without hardwood floor. Will consider buying permanent rink. Give all details in first letter. Responsible party. **BOX D-227**, care of *The Billboard*, Cincinnati 1, O.

We Are "All-Out" To Win
The Toughest Fight Is Yet To Come.
Do your part now.

BUY WAR BONDS AND KEEP 'EM ROLLING

CHICAGO ROLLER SKATE CO.

GROUPS GANDER VA. REORG

Somma Stock Must Pull Out

Sale or dissolution is set later in month—president reports on sound condition

RICHMOND, Va., Aug. 5.—Action on sale or dissolution of Virginia State Fair Association was postponed here from July 28 to August 28, due, it is said, to widespread interest of several groups in the State. Action is expected because of problems presented by the fact that 58 per cent of the stock of the corporation, or more than 1,500 shares, was part of the estate of the late Charles A. Somma, former secretary-general manager.

Central National Bank, executor of the Somma estate, advised association directors that in view of the nature of the stock, which is not considered a legal investment for an estate, it would be impossible to continue to retain the Somma stock and that liquidation within a reasonable time would be necessary unless a purchaser was found for the Somma holdings in the fair corporation. Clyde H. Ratcliffe, president of the fair association, said he was gratified that directors were able to give stockholders a sound financial statement, the association, a non-profit corporation that has never paid dividends, being in a sound condition.

Since the Somma death, association directors and executors of the estate have been in frequent conference regarding disposition of the Somma stock, valued in excess of \$60,000. As of November 30, 1943, assets of the fair association consisted of cash in the amount of \$70,581 and fixed assets, including Strawberry Hill property, carried at \$46,175.11, against which only \$378.16 in current liabilities is outstanding, leaving a net worth of \$116,877.95. The liquidation of the corporation will result in a distribution of more than \$40 per share to stockholders. There are 2,640 shares of stock outstanding, of which Somma owned over 1,500 shares, with a book value of \$40 per share.

Virginia State Fair Association has been in operation since 1906, except in the last two years, during which the fair grounds, property of the city and now held by the war department, have not been available for use. The Strawberry Hill property was purchased with the idea of resuming operations at that location, but these plans were interrupted by the Somma death.

Walter L. Main Show Playing Fairs, Parks

LA FAYETTE, Ind., Aug. 5.—The Walter L. Main Show opened at Charleston (Ill.) Fair July 31. Boyle Woolfolk Agency is booking it, George B. Flint is representative and H. L. Filbert is superintendent. Walter Main saw the opening and remained until the showing here.

At Charleston, all seats were filled in the afternoon and people were turned away at the grandstand at night. Over 10,000 purchased tickets at the gate, largest in history of the fair. Two rings, a stage and an arena were used besides the race track. Show came here, where an evening performance was given at the park August 1 to immense biz.

On the program are the Conley Family, six people, bareback riding and trained dogs, ponies and monkeys; Captain Costello's Lions; Bob Atterbury's Circus company, and Frazier Family, doing three acts.

CHICAGO.—Jack Duffield, pyrotechnician, well known on the fair circuits and now serving Uncle Sam, has been enrolled in OCS.

GREAT LeROY, high wire, has contracted the 1944 Houston County Fair, Dothan, Ala.

Doug on Circ

DOUGLAS K. BALDWIN is still stepping fast as an area director of the American Red Cross, somewhere in the South Pacific. The former president of the International Association of Fairs and Expositions and executive of Alabama State Fair, Birmingham, and Minnesota State Fair, St. Paul, quit his posts in March, 1943, to enter RC service.

In a letter to Leonard Traube, Sp(X)3c, U. S. Naval Training Center, Bainbridge, Md., and formerly of *The Billboard's* New York office, "Doug" wrote, in part: "Have been busier than the devil all over this part of the show. Am on my way up now to get some mobile entertainment units into the forward areas. That's just one of the minor details of this job.

"It's a great show, grand cast and I'm happy as hell to be playing the circuit, altho I wouldn't be upset a bit if we could cancel all present contracts and get back in the old show."

Kent - Sussex In Bond Boost

HARRINGTON, Del., Aug. 5.—Kent and Sussex Fair here July 24-29, aided the State in reaching its War Bond quota of \$4,000,000. A bond booth was set up on the grounds.

As an added inducement to make War Bond purchases on the grounds, fair directors of the fair offered a free ticket to all purchasing a bond at the fair booth.

Watson Attends Lions Meet

CHICAGO, Aug. 5.—Sheriff Will W. Watson, known to many fair executives thru his connection with the Hardin-Simmons College band, Abilene, Tex., was a prominent figure at the Lions' international convention in the Hotel Sherman here this week. In full Western regalia, including two shootin' irons, he came to the convention with the Salt and Pepper Gang from Abilene.

TULARE, Calif.—Tulare-Kings County Fair will be held this year in the wartime form of a Junior Livestock Show, said Congressman Alfred J. Elliott, secretary-manager.



AGRICULTURAL FRONT

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

III

MID-MAY prices for cattle in general were at the highest levels of the year and these prices were at about the same level as in 1943 for all but the lowest grades. Prospect of larger cattle slaughter for the rest of this year than last makes it unlikely that prices for all cattle will average as high from now on this year as in the same period in 1943. A 6 per cent decrease from last year in the early spring lamb crop, poor development of lambs in California (the principal early lamb State), and an anticipated smaller total late lamb crop than last year will probably add up to higher lamb prices this year.

Fats and Oils

Production of fats and oils reached a new high in the first quarter this year principally because of record slaughter of hogs and cattle. Seasonal decline in production and stocks of fats and oils is expected to take place till October. Reduced production is likely in 1944-'45 because of a smaller pig crop this year. A possible increased European demand is another factor pointing to increased

Entries, Sales Go to Tops for Ozark Empire

SPRINGFIELD, Mo., Aug. 5.—Ozark Empire District Fair here, again to open the Middle West Fair Circuit, from all indications will be one of the biggest in history of this annual. Entries in all departments show an increase over 1943 and addition of livestock classifications assure a record show in these divisions.

Concession and space sales top those of 1943 and a number of commercial exhibitors have purchased display space for the first time. Five State shows and sales of livestock will be held. All open classes in each department are open to world competition. Premiums in all departments have been increased and more than \$3,000 in State aid has been added.

In the attractions program John A. Guthrie's Rodeo and Stampede will lead off with five performances. Ernie Young's grandstand revue, *Cavalcade* (See *Ozark Empire Sales Up on opp. page*)

Regina Bd. Asked To Save Exhib Jobs For Returned Vets

REGINA, Sask., Aug. 5.—Recommendation that Regina Exhibition board cease to hire government and civic employees during fair week and that preference be given unemployed returned men was made at a meeting of the Disabled Veterans' Association of Saskatchewan here.

Practice has been for many Reginsans to take their holidays during fair week and work in ticket booths and pari-mutuel cages on the grounds. Veterans claimed that unemployed vets had applied and been unable to obtain such employment. No statement has been issued by the exhibition board.

SASKATOON, Sask., Aug. 5.—Prof. J. W. G. MacEwan, president and honorary manager of Saskatoon Exhibition, was elated when a letter registering some entries was received, addressed to "The Manager, Saskatoon World's Fair, Saskatoon." Prof. MacEwan remarked that he considered the address highly significant in that it indicated the importance which many people attached to Saskatoon Exhibition.

Endy in Middle

"HOW can I win?" wrote Dave Endy, president of the Endy-Prell Shows, to George A. Hamid, New York booker. Enclosed he sent a Rockingham race chart showing results of a race in the following order: Hamid, Endy, Honest George. In another race Davie's Sister ran third.

"Notice I am in the middle for sure this time," President Endy added. "Hamid wins, Endy runs a good second, Honest George runs third and Davie's Sister also runs third."

"Dave Endy certainly is right," was the Hamid comeback. "He is stuck between Hamid and Honest George. But, if you ask me, that is about the best sticking he could possibly get. At least, it will keep him balanced on the right side of the ledger."

Sports Shows For East See More Displays

BOSTON, Aug. 5.—Announcement of the local and New York editions of the 1945 Sportsmen's Show was made today by Sheldon Fairbanks for Campbell-Fairbanks Expositions, Inc., here. Local show will be housed again in the Mechanics Building. The 1944 show found acreage in the Arena here too extensive for effective presentation of exhibits and acts. The 1945 stanza of the New England Sportsmen's and Boat Show will be presented by Campbell-Fairbanks Expositions in combination with George Laing.

War conditions plus army take-over of Grand Central Palace, New York, forced cancellation of the National Sportsmen's Show last year, but the 1945 edition will be set up in Madison Square Garden Exhibition Hall.

Plans call for more walk-around exhibits and fewer extra acts. Easing in wartime restrictions looks good to bring the Canadian government and Maritime Provinces back as exhibitors. Altho the Arena show drew big crowds last year, a low percentage of repeat visitors are expected this year, as the shows have appeal for a highly selective group of men and women. Only act inked to date is Beebe's Bears.

Around the Grounds

OKLAHOMA CITY.—Advance ticket sales for the annual Oklahoma State Fair here are running 10 per cent higher than a year ago, said Secretary-Manager Ralph T. Hemphill, who expects attendance records to be broken.

CONCORD, N. H.—All nine incorporated fairs in New Hampshire will be in full operation this year. Deerfield Association decided on a two-day fair. Earliest fair in New England was in Bangor, Me., and latest will be Maine Poultry Show and Fair, Portland.

PORTLAND, IND.—Roger Ludy booked his *Stars of Tomorrow* at Jay County Fair here, the Jack Kurkewski Xylophone Band and Carolyn Henderson's Teenie-Weenie Circus, ponies, dogs and monkeys, 10 acts in all, followed by fireworks.

August 9 Indiana Tomato Festival will be an all-day event, aired by four radio outlets.

NATCHEZ, Miss.—Sponsored by Adams County Farm Bureau, prelim steps are on for a fair here this fall. Exhibits of 4-H Clubs and FFA members, home demonstration clubs, beef and dairy cattle, sheep, hogs and farm machinery will be shown. Some of the best horse shows in the South have been held in Natchez. Several Mississippi counties and Louisiana parishes will be asked to participate.

SPRINGFIELD, Mass.—Altho the right to occupancy has been restored to owners by the army in the case of the State (See *Around the Grounds on opp. page*)

AGRICULTURAL FRONT

(Continued from opposite page)

wool from the 1944 clip has been appraised for purchase by mid-May. The average price received by farmers at that time was 40.6 cents per pound as compared with 42.2 cents a year earlier.

The Commodity Credit Corporation bought 275 million pounds of domestic wool between April 25, 1943, and April 30, 1944. Sales in that period totaled 100 million pounds and unsold stocks on April 30 amounted to 175 million pounds. Small sales during the past year accentuated demand for domestic wool since foreign wools are obtainable for much lower prices while army orders, the principal outlet for domestic wool, have declined.

Farm Labor

From about June 15 thru the middle of August small grain producers, especially in Kansas, Nebraska, the Dakotas and Montana, are expected to be confronted with the problem of harvesting a larger crop than last year but with a smaller farm work force than last season. On the first of this May there were 691,000 people working on farms in this area compared to 730,000 on the same date in 1943. Ordinarily farm employment in the grain area increases 15 to 20 per cent from May to the peak harvest period.

To help with the 1943 wheat harvest about 3,000 people from drought-affected areas of Mississippi, Arkansas and Oklahoma were transported to North and South Dakota and Montana. It is not now possible to determine the number of such workers that will be available in 1944. Also, nearly 6,000 soldiers were assigned to work in the 1943 harvest of grain but here again such help may

not be obtainable this season. However, there are some prospects of using Mexican workers and also war prisoners in the grain fields. Most combines will see service on many farms this summer and an unusually large number of them will make the circuit from Texas north to the Canadian border. It is also expected that combines from Canada will be working in American grain fields during the coming months.

Fertilizer

Fertilizer supplies available during the summer and fall months will be adequate to supply all the needed requirements for increasing food production where fertilizer can be used to advantage. Fall application of nitrogen and mixed fertilizer on grass, hay and forage crops will assure early grazing and increased production in the spring of 1945.

Nitrogen supplies in the form of solutions for use in mixed fertilizer will be adequate to meet the demands during the summer and fall months. The ammonium nitrate available for fertilizer use is now being conditioned so that it can be stored and maintained in a satisfactory physical condition for a considerable length of time. Other nitrogen materials will be available at a rather uniform rate during the summer and fall months. This will provide adequate supplies of nitrogen to meet all the needs for direct application, and for use in mixed fertilizer for the fall needs with increased quantities wherever it is practical to be used for increasing production, especially livestock feeds.

Superphosphate production will be at the rate of approximately 8,000,000 tons (basis 18 per cent) by July 1 and this will be further increased during the fall months depending upon the supplies of rock, sulphuric acid and labor. Potash production for 1944-'45 will be at least 15 per cent more than the supply available for 1943-'44.

"TWINN MUST MEET"

(Continued from page 41)

of these customers tried to take up figure skating only to find that when the "shoulder went east the hip went with it," and the skaters went home discouraged. He was too old for contortions. If he couldn't find a partner for skate dancing he had to turn to some other sport where the only body he had was suitable. Skating lost a customer.

Meanwhile the younger crop has gone on practicing distortion. The regular roller skate cried out in rebellion at the acrobatics, so the figure skaters turned to sidewalk actionless skates to keep from breaking their necks. Their distorted bodies were sending the flexible skates so many different and opposite signals that it couldn't perform. If the trend is allowed to continue skating will enshroud itself with a reputation for producing acrobats and contortionists but very little in the line of skaters.

Is Contortion Necessary?

In order to get at the substance of the subject, we should carefully scrutinize the background of modern skating. It was the idea and product of Jackson Haines, an American ballet master, about 1860. It is interesting to follow his career and trend of thought. The skating for which he is responsible he took from classic ballet, lock, stock and barrel. All modern skating can be found in classic ballet and it was there a century before Jackson Haines was born. What cannot be found in classic ballet is contortion. It is a system of control of the human body where, if the shoulder goes west, the hip goes with it. "The Twain Must Meet."

We have no biographical data that shows that Haines was a contortionist. We must assume, therefore, that he would frown on present-day skating if he could see it. His training had been control, not contortion. The twists came into skating as the information was passed along from skater to skater. Most of them had not had Jackson Haines's fundamental training, so they used tricks to overcome other faults. The tricks stuck but so did the faults. Everyone accepted the theory that by twisting the body, a skater could produce the edge necessary to perform a three, a bracket or a loop. Yet, it is just as easy, if not easier, to skate a flat in these positions as it is without contortion. This, in itself, should be enough to knock the whole argument into a cocked hat, but there is much more.

Proof Over Two Years

Two years ago at the RSROA nationals I talked with Dr. H. A. Whytock, of Salt Lake City. I was beginning to doubt and I singled him out because he has a background of over 60 years of skating on both ice and rollers. I asked him if, during his long career, he had ever seen a perfect three. His answer was an unqualified "no." This was all the proof needed that, if there had not been one perfect three out of all the threes Dr. Whytock had seen, there was something wrong with our system of doing threes, regardless of how many books said it was right.

The ensuing two years have proved to me that those who promulgate body distortion and tight action (the result of body distortion) have no factual background for their arguments.

This year the RSROA will dedicate itself to the elimination of distortion and the tight skate. We never want to go back to the dangling skate, for our need is flexibility not looseness. We will then open the door to all who want to skate figures. They will not be called on to do acrobatics. They will be told that the body they have is perfectly good for figure skating. That is the way the Maker made it; leave it alone! A skate dancer can then be a figure skater and a figure skater can be a skate dancer. The discouragement will be removed from the figure-skating set-up. New customers will come to the box office seeking the enjoyment of figure skating and perhaps some of those who gave up under distortion will return under non-distortion.

American roller skating will be blazing a new trail. Our first move is to get the skaters on flexible roller skates instead of scooters, as Vic Brown so aptly put it in his article. Then the shoulders and hips can meet and roller skating can attain the permanence it has every right to enjoy.

CALIFORNIA ROYALS, skating act, are current at the Club Top Hat, Detroit night spot, while the Kenwoods are the 509 Club, downtown spot.

THIS 35 Ft. SWAYING HANDSTAND ALWAYS GETS 'EM!

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WHEW—I'D RATHER WORK FOR A LIVING!

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Supt. of Concessions

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CONCESSIONS WANTED FOR CUYAHOGA COUNTY FAIR

BEREA, OHIO, AUGUST 17, 18, 19, 20

(This is Really a Cleveland, Ohio Fair, Located 11 Miles From Cleveland Public Square, in an Area Paying Top Wages.)

Can use Legitimate Concessions and Games, Snowballs, Waffles, Frozen Custard, High Striker, Grab Joints, Grand Stand Concession still open. One more Floss and one more Photo. Use good 10-in-1 or other strong clean shows.

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ATTENTION, ALL ACTS

On account of excessive demands of our fairs we can use many additional acts to open Nebraska and Kansas fairs starting week August 14th. Can break your jumps, fill your open time or give steady booking. Prefer acts doing two or more acts. Wire or write

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WANTED RIDES, CONCESSIONS AND SHOWS CHARLES COUNTY FAIR

OCTOBER 5-6-7
LA PLATA, MARYLAND
Write W. MITCHELL DIGGES, Secretary

WANTED GRANDSTAND ATTRACTIONS

August 29-30-31-Sept. 1-2
EASTERN SHORE AGRICULTURAL FAIR ASSN.
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Give your Fair a dose of Boxoffice tonic with Daily Radio Spot Announcements! A ready made Radio audience is waiting to hear YOU tell them about YOUR show on your local stations! Smart showmen use inexpensive Daily Radio Spot Announcements to sell their show! For the latest news in Radio see our Radio Section.

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Sept. 4 to 10 Inclusive

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The Only Free Fair in York County.

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Large Racing Program and a Fine Midway of Concessions.

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CHATHAM FAIR

CHATHAM, N. Y.

September 2, 3 and 4

Want Shows and Concessions

W. A. DARDESS, Secy.

FREE ACTS WANTED

AUGUST 30, 31, SEPTEMBER 1 AND 2

De Kalb County Fair

Alexandria, Tennessee

WANTED

CONCESSIONS AND FREE ACTS

Akron Agriculture Fair

September 6-7-8-9, 1944

AKRON FAIR ASSN., Akron, Ind.

CARNIVAL WANTED

Randolph County Fair

ROANOKE, ALABAMA

First or Second Week of October.

Contact WILLIAM RADNEY, Adjutant

Roanoke, Alabama.

OZARK EMPIRE SALES UP

(Continued from opposite page)

of Hits, moves in Tuesday night for three night performances, with acts working during afternoon running races. Horse racing will be featured afternoons on Wednesday, Thursday and Friday, with a Horse Show Friday night. A big radio show will be presented Saturday afternoon and night. World of Today Shows will be on the midway.

Outstanding free exhibits will include a large display of captured German war equipment from the Army Service Forces headquarters, Seventh Service Command. There will also be a complete exhibit of army equipment by the Second Missouri Infantry, Missouri State Guard, and other educational and patriotic exhibits, sponsored by government agencies.

AROUND THE GROUNDS

(Continued from opposite page)

and Grange buildings on Eastern States Exposition grounds here and formal end of government occupancy of the Junior Achievement building will come August 17, no plans by the exposition or by officials of New England States have been made for use of the buildings for the duration.

LOGAN, Utah.—After a lapse of two years, Cache County Fair, third largest in the State, will reopen here in '44, it was announced at State Fair headquarters in Salt Lake City. It is sponsored by Cache County Farm Bureau, E. E. Hendricks, chairman. Parley Reese, Benson, has been named chairman of the rodeo committee, with R. A. Richter, Bozeman, Mont., as rodeo contractor. Grounds, horse, cattle and sheep barns, show ring and rodeo arena will be renovated and arena will be rebuilt.

AQUATENNIAL PAYS OFF

(Continued from page 37)

cent more than the 1943 figure. Gross was 25 per cent ahead of last year's, due to the additional 20 per cent federal tax on ducat prices. Net was 15 per cent more than in 1943, while advance sales were 75 per cent ahead of a year ago. Gate sales remained about the same as last year, due to threatening weather. There were no rainouts.

Margaret Cary, 22 years old, was selected queen of the lakes to succeed Patty Carlson. She was crowned at the final show. First annual barbershop quartet contest was won by the Little Jacks, Minneapolis, who pocketed \$400 in War Bonds. Red Feather Four placed second, 10 points behind the winner, to get \$300 in bonds.

EATS TAX-EXEMPT IN OHIO

No 3% Fee on Walk-Away Biz

Hot, frozen custard, etc., not subject to sales tax—old ruling reversed

COLUMBUS, O., Aug. 5.—A decision of vital interest and importance to all food concession operators in the State was handed down here last Friday (28) by the State Board of Tax Appeals, which ruled that hot dogs or frozen desserts purchased from stands at an amusement park or resort are not subject to Ohio's 3 per cent sales tax.

With its action the board reversed a ruling that had been in effect since the tax law was enacted that goods sold from stands in amusement parks were subject to the tax. The board held that food so purchased was "for consumption off the premises" and therefore not subject to the tax. The old tax commission had ruled that the premises of an amusement park included the entire park area.

The ruling was made in the appeal of Anthony Anast and Leo Finkler, operators of frozen custard concessions at Cedar Point, Sandusky, O.

William S. Evatt, State tax commissioner, said that he believed the ruling would also apply to food items dispensed at county fairs, carnivals and circuses, and not actually consumed on the premises occupied by the stand.

A board member said he did not believe the ruling would apply to ball parks and race tracks, inasmuch as the right to sell food there was granted by a concession including the whole park or track property.

Detroit's Crystal Pool Enjoying Bang-Up Season

DETROIT, Aug. 5.—Crystal Swimming Pool, located just beyond the Detroit city limits, at Greenfield and Eight Mile roads, is enjoying a bang-up season, with business running about 5 per cent over 1943, according to Manager Henning Rylander. An important factor here this season has been improved public transportation.

The pool is owned and operated by Rylander and his partner, Theodore Folster, who first built the spot.

WHITE CITY AMUSEMENT PARK
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Can place balance of season, Rides not conflicting, Legitimate Stock Concessions.
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British Showmen Invite Yank Pros

NEW YORK, Aug. 5.—American showmen in the armed services in England will be welcomed and entertained by British showmen if they contact members of the Showmen's Guild or the Amusement Caterers' Association. F. Mellor, publisher of *The World's Fair*, England's amusement weekly, extends this bid in a recent letter from which the following are excerpts:

"As you know we are getting a lot of your boys over here now and I have met quite a good number. The Amusement Caterers (park and outdoor showmen) are anxious to give them a welcome and if any of them will contact us we will see they meet the show people over here.

Outdoor amusements have done very well here these past few seasons, that is with the exception of the Southern Coastal resorts which are, of course, restricted areas. Theaters and cinemas have also been doing very well but the use of the flying bomb has affected business in the South and quite a few have closed down. We are confident it will not be for long as Mr. Churchill's recent speech gives up hope that our defenses will soon render it ineffective or the Germans will realize that its continued use will not achieve the desired object—that is to weaken our morale."

New London Spot Way Ahead On Take

NEW LONDON, Conn., Aug. 5.—City Manager Edward Henkie disclosed that receipts at Ocean Beach Park, amusement park operated by the city, to date total \$101,602.40, including about \$11,000 in tax monies. The net receipts are the greatest since the opening of the \$3,000,000 park.

Estimated expenses for the year at the park is about \$80,000, while the payment on principal and interest will total about \$135,000, leaving a considerable amount still to be taken in to take care of funds to be paid out.

The spot is becoming one of the most profitable amusement parks on the Connecticut shoreline.

Play Slumps at Edgewater But Still 15% Ahead of '43

DETROIT, Aug. 5.—Following the trend of local show business, both indoor and outdoor, Eastwood Park, largest local outdoor amusement spot, has shown a decided slump in patronage since Invasion Day, but still remains about 15 per cent above 1943 totals on the season to date. The rise is fairly evenly spread over the attractions, but the pool leads the roster with a build-up of 25 per cent.

The drop in business in the past several weeks is attributed by Park Secretary Max B. Kerner to the excessive publicity foretelling an early end of the war. Consequently, the public has tightened up on its spending, says Kerner. Special events, such as the army air show, which drew a million and a half people, and the

2-for-1 Ride Ducats Hypo Dull Periods At Macon Playland

MACON, Ga., Aug. 5.—Playland Park, now in its 17th week of the season, continues to get fat play, Manager W. E. Franks reports. Last week a "two-for-one" ticket for rides was introduced for Monday thru Wednesday, the idea immediately boosting the volume of business for the first half of the week, Franks said. Last half business has been consistently good from the start.

C. N. (Doc) Myers's Tilt-a-Whirl is still topping rides. Doc recently added a pea pool game to his concessions. Norman and Myron Orton's concessions are playing to good patronage.

Charles Amerson, superintendent of concessions, with Franks for 10 years, resigned recently to enter war work at the army air depot at near-by Warner Robins, Ga. His place has not been filled.

Mrs. Merle Evitts is now in charge of (See 2-FOR-1 DUCATS HELP on page 56)

Brown of Buckeye Pitches War Bonds

BUCKEYE LAKE, O., Aug. 5.—Buckeye Lake Park was the scene Monday (31) of the Fifth Bond Rally Round-Up to raise \$483,000 to put Licking County's bond drive over the top. With nearly 20,000 thronging the funspot, the county War Bond mark topped \$5,000,000.

A. M. Brown, manager of Buckeye Lake Park, drew up plans for the event, making every bond purchaser the recipient of a ticket for 10 free rides on a straight give-away from 7 to 11 p.m., plus a chance to win a top award of \$1,000 War Bond. The plan had the wholehearted backing of all merchants at the county seat in Newark, O.

All banners, window cards, drawing ticket set-up and free ride and award tickets were furnished by the Buckeye Lake Park Company. *The Newark Advocate*, Licking County's only daily newspaper, assigned a special staff to handle publicity on the event.

In addition to the \$1,000 War Bond as capital prize, \$500 in bonds of smaller denominations were given away in the drawing.

bond drive have also hurt amusement spending. Another factor in hurting business has been the rumors of a tense race situation in the territory, with memories of the 1943 tragedy still fresh in mind.

A policy that has clicked this year at Eastwood is Special Night on Tuesdays, when all rides are operated at a dime. Attendance for this shows a 15 per cent improvement over 1943.

One department that has shown a build-up on gross, but not correspondingly on attendance, is Eastwood Gardens, outdoor ballroom. An increase in prices to \$1.25 (including tax) on Saturdays and Sundays and \$1 on week nights, in place of 1943 prices of \$1 and 75 cents, has raised the total gross somewhat.

Construction at Eastwood has been fairly heavy for a war year, with revamping of Kiddieland now completed. A kiddie Ferris Wheel and a boat ride have been installed. Only new adult ride is the Tilt-a-Whirl. A new concession is Harry Stahl's coin-operated digger stand. Ray Marsh Brydon's International Congress of Oddities, installed in the old park ballroom, is doing topnotch business.

Eastwood roster includes: President and general manager, Henry Wagner; secretary-treasurer, Max B. Kerner; superintendent, Harry Stahl; secretary to the president, Frieda Engelbrink; secre-

Bob Cohn Partner In Australian Firm

CHICAGO, Aug. 5.—Capt. R. H. (Bobby) Cohn, serving with a bombardment squadron in the South Pacific, writes that he will locate in Australia when the war is over and has already made an amusement park connection there.

Cohn, who formerly was with various American carnivals, is now a partner in the firm of Bowler Enterprises, Ltd., of New Zealand and Australia. The firm operates amusement parks in Auckland, New Zealand, and Townsville and Brisbane, Australia.

"We have three amusement parks in operation and intend to build a fourth one in Sydney as soon as hostilities with Japan cease," says Cohn. "We plan on spending about \$250,000 to bring the parks up to the American standard of amusement parks."

The three parks now operating have been established for about eight years. Cohn states that he and his partners also plan to operate traveling carnival attractions.

East Booms As Result of Heat

NEW YORK, Aug. 5.—July, 1944, will go down in the history of New York's beach, pool and park operators as one of the most consistently hot months on record. The average daily temperature during the month was three degrees above normal.

Particularly favorable to beach and pool showmen, the heat wave brought record week-end attendances at all shore resorts and amusement parks, as well as above average week-day patronage. Rockaway Beach hit the jackpot, with all Sundays in the month drawing around 1,250,000 and some mid-week days going above the 1,000,000 mark.

Coney Island also went over the top, with Sunday crowds above or close to the 1,000,000 mark. Smaller and less accessible beaches and parks profited on a slightly smaller scale. Parks with swim pools, such as Olympic, at Irvington, N. J.; Playland, Rye, N. Y., and Palisades, on the Jersey side of the Hudson, drew capacity crowds thruout the month.

N. C., Va., Gale Does Big Damage

RICHMOND, Va., Aug. 5.—Original estimates of damage from Tuesday night's (1) gale on the North Carolina and Virginia coast seemed exaggerated when a check of amusement enterprises was made.

Worst storm disaster was at Carolina Beach, where the Merry-Go-Round, Ferris Wheel and Kiddie Ride, belonging to S. G. Manville, were damaged. In addition, the Boardwalk was demolished in the gale by 60-foot waves, and many concessions were washed away. Damage was estimated at \$1,000,000, according to J. H. Rose, of Office of Civilian Defense.

At Wrightsville Beach, N. C., planks from the Boardwalk catapulted like match sticks thru the various concession buildings. After 9 p.m., camp and city lights went out and only illumination was from Diesel plants of Jimmy Rafferty's R & S Amusements which cared for many refugees. One person was killed and two injured in North Carolina. Carolina Beach, N. C., was placed under martial law Tuesday night and Wednesday.

Virginia was less hard hit. At Virginia Beach, Frank D. Shean stated that the canvas theater at Casino Park housing the Casino Park Playhouse was damaged and company lost Tuesday thru Friday, but expected repairs to be made in time to open tonight.

Record Run for Cape May

CAPE MAY, N. J., Aug. 5.—Cape May County resorts, including Wildwood, Cape May and Avalon, will experience the best season since 1929, says Director P. H. Jackson, director of public affairs of the Board of Freeholders, who bases his predictions on the overflowing crowds which invaded the area in July.

Communications to 155 North Clark Street, Chicago 1, Ill.

Film Production At Peak Level Gets WPB Nod

WASHINGTON, Aug. 5. — Continued full-capacity production of military, professional and amateur film has been authorized by the War Production Board. Amateur photographers, however, were warned not to expect any increase in snapshot film.

Film production in 1943 increased 30 per cent from the 1941 output, WPB announced at the same time. With military requirements continuing at a high level, it was said that 85 per cent of the film output by eight companies will continue for essential war use and the remaining 15 per cent will be controlled for use by professional and amateur cameramen. A revision to the limitation order has been made to facilitate production of each type of film in line with pre-determined military and essential civilian requirements.

Films Prove Highly Successful as Night Club Entertainment

EAST ST. LOUIS, Ill., Aug. 5.—A local nitery, Johnny Perkins's Playdium, is proving that 16mm. sound films have a definite place in night club programs. Having used films consistently for the past seven months, Perkins reports that they always draw good crowds.

Four films are used during an evening, and the better ones are run more than once. No film running more than 10 minutes is used, and there is always a lengthy intermission between shows.

After a good deal of experimentation, the following sequence of films was adopted: Color cartoon, sports reel, musical novelty short and organogue for audience participation. Films are shown on Wednesday nights.

At first silent films of the "old-time movies" type were used, and altho the first shows were over well, the novelty gradually wore off and interest was not sustained. The four-feature idea has been such a drawing card that the location has installed a permanent screen at one end of the bar. Much of the success of this venture is attributed to the way the program is advertised and presented by the management.

WAC Announces 3 Films

CHICAGO, Aug. 5.—Allied co-operation in the Italian film campaign is being stressed in the July war information film releases to be distributed by the war activities committee of the motion picture industry. *Liberation of Rome*, War Department film released July 13, tells the important story of the battle for Italy, and points to the long, tough fight ahead in the French invasion.

An entirely different type of recruiting film, *Battle Stations*, produced by Garson Kanin, is to be released Thursday (27). The voices of James Cagney and Ginger Rogers augment photography in setting forth the valuable job being done by the Spars who release men of the coast guard for active duty.

Scheduled for release August 3 is the film bulletin, *Prepare for Winter*, written by S. J. Perelman of the Writers' War Board. The film warns civilians in advance to make necessary preparations to meet the anticipated fuel shortage of the coming winter.

War Films Popular

ALLENTOWN, Pa., Aug. 5.—James A. Peters, roadshowman in Eastern Pennsylvania, with headquarters here, reports heavy rentals and bookings for the latest war films being made available for 16mm. projectors, both sound and silent, and silent reels for 8mm. machines. One of the most popular features is *Invasion of Fortress Europe* and *Rome Falls to the Allies*. Both pictures are on one film.

TRADE SERVICE FEATURE
Billboard

New and Recent Releases

(Running Times Are Approximate)

FOLLIES GIRLS, released by Commonwealth Pictures Corporation, is a musical comedy built around the romance of a soldier and a costume designer of Broadway shows. Starred are Wendy Barrie, Gordon Oliver and Doris Nolan. Four radio band leaders, Johnny Long, Bobby Byrne, Ray Heatherton and Ernie Holst, are featured with their orchestras. Running time, 70 minutes.

SCHOOL OF THE OZARKS tells the story of an unusual school which has opened the doorway to better living for hundreds of students from locations where only the meagrest educational facilities are available. It combines interesting action with the scenic beauty of the lovely White River Valley of the Ozarks. Running time, 20 minutes.

Open-Space Likes

—By E. F. Hannan—

EVEN with the strong efforts that the flickers have made to steer smalltown patrons toward sophisticated entertainment, the matter still remains where it has always been and that is in the liking for so-called Western, mountaineer and similar style homely show stuff. The rubé of Denman Thompson and the broad farce of Johnny Ray still get first play in the places where folks live near the grass roots.

Smalltown folks don't like to drink thru a straw and neither will they pass up Toby for Sir Charles Gander. A friend of mine who operates a small flesh trick became important and tried to ditch his good-sounding hillbilly trio, but before he was out another week, his customers began to ask: "Where's those three that played and sung so well?" He had to go back to the kind of play that folks of the wider spaces understand without having it all explained to them.

All the money the movie interests have spent to worm the popular pa-

WANTED
For Fastest Stepping Med. Show in Ohio
Novelty Acts, Teams and Singles, a fast Black Hillbilly, Med. People in all lines. This show is open air now, but will be in halls until Christmas. Tell it all in first letter. Must join on wire. **BLACK HORSE MEDICINE SHOW**, Nelsonville, Ohio. Wm. Anton, Mgr. Permanent Address: Black Horse Medicine Co., Upper Sandusky, Ohio.

REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Weather No Bar To Hugo in Neb.

NORTH PLATTE, Neb., Aug. 5.—Hugo Players, under the management of Harry Hugo, has been rolling along nicely in their established Nebraska towns on week stands, employing a cast of nine and a working crew of three.

Weather has been extremely changeable in recent weeks, the show bumping into plenty of rain, wind and heat. Two nights were lost on last week's engagement, due to storms, but so far the top has remained up.

The Hugo organization winds up a week's stand here tomorrow night and follows with Oshkosh, Ogallala, Scotts Bluff and Gering, all in this State.

Hugo has made Nebraska for 36 seasons, and is one of the few old-timers still operating in the State. Many improvements in lighting and scenic effects have been installed this season.

Sadler Re-Elected; Show Loses 1 Night

PERRYTON, Tex., Aug. 5.—Harley Sadler, whose tent show continues to play to healthy business thru its established Texas territory, was re-elected to the Texas House of Representatives at the recent election by a two to one vote.

The Sadler show lost its first night of the season here Monday of last week (24) when a terrific rainstorm hit just as the natives were gathering for the show.

Billie Sadler is vacationing at Corpus Christi, Tex.

Slouts and Mills Circus Day and Date in Michigan

GREENVILLE, Mich., Aug. 5.—When the L. Verne Slout Tent Show pulled off the lot in St. Johns, Mich., last week, the Mills Circus was waiting to pull on. Here, this week, the two shows played day and date.

Recent visitors on the Slout show were Mr. and Mrs. Bud Hawkins, Mr. and Mrs. Gene Cobb and other members of the Renfro Valley hillbilly troupe now playing Michigan territory.

Jack Marco, leading man, has been forced out of the Slout cast, due to illness, and is now in the hospital at Mount Pleasant, Mich.

Bobby Brown Slout hoofing juve, celebrated his birthday recently with a party on stage after the show. His fellow troupers presented him with a loafer jacket.

Menke Craft Mag Subject

ST. LOUIS, Aug. 5.—Capt. J. W. Menke's Golden Rod Showboat, now in its eighth season at the foot of Locust Street here, was the subject of a cracker-jack human-interest yarn which appeared on the first page of the mag section in last Sunday's (30) issue of *The St. Louis Post-Dispatch*. Written by Jack Balch, and labeled "Fun On the Old Showboat," the piece with accompanying art, filled five columns. In addition to four random shots, Mrs. Blanche Forbes, Mae Kennis and Betty Lou Hedge, of the Menke cast, were pictured in a dressing-room scene.

tronage away from their beloved has been of no avail. "You can't make them drink if they're not inclined that way." Toby, of the tent, is still hanging on, and likely will for some time to come.

Rep Ripples

SHOWFOLKS OF AMERICA, which numbers many repertoire people among its membership, will hold its annual picnic at Silver Leaf picnic grove, near Chicago, August 20. . . . **BYRON GOSH** has just taken delivery on 500 new folding chairs for his By Gosh Tent Show touring Tennessee to solid takes. . . . **JACK SWEETMAN**, veteran minstrel drummer and well known in repdom, stopped off at the desk last Wednesday (2) en route from Greenville, S. C., where he closed with Linton De Wolfe's unit, to Circleville, O., his hometown, where he will rest for a few weeks.

FREDDY TWYMAN, formerly of the Hazel Hurd Players, is now a sheriff at Hutchinson, Kan. . . . **PAT PATTERSON**, Toby on the Hurd show for many years, operates a tavern at Buena Vista, Colo.

GLENN BRUNK, who now operates a gas station at Plainview, Tex., was a visitor on the Sadler Show at Amarillo, Tex., recently. . . . **MAXIE (RED) MORRIS** received his greetings from the President recently and reports at the induction center at Oklahoma City this week. . . . **JAMES (GEORGIA) TURNER** has reported back to the Harley Sadler Show in Texas after a two-week trip to Georgia to visit his mother. . . . **GLADYS BELL** writes from Minneapolis that she enjoyed a visit with Cecil (Little Ole) Vernon, while he was there recently on a furlough. Mary and Naldynne Vernon went back to the base at San Francisco with him. . . . **RAY MATHIS**, former guitarist and cowboy songster on the Sadler Show, is at Fort Meade, Md., and slated for early overseas duty. He was married recently at Spearman, Tex., to Jeannie Layne.

CORP. BRONCHO F. WEST, son of Mr. and Mrs. Lonnie F. West, Erwin, N. C., formerly of the Jake West picture-vaude tenter, is now with Hq. Co., CO "B," 14th A.D. APO 446, Camp Campbell, Ky. In the army since November, 1942, young West says he has some ambitious post-war plans mapped and that he is keeping up with the latest in showbiz by reading *The Billboard* each week. . . . **JAY MAHONAY**, who has been in war work in Lewiston, Idaho, has taken on a partner to play Western Idaho and Eastern Washington with a bill written by E. F. Hannan. They will point for schools in the fall. . . . **T. T. MURDOCK** has a vaude-ple trick operating in Marshall County, Tennessee. . . . **M. E. (SKIP) DEAN** and Zeke Holdren, both well known in rep circles, are playing free-attraction dates in Nebraska, Iowa and South Dakota. . . . **FENTON'S ALL-TEXAS SHOW**, presenting vaude and pix, is reported playing to satisfactory business on fairs and celebrations in El Paso County, Texas. . . . **RALPH BLACKWELL** writes from India under date of July 20: "Johnny Finch paid me a visit recently and right at the wrong time. I had 24 cans of beer, more precious than blood over here. We had a long talk and drank the beer. I enjoyed my bottle. I have been in 'show business' in India since last July—one year has trickled under the bridge. Thank God the time has gone fast. Eighteen months ago today I sailed from the States. I have been in 27 months and 22 have been spent out of the States. I am enclosing a Rupee, worth about 32 cents in American money. I get paid with these things—214 of them a month."

WANTED
For winter season rotary, Specialty Performers, Women Concession Agents, Moving Picture Operators and Road Showmen with equipment for 4 picture circuits and 2 road show attractions. State facts to **BYRON GOSH**
Your Theatre Co. Bullsgap, Tenn.

COLORED PERFORMERS AND MUSICIANS FOR MEDICINE SHOW
SALARIES START AT \$30.00 AND UP TO \$60.00 A WEEK
Can place one more A-1 first-class Comic and Piano Player.
DAVID S. BELL, Owner Fargo Follies
Home Office—116 E. Rogers St. Valdosta, Ga.

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16MM. Silent Motor Driven Projectors, \$10.00; big Seven Reel 35MM. Talkie Features, \$15.00 each; late Talkie Programs rented, \$7.50, two nights; Jungle Serials, New Cartoons for sale or rent. Silent 35MM. Kolograph Straight Feed Machines, \$60.00; Silent 35MM. Short Subjects, \$2.50 per reel; Rewinds, 2,000 ft. Shipping Cases, \$4.00 each. Get our big list of 16MM. Sound Features, guaranteed condition, \$65.00 each; brand new 35MM. Star-Spangled Banner Trailers, \$4.00 each. Let us know what posters you need. We have the largest supply in country. Get our lists before you buy.

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AGENTS - SELL \$1.00 PACKAGE VITAMIN Tablets for 75c. Dozen, \$2.00; Gross, \$18.00. Sample, 25c. Veribest Products, 4256 Easton, St. Louis, Mo.

BEAD NECKLACES FOR JOBBERS, FAIR Workers, Carnival Men. Particulars free. Sample 6c, \$1.00. Mission, 2328 W. Pico, Los Angeles 6, Calif.

EXTRA! MOST BEAUTIFUL GIFT BIBLES, sell dime; 1/2 ybura. Rush \$1.00. Liberal start. 50c set 7. Hinkle Publishers, Dayton, Va.

GOLD STYLE JEWELRY - EARRINGS, \$1.50 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.

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SACRIFICE SALE - 1 25c BLUE FRONT, \$250.00; two 5c Blue Fronts, \$195.00 each; these are newly refinished in Crinkle Blue and trimmed in Cream; mechanically perfect. 1 Pace Comet, Blue Front, 25c type, 3-5 Pay, \$185.00; 1 Jennings Century 10c D.J.P., \$95.00; 1 25c Jennings Goose Neck J.P., \$60.00; 2 5c Mills Goose Necks, no J.P., \$47.50 each; 1 5c Jennings Victoria D.J.P., \$60.00; 2 5c Superior Escalator type, \$35.00 each; 3 5c Jennings Goose Necks, J.P. machines, \$60.00 each, or the lot for \$1,300.00. All above slots are reconditioned and refinished throughout. One half cash with order, balance C.O.D. Arlatex Amusement Co., 3237 McKinney Ave., Dallas, Tex.

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SLOT PARTS, CLOCKS, JACKPOTS, GLASS, Slides, Discs, Handles, Parts for Converting Brown Fronts. Stoplavers Converted Kneecation. Coleman Novelty, Rockford, Ill.

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WANTED - SEEBURG CLASSIC PICK UP Arms, Packard #27 Solenoids. Packard Motor Starting Relays, Packard Selection Cancel Solenoids, Packard Short Type Selector Pins. James Music Co., 803 N. Delaware, Indianapolis, Ind.

WANTED - 100 PENNY PLAY PACE machines. Must be very cheap. Quote lowest price, quantity, model, payout. Pace Mfg. Co., 2009 Indiana Avenue, Chicago 16, Ill.

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1 5c ORIGINAL BROWN FRONT, #444311, C.H. K.A. Drillproof, \$210.00; 1 5c Original Blue Front, #455495, C.H. K.A. Drillproof, \$210.00; 1 5c Original Gold Chrome, 3/5 P. O., #72088, guaranteed perfect, \$325.00; 2 5c Blue Fronts, S.J.P., perfect mechanism, \$185.00; 2 5c Rockola Fronts, Mills Slots, glitter gold finish, \$60.00 each; 1 Double Safe Stand, combination lock, \$35.00; 1 Double Revolv-a-Round Safe Stand, practically new, \$125.00; 4 Jack-in-Box Safe Stands, \$40.00 each; 10 Jack-in-Box Safe Stands, nearly new, \$50.00 each. John Burke, R.D. #1, Nottingham, Pa. Phone: Oxford 567-2.

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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.

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CLASSIFIED ADVERTISEMENTS

LEAD TRUMPET, VOCALIST - SEMI-NAME experience. Age 27, draft exempt, appearance. Thoroughly experienced. Box C-129, Billboard, Cincinnati 1, O.

SINGING SAM AND HIS CRAZY GUITAR - Real showman and musician. Swing, sweet. Hot orchestra, hillbilly band. Play, sing, do singles. Everything in entertainment. Singing Sam, 439 Randolph St., Eufaula, Ala.

TENOR, CLARINET - COMMERCIAL TENOR band experience. Good tone, intonation, transpose. Sober, dependable, age 27. Box C-135 Billboard, Cincinnati 1, O.

TRUMPET - 21, 4-F, JAZZ TAKE OFF, SOLID section man. Sober; semi-name experience; arranger. John Andros, 42 Maple Ave., Keansburg, N. J.

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, Cudabay, Wis. au12

E. R. GRAY ATTRACTIONS - SPIRAL TOWER, Swinging Ladder, Rolling Globe, Single Trapeze, Contortion, Comedy Acrobats. Harding & Keck, Evansville, Ind. au12

FAIR SECRETARIES, CONTACT BOB WIL-Hams, the One Man Vaudeville Show. Juggling Balls, Clubs, Magic, Rope Twirling, Ventriloquism, Punch Judy, Guitar and Songs, Accordion, Piano, Clarinet, Saxophone, Baton, Musical Saw. Harvey Thomas, Manager, 162 N. State St., Chicago, Ill. Telephone: Dearborn 0828. au24

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. se2

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

OUTSTANDING PLATFORM TRAPEZE ACT - Available fairs, celebrations, etc. Attractive equipment. Read act. Literature, particulars, Charles LaCroix, 1304 South Anthony, Fort Wayne 4, Ind.

RADIO HILLBILLY BAND - PARK AND fairs near Columbus. Sunnie Mix and Her Hill-billies, 128 W. Rich, Columbus, O.

THE GUTHRIES - FOUR DIFFERENT FREE Attractions. Tight Wire, Balancing, Trapeze Iron Jaw, Butterfly and Double Trapeze. Reasonable. 220 W. 9th, Cincinnati 2. au12

PIANO PLAYERS

AT LIBERTY - LADY PIANIST, ORCHESTRAL, Trio and Accompanying. Sight reader. Prefer cocktail unit, location in the East. Box C-132, Billboard, Cincinnati 1, O. au19

PIANIST - YOUNG, EXPERIENCED, GOOD appearance. Read, fake. Veteran, desires location. Bob Williams, care Denver Musicians' Assn., Colorado Bldg., Denver, Colo. au19

PIANIST AND WIFE DESIRE TAVERN LO-cation, single or joint. Experienced pianist. Non-union. Requests, ability, appearance, play along. Wife general tavern experience. Cashier, books, bar, etc. Go anywhere. Write, don't wire. Maurice and Florence Lucketti, Eadyville, Ky.

PIANO MAN - 27, 4-F, UNION, SOBER, Read, Fake. Radio and some semi-name ex-perience. Prefer travel. State type of band and top salary in first. Box C-133, Billboard, Cin-cinnati 1, O.

PIANO MAN, 28, MARRIED, 4-F, EXPERI-enced in large, small combos. Want location after Sept. 1. Box C-134, Billboard, Cincinnati 1, O. au19

SINGERS

MALE SINGER - ARMY HONORABLE DIS-charge, desires opportunity. Comedy, night club, band, musica, choral group. Box 604, The Bil-lboard, 1564 Broadway, New York, N. Y.

VOCALIST - BALLAD STYLE, DISCHARGED veteran, 24. Experience with name bands, wants connection with good orchestra. Go anywhere. Minimum, \$75.00. Wire or write Frank Barker, 4903 W. 112th St., Inglewood, Calif. au19

RETAIL OUTLETS TO EXPAND

WPB Restricts Boxes, Some Are Eliminated

WASHINGTON, Aug. 5.—Merchandisers felt the tightening of restrictions when they learned of the War Production Board's action to reduce the country's consumption of boxboard about 73,000 tons a year. Boxes for candy, toys, games and display were among those that fell within the restrictions of amended Order L-239, which controls the manufacture of all folding and set-up boxes.

Paper and paperboard, so critically needed by the nation and so short in supply, are necessary to the prosecution of the war. Merchandisers will have to double-up, for the elimination of all types that are not deemed important are included in the amendment. WPB said that unnecessary decorations will be left off from the new boxes to be manufactured under the terms of the restrictions, and display boxes will no longer be made, as well as set and combination boxes.

In general, restrictions are placed on the use of unnecessarily heavy paperboard and on packages made with extra edges, padded tops, or larger than needed for the contents.

Altho the novelty trade will feel more than ever the results of the new restrictions, they are falling in line with the requirements as one of the efforts that every American is making to hasten the final stages of "V" Day.

Jack Spiegler, of Joe Kerr Novelties, is somewhat of a magician himself. Within a very short space of time he has transferred this firm from a small establishment on Park Row to one of the largest novelty concerns in New York.

MERCHANDISE TRENDS

CHICAGO, Aug. 5.—Most trade reports on retail outlets say that sales for the last week in July were about the same as for the previous week. Official government reports show that general sales for June this year declined some from May but were better than June, 1943. Trade reports still speak well for jewelry, vacation merchandise and luggage. Among the official reports was the collection of excise taxes on furs, jewelry, luggage, etc. The excise taxes in June on jewelry amounted to \$10,555,000. The collection for June a year ago was \$4,887,772. The luggage tax for June of this year reached \$5,289,744. No comparisons are available for June one year ago. The excise tax collections will prove a reliable barometer of sales of these specialty items in the future. The National Retail Dry Goods Association, in its report for 1943, shows that stores in its field conducted a very profitable business during 1943. The report of this important association emphasized costume jewelry sales thru outlets represented in its field.

Canada Lifts Ban

The date—Tuesday, August 1—was an important one in merchandise circles, since it saw the removal of import restrictions which since 1940 have barred from the Dominion of Canada a long list of goods, ranging from absinthe to zippers and more. However, altho the Dominion has now gone back into the United States luxury market, it won't necessarily mean a great increase in imports for many are not available. Nevertheless, the novelty trade is noting that some of the articles removed from the import ban were among those which the War Production Board recently listed as

urgently needed by the civilian population, and they are thus probably to get first call on materials and labor as the reconversion program gets rolling.

Pennywise Piggy Banks

Another case of all-out for the war effort made headlines in Chicago this week. But the G.I.-minded contributors were in the form of popular novelty items, piggy banks. Purchasers of War Bonds emptied their pennies on the counter, scraping the bottom of these handy banks to buy the extra bond or stamp in the closing days of the Fifth War Loan drive. Once more novelties became 1-A.

Keynotes Outlined

Radio manufacturers were prominent among the exhibitors of the National Association of Music Merchants who met here last week. A silver lining in the dark cloud of shortages was noticed when some of the dealers reported post-war prospects. Some manufacturers said (See Merchandise Trends on page 52)

Small Items Sure to Gain

All reports predict gain in small shops that will feature specialty merchandise

CHICAGO, Aug. 5.—With the government planning to finance returning veterans to go into business on their own and encouraging them especially to enter retail fields, the expansion in retail outlets after the war will be one of the important developments in the merchandise business. So much is given for small business that many of these new outlets are likely to be highly specialized and many of them will sell novelties and other small merchandise.

The plans to finance veterans will be (See Retail Outlets Expand on page 51)

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 Ties, Per 100	10.75
12/15" Fox Tails w/ Ribbon Ties, 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

OUTGUES THE WEATHERMAN

AMAZING FORECASTER

PREDICTS THE WEATHER 24 HOURS IN ADVANCE

IMMEDIATE DELIVERIES

IT'S HOT for **NATIONALLY ADVERTISED**

BOARDMEN—PREMIUM, BINGO AND MIDWAY OPERATORS...

Pep up your slow spots with this amazing Weather Forecaster. It's clicking everywhere. Combines color, action and novelty appeal. It's a natural for young and old—with plenty of flash and eye-catching color.

GOING BIG! IT GETS THE PLAY

Big—stands 7 inches high, base 5x5 inches. Solid walnut, with colorful overlays and decorations. Moving figures forecast the weather—plus accurate thermometer for temperature readings.

WRITE, WIRE, PHONE YOUR ORDER

\$1.00

F. O. B. Chicago

LOTS OF FLASH—BIG EYE APPEAL
Nationally advertised. Thousands now in use. Testimonials from coast to coast prove its value. Money-back guarantee. Packed in individual gift cartons, 36 to a case. Rush your orders. First come, first served.

25% DEPOSIT ON C. O. D. SAMPLE \$1.69.
PRICE EACH IN DOZEN LOTS
THE WEATHERMAN

Dept. BL, 29 E. Madison St. CHICAGO 2, ILLINOIS

WATCHES

15 Jewel

10 1/2 ligne regular movement. Anti-magnetic. Stainless steel case. Radium dial and hands.

\$19.50 Ea.

17 Jewel

10 1/2 ligne regular movement. Water-proof, shockproof. Anti-magnetic. Radium dial and hands. Red sweep second hand. Stainless steel case.

\$28.75 Ea.

10% DEPOSIT, BAL. C. O. D.

BURTON SALES CO., 16 N. Halsted St. Dept. E-20 Chicago 6, Ill.

CEDAR CHESTS

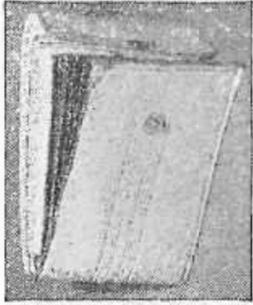
FILLED or EMPTY — WRITE FOR CIRCULAR

Open Account Basis to Well-Rated Firms.

CROYDON CO. 8336 Wildemere Ave., Detroit 6, Michigan

Unusual Values In Genuine Leathergoods

WALLETS FOR LADIES AND GENTLEMEN



#4309 K Natural Grain
#4308 K Brown Pinseal
\$9.00 PER DOZ.

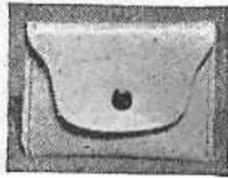
\$93.60 PER GROSS



#4310 Alligator Grain
\$10.80 PER DOZ.

\$108.00 PER GROSS

#4307 K Coin Purses
Assorted Colors



\$2.25 PER DOZ.

\$24.00 PER GROSS

In order to obtain the gross price, they may be assorted among all three numbers.

For Wallets up to \$30 per doz. see our price list #232-K

LEO KAUL

IMPORTING AGENCY, Inc.

115-119 K SOUTH MARKET ST. CHICAGO 6, ILL.

MERCHANDISE YOU ARE LOOKING FOR

CAREFULLY SELECTED BINGO ASSORTMENTS

Many New Items—Many Hard To Find Items—Practical—Novel—In Demand.

ORDER A SPECIAL DEAL—BE CONVINCED—\$25.00, \$50.00, \$100.00 UNITS

GLASSWARE

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, Lels, Tails, Hat Bands, Combo 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, Francy 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.

IMPORTANT

ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD., ST. LOUIS 3, MO.



WOOD JEWELRY

CEDAR CRAFT

Write for our New No 44 & 45 Illustrated Price Lists Over 100 Items

CHARLES DEMEE MFG. CO.
116 E. WALNUT ST. MILWAUKEE, WIS.

HAND MADE

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.

Popular Items

Get Set

All abroad, ahoy, all out, E. S. Lowe, Inc., of New York is strongly urging dealers to place their orders in order to meet the 49,000,000 gifts to be sent overseas this Christmas. Relatives and friends of soldiers, sailors and marines will be sending games and puzzles, chips and card sets to give the boys a chance for diversion from the Nips and "Stupor Men." The large line of these games and accessories, precision made by master craftsmen, will be best sellers, according to the rush demands the firm has had. Handsome, pocket-sized, some of the sets come with straps so that they can be attached to the knee, arm of chair or on laps to be played anywhere. De luxe editions are bound in genuine leather, and the assortment of entertaining games will fill the bill for all tastes—from accy-ducey to baseball.

Decorated Mats

Table settings that will mirror beautiful silver and exquisite china of the discerning hostess are popularly offered by Stern-Louis Company, Chicago. These Mirror Plateau Sets, as well as a complete line of distinctive mirror decorations, are attractively color-designed mirror glass table mats, moderately priced for quick selling. Among the other items being offered are unusual perfume trays, mirrored what-not shelves, tables and chest mirrors that are said to be eye-catchers for customers and a good dealer-profit line. The company has a descriptive catalog.

The Missing Link

Monkeys have always interested man, but now they are proving plenty profitable for men in the novelty merchandise business, American Merchandise Distributors of Chicago inform. They are offering the hard-to-resist novelty monkeys called Monk-O, which amuses both old and young when it is slipped on the hand and fingered for fun. Monk-O's are well made of the best quality materials, are a regular entertainment feature for everyone and are appealing to merchandisers who know their customer appeal.

More Mirrors

A sensational value, guaranteed for quick selling, is the new, handsome cigarette box currently offered by Gottschalk Sales Company, New York. The box is made of kiln-dried hardwood combined with mirrors, and it is lined with mirror brilliance thruout. The glass cover is attractively lined with hand etchings and a crystal ball knob. The box, altho it combines all the rare features of delicate beauty, is firmly constructed and rests on felt disks. Gottschalk says that this newest of best sellers is now ready for delivery.

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-645. **\$9.00** Dz.



Wide Band Sterling Silver Heart Design Ring. Order No. LP88. **\$7.50** Dz.



White Stone Sterling Silver or with Side Stones. Order No. NS23. **\$9.00** Dz.



1/30 14K Wedding Band. Choice of Sterling Silver or R. G. P. No. W43BN. **\$2.75** Dz.



No. S288 Sterling Silver, Large Side Stones, Large Center Stone. **\$12.00** Dz.



No. W8861R. Sterling Silver White-stone Wedding Ring. Set with 5 stones. **\$10.50** Dz.



No. 146H White Stone Sterling Silver or 1/30, 14K, R.G.P. **\$9.50** Dz.

Sterling Silver Clasped Hands Ring—An emblem of friendship. Nationally advertised at \$2.95. Very popular.



2 Hands Clasp and Unclasp. No. TF285. **\$1.50** Dz.



EARRINGS

Rhinestone, screw back, Sterling Silver Earrings. Assorted Colors. Special **\$12.00** Dz.

BINGO SUPPLIES

NEW SUMMER PRICES

Write or Wire for Catalog

JOHN A. ROBERTS & CO.

235 Halsey St. Newark, N. J.

FURS

COATS — JACKETS

Latest 1944-45 Catalog Just Out

Quality, Price, Style. Coats, Sealines, Caraculs, Muskrats, Skunks, Red Fox, etc. **LOWEST PRICES** Illustrated Catalog is FREE. Write today.

M. SEIDEL & SON

243 W. 30th St., N. Y. C.

HITLER CAPTURED

Don't you wish it were true? Uncle Sam's boys forced him to leave a WILL, incl. his personal History and History of Hitler's Germany, in 5 Pts. **GREATEST AND FUNNIEST WILL EVER WRITTEN.** Never seen before. No more after this lot. **FREE** circulars with each gross, \$4. 10¢ Seller. **ATLAS, 858B Montgomery St., Brooklyn, N. Y.**

MID CONTINENT Jewelry Company

405-NORTH LOCUST JEFFERSON, IOWA

New Ring Sensation!



Genuine Silver "Tu Y Yo" (YOU AND I) RINGS

Sell at \$1.50 to \$1.98 Ea.; \$5.98 Doz. \$1.00 with order, balance C.O.D. Sample \$1 postpaid. Fits any average adult finger. Can also be worn as an earring. Fast seller.

MEXICO-BORDER IMPORTERS

301 San Agustín LAREDO, TEXAS



FUR COATS

JACKETS—CHUBBIES

LARGE assortment of NEW 1944 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

LOWEST FACTORY PRICES

S. ANGELL & CO. Manufacturing Furrier 236 W. 27th St. (Dept. b-3). New York 1, N. Y.

**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.

RETAIL OUTLETS EXPAND

(Continued from page 49)

joined with other trends which also promise big increases in the number of retail outlets such as the trend to the farm and also the electrification of rural areas. An official survey was recently made in Massachusetts which gives some definite ideas on the farm trend. The survey showed that 18,000 farms are full-time propositions, while 16,000 are part-time propositions. This important trend in population shows that a lot of people are seeking the advantages of country living while, at the same time, working in the cities. Wherever population trends are to the farms and suburbs, small shops and stores of a wide variety will follow the people.

Wholesale houses can well plan on reaching a greatly increased market in these small stores that are soon to come. It would be easy to guess that the trend will be overdone in a few years after the war, but when it is considered that stores have greatly decreased in the past two or three years, it will require a number of years to restore the former retail balance.

The numerical increase in retail outlets will probably be in the small store class for a number of years in the post-war era. The net effect of increasing these small outlets will be to bring specialty merchandise and novelties closer to the customer. It will also be delivering such merchandise closer to rural homes rather than city apartment dwellers. Many agencies, both government and business, are keeping careful check on this trend of the population to suburban and small-town areas, and jobbing firms will have available much interesting data from which to base future market plans. The statistics all agree on the two points that post-war and war conditions reduce the total number of stores by thousands and that as soon as the war is over there will be a strong trend to the opening of many thousands of small outlets. The general decrease of stores during war has been estimated at from 15 to 25 per cent. In 1943 a reliable estimate suggested that drugstores, a wide distributing outlet for specialty articles, had decreased at about 18 per cent.

Important Surveys

Reliable survey reports can be had from the United States Department of Commerce which shows the decrease in various types of stores. In a lot of States the State sales tax also gives interesting data on the decrease in retail outlets. In Illinois, a recent report was released which showed that there had been a decrease of 3,000 stores in the State in June of this year as compared with June one year ago. The breakdown of the types of stores in which there have been de-

creases will be interesting to the merchandise field.

Type of Store	1944	1943
Grocery stores	10,572	10,844
Filling stations	7,711	7,863
Beer parlors	12,792	12,973
Drugstores	3,238	3,307
Candy stores	3,587	3,759
Hotels and restaurants	8,418	8,383
Women's wear	2,147	2,056

Statistics can be had from many other States showing very reliable data of the trends and types of stores. Market planners must keep in mind that other developments have also taken place in the shifts of people and that new types of stores will appear. There is the factory store, the super market, the sample store and various types of gift and novelty stores that are sure to increase in future trends. The familiar stores of the past will be forced to meet this specialty competition and can only meet it by adding departments and concessions which will handle specialty and novelty items.

Future Value

Thus, specialty merchandise may become the safety valve of the future, whereby the majority of retail outlets of all kinds can make specialty departments and special selling campaigns on gadgets and novelties. Developments during the past few years have shown how this works in furniture and hardware stores. These staid, old types of stores have been forced to add lamps or midget radio sets or dime-store counters, as well as many other novel additions to meet modern competition.

These trends will be based largely on how the masses of the people shift to adjust themselves in meeting the new era and new conditions. All students of modern merchandise agree that decentralization will be the key to a number of cities and towns, and that rural areas will be profitable for specialty merchandise.

HEADQUARTERS FOR

Attractive, Popular priced. Costume Jewelry—Sterling Silver, Rhinestone and other types. In Sterling Silver and Gold Filled Identification Bracelets (Wrist Watch Bands, \$1.00 to \$7.00). Necklaces, Bracelets, Costume Rings, Etc. Queenly looking Necklaces, \$1.00 to \$5.00 sellers, many in handsome velvet boxes.

State your business, tell us what you specialize in and we will send you a special selection. Terms: 25% Deposit, and Balance C. O. D. **IRVING SACKS, INC.** 264 5th Ave., Dept. M. New York, N. Y.

ASTOUNDING BUYS

Offered Subject Prior Sale

- EXCITING VALUES TO REDUCE STOCK**
- BABY DOLL, SPECIAL. Real Value DOZEN \$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. Plin's. 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. 1¢ 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. Enamelled. 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 HOSIERY. 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.

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MAIN BRANCH • OUR ONLY MAILING ADDRESS
901 BROADWAY, New York 3, N. Y.
WORLD'S Lowest Priced WHOLESALERS

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 E.O.B. New York

\$1.00 deposit with order—balance C.O.D.

Made in U.S.A. by

SAMUEL EPPY & CO.

933 HUDSON ST. NEW YORK 13, N. Y.

BINGO

SPECIALS ★ CARDS
TRANSPARENT MARKERS
Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

CARTOON BOOKLETS

AGENTS—Sell Vest Pocket Size Cartoon-Gomala Booklets, Pin-Up Girls and other items. Sample 10 assorted Booklets and 10 assorted beautiful PIN-UP GIRLS in full colored prints for \$1.00. Wholesale price list with order only. Send cash or stamps. No C. O. D.'s. First sellers—big profits. ACT NOW.

RAY CO. P. O. Box 878, Church St. Annex, New York, N. Y.

CARNIVAL AND PARK SPECIALS

Our buyers have scoured the markets for merchandise
CARNIVAL SPECIALS U. S. MADE SLUM

	Per Gross		Per Gross
Hawaiian leis, Med. Size	\$ 4.00	Paper Flag Bows	90
Medium Size Plaster Dogs, Etc.	6.50	Felt Wisecrack Pennants	95
Red, White and Blue Tissue Shakers	6.00	Comic Paper Masks	1.00
Spotted Tails with Comic Cards. Per 100	4.00	Engraved Wedding Rings	1.00
Jumbo Fox Tails with Comic Cards. Per 100	23.00	Muslin Flags on Sticks	1.15
White or Blue Yacht Caps. Doz.	1.90	Plaster Dogs, Ducks, Etc.	1.25
Animal Shaped Glass Liquor Bottles. Per Case (36)	9.00	Plastic Thimbles	1.20
U. S. Weighted Darts. Doz.	1.20	Cloth Flag Bows	1.35
4 to 7 Inch Hoop-La Hoops. Doz.	.55	Lead Pencils	1.85
8 Inch Hoop-La Hoops. Doz.	.65	Humorous Mirror Folders	2.95
Knife Rack Rings. Per 100	2.50	Mirror Memo Books	4.50
Shooting Corks, Per 1000	2.25	Comic Buttons. Per 100	2.25
		Motto Buttons. Per 100	1.25
		Powder Puffs	3.00
		Jumbo 14-Inch Pencils	4.00

BINGO SPECIALS
Lunch Kits. Each \$.85
8 Pc. Fire King Cooking Set. Each85
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

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.

NEED MERCHANDISE

PLENTY STILL AVAILABLE!
DON'T WAIT — TOMORROW MAY BE TOO LATE!
SEND FOR CATALOG

TELL IT TO **Casey** YOUR DEPENDABLE SOURCE OF SUPPLY
1132 S. WABASH AVE. - CHICAGO

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.

NOW READY...

Brand New, Unique Line of Perfumed Necklace-Bracelet-Earring Ensembles. Suitable Dept. Stores and Gift Shops, Novelty Stores, Concessionaires, Fairs, etc. Write or wire for illustrated details.

RAGSDALE NOVELTIES

Attractive Jobber Deal!
475 5th Avenue
New York 17, N. Y.
MU. 3-1093

MERCHANDISE TRENDS

(Continued from page 49)

they were signing up both dealers and distributors for the post-war period, and one official expressed the anticipation of nearly every music merchant of any size to handle radio phonographs after the war. Prominence was given to the new achievements made in radio, Admiral Corporation exhibiting a record changer and General Electric demonstrated the wire. Columbia showed pictures of self-service departments in stores for records, and all companies plan to handle more records as soon as restrictions are eased up.

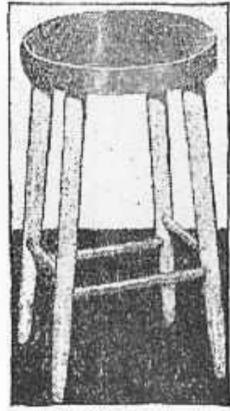
Back To the Farm

An interesting trend was released recently by the Massachusetts Commissioner of Agriculture showing that the State now has a great increase in full-time and part-time farms. This is significant of a nationwide trend, and the indications that families are combining urban work with rural living has some important aspects to the novelty merchandise market. Rural towns have been a good market for variety stores, general stores and specialty stores since the patronage is much more steady thru a period of years, altho not as sensational, as in urban areas. Already there is talk about the death of many retail businesses in the transition period after the war if government and business do not develop plans to avert it. According to experienced men in the field, the reasons for business failures are inexperience, poor location, and inventory neglect. Wise and aggressive business men are noting these reasons carefully in order to avoid pitfalls, and with the trend of the population radiating out of the cities and back to farms, they are combining their business operations with the increasing decentralization of population. Our nation is great enough to make it economically possible for everyone to produce, consume and enjoy its benefits, and this back-to-the-farm movement is just one factor that is being considered in plans to avert slumps after the war.

Caution at Shows

Two shows were watched with avid interest by the trade this week. "The picnic is over" was the characteristic description of the Gift Show held in Kansas City, registering the retailer's and seller's attitude when the market ended. Caution was displayed by both small and large store buyers, altho the exhibits

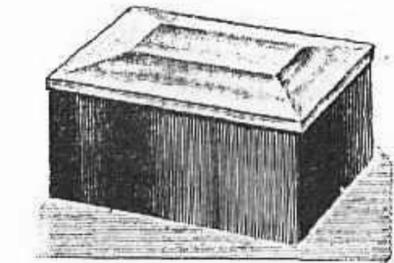
were many. One reason for the less active buying than in previous market events was the failure of sellers to deliver goods bought in the spring market. However, according to the appraisal of some merchants, there was a trend toward better merchandise values as compared with previous wartime offerings. At the Housewares Show in New York, buyers were encouraged by recent developments such as the release of aluminum for production of civilian goods, which will have a far reaching effect in the production of household goods. However, here, too, buyers showed anxiety over obtaining goods, since delivery still presented a problem. Only those exhibitors whose products were made from nonessential materials were able to promise delivery within a reasonable time, and it was generally recognized by retailers and sellers that in the "eleventh hour" of the European war, nobody wanted to get caught with "ersatz" merchandise of any kind. Plans were discussed at both shows for the post-war period, and it was agreed that customers would be celebrating the victory by buying the more expensive goods which manufacturers are anticipating to produce after the whistles blow.



Kitchen Stool

A real value in a kitchen necessity. Upholstered kitchen stool has 12" padded seat in black or red simulated leather. White enameled legs. Height 24". Individually packed, weight six pounds.

B28A25—
Ea. \$1.85; Lots
of 12, Ea. \$1.75.



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 3/4" x 1 3/4".

B38A50—Sample postpaid, 25¢; Per Doz., \$2.65; Gr. \$30.00.

25% Deposit Required on C. O. D. Orders. We Sell Wholesale Only. Catalog Sent on Request.

Hagen JOSEPH HAGEN COMPANY
WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6

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HAND LOOMED INDIAN BEADWORK

Distinctive Indian Motifs Beaded on Genuine Leather Belts:

- Narrow \$27.00 Per Dozen
- Medium 30.00 Per Dozen
- Wide 33.00 Per Dozen

Sample Dozens Only; Sizes 24 to 34

HAND CREATED MINIATURES

MOCCASIN & SOMBRERO LAPEL CHARM!
Colorful Indian Beadwork; Two Dozen to Attractive Display.

\$4.50 Dozen — \$48.00 Gross

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GET INTO A Big Pay Business



We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to 112% commission. No large capital required. Easy to start.

A fortune spent for National Advertising has made our products known from coast to coast. Send for our booklet "Your Opportunity in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

WORLD'S PRODUCTS CO., Dept. 8-Y, Spencer, Ind.

FURS

OF DISTINCTION
Save Money by buying direct from reliable New York National concern. Large variety of very reasonably priced coats and jackets. All latest styles, beautifully lined. Your money back in 3 days if not satisfied. Write NOW for our FREE Illustrated Catalog and Price List.

AGENTS WANTED
ANDREW PAUL, Dept. 40
154 W. 27th St., N. Y. 1



SELL SILK BANNERS
Just out, new line of beautiful Silk Banners. Sell to stores, homes, offices, clubs, churches. Make real money on these new fast-selling Silk Banners: 7x9 American Flag, God Bless America, Roosevelt, Victory, MacArthur, Eisenhower, Defense and Service. Retail 25¢. 8 Sample Selling Outfit, 7x9 Silk Banners, \$1.00 postpaid. 25¢ seller. 15 Sample Ultra-Blue Stock Signs, 7x11, \$1.00 post paid; 25¢ seller. 15 Sample Ultra-Blue Religious Signs, 7x11, \$1.00 post paid; 35¢ seller.

L. LOWY, Dept. 223, 8 W. Bway., New York 7, N.Y.

"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

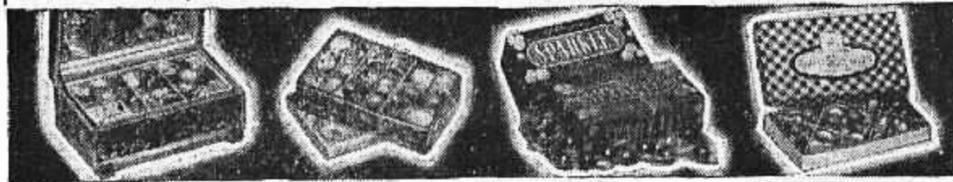
10K GOLD
No. 3B60 Solitaire \$2.25 each Bulk
No. 3B56 Wed. Ring \$2.25 ea. Bk.
No. 3B201 Bridal Set \$4.50 ea. Box.

14K GOLD
No. 3B206 Bridal Set \$5.25 ea. Box.
Sizes 5-7

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.

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

"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

CONCESSIONAIRES! NOVELTY STORES!
From Mojave Desert of the Great West Comes the Cholla Cactus Log

Two Sizes—Beautifully Boxed

8" Cactus Log with 5 Cacti Plants	13" Cactus Log with 8 Cacti Plants
\$18.75 Doz. Sample Postpaid	\$30.00 Doz. Sample Postpaid
\$1.95	\$3.50

25% Deposit, Balance C. O. D. Order by Mail From Hollywood.

HOLLYWOOD CREATIONS
6636 Hollywood Blvd., Hollywood 28, Cal.

IMMEDIATE DELIVERY
EXPLOSIVE MATCHES

OUR SPECIAL PRICE

1 to 10 Gross Lots . . . \$3.75 Per Gross
10 Gross Lots or More . . 3.50 Per Gross
Not Cash With Order.

STUART NOVELTY CO.
166 E. Jefferson Ave., Detroit 26, Mich.

1 STARTS YOU IN BUSINESS

DELUXE FIVE FOLD TIES
100% WOOL INTERLINING

These ties are made of genuine neckwear fabrics, resiliently constructed. Each tie has a woven label showing construction. Rapid fire \$1.00 seller.

COSTS YOU ONLY

\$7 PER DOZ.	YOU MAKE \$5 PER DOZ.
--------------	-----------------------

SEND \$1.00 for Special Introductory Offer of 2 Five-Fold Ties. Postage Prepaid. Only one offer to a customer.

PHILIP'S NECKWEAR CO.
20 W. 22nd St., Dept. B-48, New York 10, N. Y.
CATALOG COMPLETE LINE FREE

CEDARWOOD JEWELRY

For Engraving

65 ASSORTED NUMBERS \$10

Identification Bracelets, \$5.72 Doz.
Ask for Free Illustrated Catalog.

MILLER CREATIONS
Factory: 2772 Lincoln Ave., Chicago 14.
Phone: LIN 4394

Last Will and Testament of Adolph Hitler

(Copyright 1942)

Printed in 2 colors with seal. 8 1/2" x 11". Funniest thing you ever read. A terrific seller . . . big profit. 100, \$2.00; 500, \$7.50. 8 Samples, 25¢. Full cash with order. Satisfaction guaranteed. We pay postage.

TRIAL ORDERS, 35 COPIES, \$1.00.

JAY-JAY CO.
1403 SURF AVE. BROOKLYN 24, N. Y.

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

Deals

By Ben Smith

Inexpensive 18-piece luggage assortment advertised by Jerry Gottlieb seems a natural for a quick turnover for boys who are looking for something to work. Included are five 17-inch, five 16-inch, five 15-inch and three 12-inch cases.

Other items offered that look good for a run include V. Alaisi, Fuzzy Bear, 30 inches high and made of pile plush; the Goldwyn Company, boxed candy; the Croydon Company, cedar chests, and the Rohde-Spencer, Match King lighter.

Another inquiry has come along on how to figure the take on a 1 to 29-cent skip card. Well, there is really only one way in which to do this... with pencil, paper and a little elbow grease. First, of course, the take wanted must be determined; whether the card is to bring in \$5, \$6, or \$10 to use round figures. Then after the number of free plays is agreed on it is just a question of determining how many one, two and three-cent chances, etc., there are to be in the card thru the process of addition, subtraction and elimination. More often than not you will find that there are more 29-cent buys than all others combined.

Midwest Merchandise Co., Kansas City, Mo., Specials

Note—Read every line of this ad as there are many new items listed

AMERICAN-MADE SLUM — ORDER BY NUMBER

Number	Gross
726—Wedding Rings	\$ 1.25
730—Paper Flags with Staffs	.30
732—Cloth Bow Pins	1.50
747—Plastic Thimbles, Ass'd. Colors	1.25
756—Assorted Plaster, Animals, Etc.	1.25
762—Comic Buttons, Per 100, \$2.25; Per 1000	21.00
768—Comic Spectacles, Cardboard	1.25
773—Song Books, Lg. Size, a Big Value	1.50
774—Mln. Comic Cartoon Books, Assorted	1.00
775—Notsi-Potsi, Cut-Out Novelty	1.50
776—Carded Tinsel, Ribbon 10¢ Retail	3.00
787—Metal Rakes, Wood Handles	.60
L933—Black Mustaches, Cardboard, Lg.	1.00
L934—Victory Head Bands, R., W. & Blue	2.50
L934—Plastic Charms, Ass'd. Gro. on Card	1.25
L936—Ass'd. Metal Jewelry, Most All With Cards, Close-Out	9.00
L937—Flag Buttons, 3 Color, Limited Quantity, Per 1000	10.00
623—HAT BANDS, ASST. COMIC SAYINGS, PER 100, \$2.00; PER 1000	18.00
891—METAL BASEBALL PLAYER LAPEL CLIPS, EACH WITH TWO COLORED CARD, PER GROSS, \$1.35; PER 1000	7.50
L917—PIN-UP GIRL PICTURES, 2 1/2 x 3 1/4 INCHES, 9 KINDS ASSORTED, 3 GROSS IN BOX	.75
780—ASST. COMIC AND PATRIOTIC POST CARDS	.90
891PA—METAL LAPEL CLIPS, ASST. PATRIOTIC AND INSIGNIAS, EACH WITH 2 COLORED CARD	1.35

25% CASH WITH ORDERS, BALANCE C. O. D.

We have for immediate shipment Beach Blankets, big line Bingo Prizes, Balons, Hat Bands, Buttons, Glassware, Candy and Boxes, Rodeo Items, Etc. WRITE FOR OUR SPECIAL CATALOG NO. 44.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO

14 Karat GOLD Wedding Band

5 DIAMONDS

\$3.95 each

Diamonds have risen in price and they're going even higher! Think of a genuine 14 K Gold Wedding Band, in beautiful new modernistic style, with 5 diamonds, at the unheard of price of \$3.95. 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.

We believe it smart business and good operating to change consolation awards from time to time. There are solid reasons why the pen and pencil should continue to play an important role on deals—but not to the exclusion of all other items, even if it means on occasion the operator must pay a few cents more for another give-away. The added zest and quicker turnover should more than compensate for the additional cost.

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.

PHOTO STORES AND VARIETY STORES

If you are looking for high-class Picture Frames stop, we have them. No glass, no wood, beautiful high-grade waterproof leatherette, reinforced construction with gold border design. Holds 2 pictures. All have celluloid windows. Note our prices, they cannot be beat.

5x7, \$4.80 Doz. 3x4, \$3.50 Doz.
2 1/2 x 3 1/2, \$3.00 Doz.

C. GAMEISER

146 Park Row, New York 7, 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.

SELLING OUT BELOW COST

ARMY AND NAVY MERCHANDISE, MILITARY JEWELRY

Send for Our Special Bulletin.

Flamingo Trading Co.

1171 Broadway New York City

COMIC CARDS

Over 35 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.

1083-1085 Mission St., San Francisco 3, Calif.

SALESCARDS

You can get any style, size, type or shape of Salescard from us. We are the largest Salescard MANUFACTURERS and carry the biggest stock in the world. You can get fine cards, fast service and lowest prices from us always. And you can also get special cards made to your own special design. Just tell us what.

FUND-RAISING TYPE DIE-CUT CARDS NOW AVAILABLE FOR FRATERNAL AND CAMPAIGN DRIVES

Special: 600-Hole Big Display Cards with 6 Colored Sections only 14¢. You save plenty by using them instead of boards during paper shortage. Get our free catalog listing hundreds of cards. Get it today. Write right now to

W. H. BRADY COMPANY
Manufacturers

EAU CLAIRE - - - WISCONSIN

Salecards, Push Cards, Jackpot Cards, Fraternal Fund Raising Cards

WILL THE WAR END SEPT. 7th, 1944!

"HERE IS SOMETHING CLEVER"

A 5c ITEM FOR FAST SALES

OPERATORS — JOBBERS — AGENTS

WRITE NOW! FOR FREE SAMPLE

J.M.L. MDSE. COMPANY

523 CLEVELAND AVE., N. W.
CANTON 2, OHIO

Now! You Can Tell The Weather 24 Hours in Advance

Swiss Windmill Weather Forecaster

Be Your Own Weather Man 50c

Your customers are sure to want this item. Handsome carved-style Barwood representing a Swiss Windmill. Beautifully hand-painted in Four Colors. Thermometer accurate from 120° to 20° below zero. Amazing storm glass predicts weather up to 24 hours in advance—tells if will rain, snow or shine. Nothing to get out of order. Proven fast seller. You'll "go to town" with it. Retail for \$1.00. Your cost only 50¢ per dozen, beautifully boxed. Send 25% deposit, balance C. O. D., plus few cents postage. Rush your order to

ILLINOIS MERCHANDISE MART
Dept. AL20, 500 N. Dearborn St., Chicago 10, Ill.

Rhinestone Studded TOY WRIST WATCHES

Look like the real thing but are toys only. Unbreakable faces, rhinestone studded fronts, elastic wrist bands with patented locks. You can sell them easily for \$1.00 and more because they look like \$10.00 value. Order them now—\$6.50 in dozen lots, \$80.00 per gross, or send \$1.00 for 2 Samples.

SCOTCH, 1129 6th Ave., N. Y.

PICTORIAL ALBUMS

of GENUINE PHOTOGRAPHS of GLAMOROUS 'PIN-UP' GIRLS

You double your money and they sell like wild-fire. Send \$12.50 for 100 Albums today. Sample Album, 25 cents.

TRUE-ART STUDIO

12 E. 11th Street Chattanooga 2, Tenn.

Limited Supply of These FAMOUS

FLAME-MASTER

All-Purpose LIGHTERS

30¢

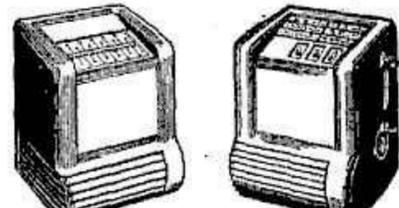


Neat Design—Handy Size

Good lighters are scarce. Here's a 50¢ retailer that looks like a \$1.00 value. Lights instantly. Two-tone all-metal cases. A sure money-maker. Your cost only \$3.60 per dozen. Flashy counter card free with every 3 dozen order. Send 25% deposit, balance C. O. D.

ILLINOIS MERCHANDISE MART, Dept. AL
500 N. Dearborn St. CHICAGO 10, ILL.

IMITATION MIDGET NOVELTY 'RADIO-SLOT MACHINE'



Top flap covers reels and gives appearance like table radio. Flap folds back, shows reels, plays like slot machine.

BRAND NEW EQUIPMENT

A little money-maker for home or bar. Unconditionally guaranteed. High grade mechanism. Insert 5¢ and 3 reels spin and stop like slot machine (not automatic payout). Chart on top shows odds for payoff. Not a radio, but hinged flap gives illusion when desired. Size 6x6x6 in. Wt. 6 lbs. Shipped postpaid if check remittance comes with order; otherwise sent C. O. D. \$14.75 plus postal charges. Each...

WEBB DISTRIBUTING COMPANY
612 N. Michigan Ave. Chicago 11, Ill.

FINE WATCHES

MEN'S & LADIES' And Novelty Jewelry. Wholesale Only.

MARLENE SALES

105 N. Clark St. Chicago-2, Ill.

5,000 ITEMS

AT FACTORY PRICES

Send 3¢ Stamp for Catalog

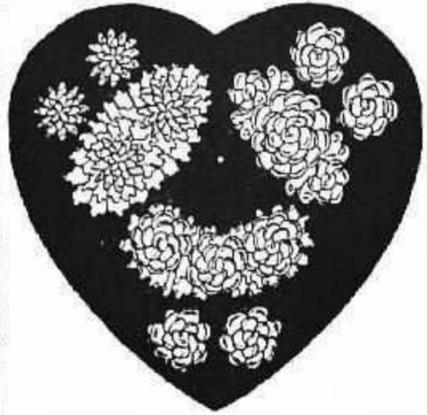
Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise and many other items. Write for List.

BLAKE SUPPLY CO.
LITTLE ROCK, ARK.

Something New At Last
BEDAUX'S

Treasures "O" the Sea
in

SPRAYS EARRINGS BROOCHES



created and designed by Jean Bedaux, South America's foremost costume jewelry designer—glamorous Ocean Pearl creations in Pastel delicate colors. "Gems of the Ocean from the warm waters of the romantic Caribbean Sea."

Gift and Novelty Shops, Beach Concessionaires, Department Stores and Beauty Shops are reaping a harvest. An instant success wherever they have been shown. Sold with a money back guarantee. We guarantee these novelties to be the fastest selling costume jewelry in years, or your money refunded. Here they are:

No. JB 30 A BREATH OF SPRING. Nature's most gorgeous creation. Brooch and Earring Set. Pearl, Tropical Fish Scale leaves, Lucinia Cup Shell Flowers. Retail price \$2.50. Boxed per dozen sets\$13.50

JB 31 NEPTUNE'S GLORY. Distinctive large Brooch and Earring set. Modern design. Multi color, finished in Rich Ocean Pearl, attractively boxed. Retail value, \$2.50. Per dozen sets\$12.00

JB 32 MERMAIDS DELIGHT. Polished Natural Rice Shell Set. Floral design. Raised Shell leaves in a combination of Pastel colors. Ocean Pearl Finish. Per dozen sets, boxed\$12.00

JB 33 BOUQUET TROPICOLORS. Shell Flower Bouquet Brooch and Earring Set. Fillmore Flowers and Stems. Multi Pastel shades. White Pearl Finish. Attractively Gift Boxed. Retail value, \$2.50. Per dozen sets\$11.40

JB 35 A BRIDE'S CHOICE. Tapestry Miniature and Cloisonne effect. Tops in multi colors. Brooch and Earring Set. Gift boxed. Pearl finish. Retail value \$2.00. Per dozen sets\$9.00

JB 36 MADEMOISELLE POLENITA. A selection of 6 assorted styles. Pearl Lustrous finish. Attractively Gift Boxed. Retail value to \$3.50. Per dozen\$18.00

JB 37 GIFT OF LOVE. Pearl lustrous Floral Brooch and Earring Set. A gamut of colors. Assorted Floral designs. Gift Boxed. Retail value \$2.00 to \$2.50. Dozen sets ...\$10.80

JB 38 MISS VANITY. Assembled with Lucinia Shells and Gar Fish Scale leaves. Multi-colors, 2 designs. A fast selling Brooch and Earring Set. Retail value \$2.00. Boxed. Per dozen\$9.00

JB 39 AFTER THE RAIN. Rhapsody Rainbow Hues. Gift Boxed. Modern as tomorrow. A gorgeous shellcraft creation. A most attractive Brooch and Earring Set. Gift Boxed. Retail value \$2.00. Per dozen sets...\$9.00

JB 40 LA SOMBA. Attractive Floral Brooch and Earring Set. Beautiful shades of Coral, Baby Blue, Canary Yellow and Pearl White. Rich natural tints. Retail value \$2.50. Per dozen set\$12.00

JB 41 LADY "POM POM." Rich design. Pyramid Brooch and Earring Set. Delicate Baby Tear Shells. Each shell on 1/16 inch in diameter. Distinctive and attractive Floral design. Retail value \$3.00. Per dozen sets, Boxed.....\$15.00

JB 42 SOPHISTICATED LADY. Attractive Floral Brooch and Earring Set. Assorted Flower designs in rich natural tints. A best seller. Retail value \$2.00. Per dozen sets, Gift Boxed\$13.50

JB 43 TROPICAL SPLENDOR. Brilliant Flower Basket, running a gamut of Rainbow hues. Ocean Pearl finish. A Shellcraft masterpiece. Earrings to match. Retail value \$2.00. Per dozen sets, Boxed\$9.00

50% cash with all orders. Price F. O. B. Miami. Orders shipped same day received. Sample assortment, 1 dozen, different designs, \$12.00. Sold exclusively through the following dealers and jobbers:

WEST INDIES SHELL IMPORTERS
7902 North East Tenth Ave.,
Little River, Fla.

J. A. Whyte and Son
991 N. E. 79th St.,
Miami, Fla.
1945 Catalog Now Ready

Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place,
Cincinnati, 1

RAY HERBERS . . . and wife, Madaline E. Ragan, are ready to trek from the Roxy lot in Detroit to a string of fairs in Michigan, Indiana, Illinois and Missouri. Walter De Lenz, magic pitchman, and Buffalo Cody, 95, are still with Madaline.

BEN (HOBO) BENSON . . . jumped from New York to the Democratic convention in Chicago, and worked Maxwell Street with profile sketches and *Hobo News* to good takes, he reports. He is heading for the West Coast via Iowa with his pet slogan: "Give the customers more than they expect . . . this is 1944, not 1894."

SIXTH WAR LOAN starts November 11.

"SCALE MAN" MILLER . . . the old-timer, has sold his engraving stand which he operated last year, to Whitey Lutz, who has the photo gallery on the Hennies Bros.' Shows. Miller, who owns and operates Miller's Creations, says he is too busy at his factory and office to do much on the outside, but he still has the fever.

READY FOR ELECTION? GOP and Dem stuff becoming available soon.

GEORGE A. SAUERWEIN . . . after two weeks' sojourn in Hot Springs, pipes that he feels like Ponce de Leon would have felt had he of found the Fountain of Youth. "After partaking of these famous waters," writes George, I am as fit as a fiddle and am ready for new conquests.

"So, with apologies to that sterling Texan, Willis Carpenter Houston, here I come. I have shipped 6,000 Kao down there and will shortly follow and put the action behind it so it will move. Will make 12 snappy pitches; then the result lies in the lap of the gods. Hous-

ton is a tough one to go to town in but I will do it or bust.
"I hope all the boys head for Texas when the birds fly south so there will be plenty of competition. I can't do business without it."

T. D. (SENATOR) ROCKWELL . . . the "razor-blade king" and the man who can't be lost, cards from Los Angeles that he is night clerk at the Auto Club Hotel there for the duration, with his trapes and keister ready to pick up at a moment's notice.

DOC LIVINGSTON . . . who has been war-working in Cincinnati, is getting set to put out a foot package for himself. He asks for pipes from Eddie Diebold, Ed Courier, Louise Evans, Seymour Jackobs and the missus.

STANLEY NALDRETT . . . after a fair week in Mankato, Minn., moved into Madison, Wis. He wants to read a pipe on Al (Pop) Adams.

HARRY MAIERS . . . pipes from Bluefield, W. Va.: "Have a store but its out of the money. People here are 50 years behind the times. Best thing here is the train to Charleston, W. Va. Leaving here next week. Paid \$75 for a reader and am still on the nut. Nothing like it in Alabama. Boys, stay away from here, it's a blank."

FRANK HAITHCOX . . . has been made commercial manager of WHKY and keeps title of Old Judge at the Hickory, N. C., station. He also doubles as Uncle Jim on an hour morning show. He's in his fifth year on the air. Operated two platform shows last year but business was too much for him, he pipes. He plugs his Speag-o-Lax remedies. Doc Speagle has quit med and gone pix and vaude.

DOC FRANK BLERTAN . . . is med pitching thru North Carolina, while J. C. Miles is reported holding down a spot in Atlanta.

Events for Two Weeks

- (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.—Diggins. Picnic, 10-12.
Moberly. Bullesta, 10-12.
N. M.—Raton. Elks' Pioneer Days, 9-12.
O.—Cygnet. 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.
- August 14-19
CALIF.—San Anselmo. Dog Show, 20.
ILL.—Clayton. Old Settlers' Celebration, 17-19.
Findlay. Home-Coming, 14-19.
Hamilton. Fall Festival, 16-18.
MO.—Urish. Annual Reunion, 15-18.
N. Y.—Schenectady. Dog Show, 20.
N. C.—Newton. Soldiers' Reunion, 14-19.
PA.—Doylestown. Legion Carnival, 14-19.
S. D.—Burke. Home-Coming, 18-19.
Hudson. Firemen's Sports Day, 18.
White River. Frontier Days, 19.
UTAH.—Midvale. Harvest Festival, 17-19.

MAKE REAL MONEY SELLING
"Sulfudine"
SULPHUR SOLUTION
THE BATH that makes possible benefits similar to the Famous Natural Hot Sulphur Spring Baths right in the home of sufferers from
Rheumatism—Arthritis—Gout
Neuritis—Lumbago
Write for Complete Free Literature and Details
Sulfudine Products Co.
79 Wall St., New York 5, N. Y.
WHitehall 4-6726

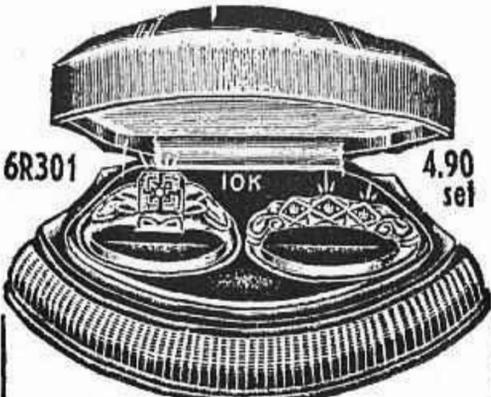
BOBBY PINS—HAIR PINS
Straight & Safety Pins. Packaged or Bulk. State Quantity Wanted or No Reply.
FOUNTAIN PENS
Lever Filler, Silver Palladium Gold Plate Point, Gold Filled Band, Military Clip. Per Doz. \$9.00. Others from \$7.50 to \$12.00 Doz.
BLADES \$6.50 Per 1000
First run, uniform, D.E. Blue Steel, packed 20/5s per carton. No orders less than 25 ctns. Send full amount or 1/3 deposit. Write for free list of other brands.
ACE SALES CO., Dept. 1, Buffalo, N. Y.

VETERANS, BIG MONEY, OUTSIDE WORK
1945 Patriotic Art Calendars Ready . . . Be First. Sell our magazine published for veterans and service men. Their mouthpiece. HOT SPECIAL INVASION ISSUE and other snappy, strikingly illustrated service men's joke and story books. Quick sellers, also official Flag Respects Book. Free copy U. S. Supreme Court decision protects salesmen, kills ordinances. Special inducements for disabled. Bulk sales. Earn \$10 to \$50 daily for few hours' work. Samples 10¢.
VETERANS' SERVICE MAGAZINE
169 Duane St. 28th Year N. Y. 13, N. Y.

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.

PORTRAIT MEN!
All work guaranteed. Prompt attention and quick service to large and small orders. 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



DIAMOND RING SETS
10K Gold Mountings
6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring Set \$4.90
6R302—3 Diamond Engagement Ring and 5 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



Caliente Caramelpuffs
Delicious New Candy Confection
GOING BIG ON SALESBOARDS and Premium Deals
3 Flavors
Pineapple — Cherry — Orange
Available in Flashy Gallon and Half-Gallon Jars.
A request on your letterhead will bring you FREE sample and our LOW QUANTITY PRICES.
STARR CONFECTIONS
2240 N. Racine Ave. Chicago 14, Ill.

FOR VICTORY BUY UNITED STATES WAR BONDS AND STAMPS
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 6 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.

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

REYNOLDS & WELLS SHOWS

WANT FOR THE FOLLOWING FAIRS:

Austin, Minn., Aug. 9-13; New Ulm, Minn., Aug. 16-20; Kasson, Minn., Aug. 21-23; Preston, Minn., Aug. 24-27; Marshalltown, Iowa, Aug. 28-Sept. 1.

JOHNNY BEAM wants Cookhouse and Crab Help that can cut it, also Counter and Griddle Men. Top wages. KEITH CHAPMAN wants Grind Store Agents. CURLEY CLARK wants Man and Wife for Hoop-La and Help for Slum Clothes Pins. ROY MARRS wants Dealers and Ball Game Workers. CHARLIE ELDERS can use Slum Store Agents. Bob Robinson wants Corn Game Help. Sid Crane wants Freaks to Feature and Novelty Acts. Percy Vaughn (Tattoo Tex), get in touch quick.

CAN PLACE A FEW MORE INDEPENDENT SHOWS AND SLUM CONCESSIONS

If you can't stand big money don't answer. No time to Write—WIRE!!!

Address H. WELLS, Owner, or ART SIGNOR, Manager, per route.

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.

ZACCHINI SHOWS

WANT WANT WANT

For Good Still Spots and Fair Dates

Will book or buy #5 BH or Merry-Go-Round. Want Ride Help in all branches if you drive. Will book any Concession working for stock. Want Shows, Bingo, Funhouse, Girl Show complete, or what have you? We have the transportation with cheap privilege. Can use good Agents. Am booking Concessions and Rides for our fairs in Virginia and North Carolina. Book now and be sure of good spots for balance of season. Don't write wire. BRUNO ZACCHINI, Mgr., or S. D. PEASE, Gen. Agt. ZACCHINI SHOWS, Hancock, Md., this week.

FRED ALLEN SHOWS

CAN PLACE FOR COMBINED WATERLOO, N. Y., FAIR AND FIREMEN'S CELEBRATION

With Parades, Etc. August 15 to 18

Booth space and out of exhibit halls for demonstrators. Also Shows, Cook House and Grab, Ball Games and clean Grind Stores, Custard, Waffles, Taffy, etc., for midway.

This week, Fairport, New York; then Waterloo, New York.

GERARD'S GREATER SHOWS

WANTED: WHIP FOREMAN FOR 8-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.

Cavalcade of Amusements

WANT MERRY-GO-ROUND FOREMAN (Stuttering Bill and Clyde, answer). WANT FOREMAN FOR SPITFIRE, ALSO RIDE HELP FOR OTHER RIDES. Salary no object if you can deliver. HAVE OPENING FOR POSING SHOW OPERATOR (wonderful frame-up and a long season of fairs). CAN PLACE 2 POLERS FOR TRAIN, ALSO TRACTOR DRIVERS AND MULE SKINNERS. Do not apply unless you know your business. WHITEY WEISS CAN PLACE A FEW CAPABLE GRIND STORE AGENTS. Everybody address:

AL WAGNER, Great Falls, Mont. (Fair), this week; Billings, Mont. (Fair), next week.

JOHN FRANCIS SHOWS

WANT FOR IOWA FAIRS, STARTING AUG. 15 AT INDEPENDENCE, TO BE FOLLOWED BY UNION CITY, CRESCO AND MASON CITY, AND A GOOD STRING OF FAIRS IN TENNESSEE AND MISSISSIPPI. CONCESSIONS THAT WORK FOR STOCK. SHOWS WITH OWN OUTFITS. FOREMEN AND SECOND MEN FOR RIDES. Those who can drive Semi-Trailers given preference. RIDE HELP FOR ALL RIDES. Can place good Promoter. Frank Owens, wire. All address: JOHN FRANCIS, Mgr., Galasburg, Ill., this week.

WANTED

Few More Shows for MINERVA, OHIO, ANNUAL HOME COMING

IN CITY PARK, AUG. 13-19

No admission. Rides booked. Free Act booked—The Valentinos. A few Concessions booked. This is a real civic event.

POST MASTER, CHAS. HART SHOWS; LARRY FALLON, CONCESSIONS.

FIDLER UNITED SHOWS

WANT FOR KANKAKEE, ILL., COUNTY FREE FAIR, AUG. 15 TO 18, INCLUSIVE

LEGITIMATE STOCK CONCESSIONS AND SHOWS WITH OWN EQUIPMENT; ALSO NEED CLEAN CONCESSIONS AND SHOWS FOR LABOR DAY SPOT IN WING PARK, ELGIN, ILL., SEPT. 2, 3 and 4. Want Ferris Wheel Foreman who can drive. Address:

95th and Houman Sts., Evergreen Park, Ill., this week; Kankakee, Ill., next.

GEORGE CLYDE SMITH SHOWS

WANT for the following Fairs and Celebrations: Creekside Firemen's Celebration, week of August 14; Dayton, Pa., Fair, week of August 21; Ford City, Armstrong County Fair, September 1, 2 and 4; Cookport Fair, September 14, 15 and 16, and other Southern Fairs to follow.

WANTED—Ball Games, Duck Pond, Cigarette Shooting Gallery, Hoopla, Darts, String Game, Penny Arcade. No exclusives except Bingo at our fairs.

WANTED—War Show, Crime Show, Monkey Show, Girl Show, Plantation Show, Geek Show.

WILL BOOK or BUY—Fun House, Loop-o-Plane, Octopus or Tilt-a-Whirl. Address all communications to GEORGE CLYDE SMITH SHOWS, Nanty Glo, Pa., this week; Creekside, Pa., next week.

WANTED for Ford City, Armstrong County Fair, September 1, 2 and 4, FREE ACTS. Address communications to W. B. MECKLING, Secy., Armstrong County Fair Company, Ford City, Pa.

INGHAM COUNTY FAIR

Mason, Michigan, August 15 to 19

Can place legitimate Concessions and Independent Shows for this date and the following Fairs: Sanilac County Free Fair, Sandusky, Mich., August 23 to 26; Mecosta County Fair, Big Rapids, Mich., August 29 to September 2; Gratiot County Free Fair, Ithaca, Mich., September 4 to 9; Kosciusko County Fair, Bourbon, Ind., Sept. 13 to 16; Chamber of Commerce Street Celebration, Defiance, O., September 18 to 23; Kalamazoo County Free Fair, Kalamazoo, Mich., September 25 to 30. Address

W. G. WADE SHOWS

ALBION, MICHIGAN, THIS WEEK

WANT—CAPELL BROS.' SHOWS—WANT

Pryor, Okla., Two Saturdays, starts August 12; then into our fairs and celebrations. Out until November 11. Can place any clean Concessions. No ex. Can offer you a long and profitable season. SHOWS with own outfits. Bill Fee, wire. Man to take charge of nice framed Cook House. FOREMAN for Loop. Workingmen on all Rides. Top salary. Useful Showfolks, come on. Will place you. All address H. N. CAPELL, Pryor, Okla., until August 19; then per route.

P.S.—Will buy for cash little beauty Merry-Go-Round and Octopus Ride.

ALLEN AND NICKERSON SHOWS

WANT

Capable Octopus Foreman, \$65 per week. Place capable Second Men on most Rides, \$45 per week. If you are drunks or chiselers, stay away.

ALLEN AND NICKERSON SHOWS, Portsmouth, Ohio

MIGHTY SHEESLEY MIDWAY CAN PLACE

FOR OWATONNA, MINN., FAIR

Slum Joints and Baseball Agents and any other legitimate Concessions, Girls for Girl Revue. Can place a few good Working Acts for Side Show. Also Ride Help. Write or wire J. M. SHEESLEY, Rochester, Minn., August 7; Owatonna, Minn., August 14.

PAUL M. FARRIS

WITH SNAPP GREATER SHOWS

WANTS AGENTS FOR BALL GAME AND STOCK CONCESSIONS Cedarburg, Wisconsin, This Week; Then As Per Route. All Fairs Until November.

NEW KENSINGTON, PENN., FIREMEN'S CELEBRATION

AUG. 14 TO 19. FIRST SHOW IN TOWN IN 3 YEARS.

BEAM'S ATTRACTIONS ON THE MIDWAY

Want Ball Games, Darts, Duck Pond, Hi-Striker, Cigarette Gallery and Shows. Big Celebrations and Fairs follow this event.

Write or Wire M. A. BEAM, Clairsville, Penn.

Endy Brothers-Prell Shows, Inc.

AMERICA'S LARGEST TRUCK SHOW

Want Ride Help—Second Man for Plane, Wheels, Tilt-a-Whirl, Semi Drivers. Can place Talkers, Grinders, General Show Help, Canvas Men. Ernie Buzzella wants Cook House Help; top salaries; year-round work.

Troy, New York, this week; White Plains, New York, next week.

Exposition at Home Shows

Can Place at Once for Balance of Season

Help in all departments, preference to semi drivers. Top salaries and best of treatment. Want capable, experienced Secretary; will pay top but positively must be sober. Rides—Will book or buy for cash any flat ride in good condition. Shows—Have complete outfit for good Minstrel Show, eighty-five foot panel front, six hundred lights, everything ready to open up. Need Freaks for Side Show, Girls for Posing Show. Will place any show that does not conflict that can produce. Will furnish outfit. Concessions—Want Man to take full charge of Monkey Show. Any legitimate Concession that works for stock except Bingo and Ball Games. No Wheels or Coupons. Heading south for long season, booked eight weeks ahead now. All Answer: ROX CATTO, Richmond, Va., week Aug. 7 to 12, inclusive; Suffolk, Va., week of Aug. 14 to 19, inclusive.

LETTER LIST

(Continued from page 48)

- | | | | | |
|----------------------|-----------------------------|-----------------------------|------------------|------------------|
| Wheaton, Chas. S. | Wilson, J. D. | Diaz, Senior Don | Trupiano, Rocco | Washburn, George |
| WHIDDEN, Reed | Wilson, Loyd | Luis | Vanline & Cazan | Huck |
| White Eagle, Carl | WILSON, Pett | Douglas, Donald | Viez, Providence | Weston, Jane |
| Edward | WILSON, Robt. | Erle, Beatrice | A. | Woodward, N. |
| White, Mrs. Edith | Wilson, Mrs. Ted | FLYNN, Thomas | Walter, Clarence | Wright, Jeanette |
| Whitfield, Winfred | WINNING, Charles | M. | Watson, Leo | Young, Albert |
| Wilcox, Shan | James | FORD, Hughie | | |
| Wilder, R. T. | Wise, Benny | Cecil | | |
| WILKE, Thomas | Withler, Arthur | Ghose, Amar | | |
| Joseph | Witzker, Fred B. | Greene, Mrs. M. | | |
| WILKERSON, George | Wood, Henry G. | HANSON, Louis J. | | |
| Williams, Clarence | WOODRUM, Thomas | Harding, Roy B. | | |
| Williams, Fred X. | Westin, J. G. | Healy, G. P. | | |
| Williams, Harvey | Wozniak, Frank J. | Henson, Helen | | |
| WILLIAMS, Daniel | Yancey, George B. | Hess, Catherine | | |
| A. | Yancy, Beeman | Horowitz, Harold | | |
| WILLIAMS, Sparkey L. | Young, John A. | George | | |
| Williams, Mrs. W. C. | YOUNG, Max | Jackson, Edw. | | |
| C. | Byron | Krasner, Lillian | | |
| Williams, Wayne | YOUNGQUIST, Lawrence Calvin | Kroll, Herman | | |
| Wills Jr., Geo. Burl | Zell, Bob | LaFrance, Josie | | |
| Wilson, Archie | Zeyner, Loyd | Lee, Robert E. | | |
| Wilson, Mrs. Carl | ZIMMERMAN, Hubert E. | Lemuels, William | | |
| Hubert | John | Lengau, Harry | | |
| WILSON, Harry | | Lesky, Edward | | |
| | | Lewis, John M. & Mildred K. | | |

MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St., Chicago 1, Ill.

- | | |
|----------------------|---------------------|
| BERNSTEIN, Morris A. | Hughes, Bud |
| Bentley, H. B. | Hughes, Mr. L. |
| CHARRON, Henry | (Flight Instructor) |
| Donaldson, Chip | Lickliter, B. E. |
| GREEN, Eddie | Marka, Joe |
| James | Parler, Charles |
| Hawthorne, Louise | Robbins, Harry |
| Hollie, Christine | Schubert, Violet |
| | Strang, Bob |

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., St. Louis 1, Mo.

- | | |
|----------------------------|----------------------|
| Anderson, Robert | Parker, Charles |
| D. | Ramba, Wesley |
| Campbell, W. H. | SCHNECKLOTH, Harry |
| CANIPE, Walter | Evans |
| Evans | SHERWOODS, Neal Carl |
| Cooper, Betty | Schubert, Violet |
| COLEY JR., Jefferson James | Swan, Walter |
| Davis, Tommie | Thomas, Tondalaya |
| Delmar, Jene | (Clara) |
| Evans, Virginia | TUBBS, Otis |
| Flanagan, Tom | Edward |
| Henderson, Lester | WARNOCK, James |
| Holden, Edward | Melroy |
| HOUSE, Lee | Wells, Delmo |
| Jackson | WHITMARSH, Harold L. |
| Johnson, William | SPENCER, Charles |
| Jack, Musical Mae | |
| McFarland & Brown | |

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway, New York 19, N. Y.

- | | |
|-------------------|---------------------|
| Alberta, Albert | Berson, Marie |
| Alton, Carl | Blaney, Harry Clay |
| ANDERS, James | Brazell, Mathew |
| Avery | Casella, Charles |
| Arnaldine | Cole, Olive Cooper |
| Arora, Rose | CONTWELL, Peter |
| BANKS, Russell J. | COURTNEY, Albert J. |
| Berk, Irving | DAVIS, Samuel |
| Bede, Capt. Harry | DeNoziera, E. J. |
| A. | Doddy, Rogers |
| Benner, Bill | |
| Bennett, Phil | |

EDGEWATER BIZ OK

(Continued from page 44)

tary to the secretary, Lillian Urquhart. Chief of police, James Repp; assistants, Rudy House and Martin Pritch; gardeners, Earl Buckle and Jimmy Jaeger; electrician, Walter Nummer.

Managers of attractions: Eastwood Gardens, James Mangan; Show Boat, Eddie Hagen, tickets, with James Jagger, maintenance, and Clarence Ostrander, clown; skee-ball alleys, Otto Bunk; scales, Mr. and Mrs. Doc Cooney; candy wheels, Mr. and Mrs. Vic Tarr; rabbit game, Mr. and Mrs. Chan Hartwell; pan games (2), Mr. and Mrs. Jack Gallagher; grocery store, Herb Pence; blankets, Frankie Hamilton and Johnny Carrigan; diggers, John Meyers; radio, Eddie Carton; Sportland, Jack LaRue; Arcade, Elrich Renaud; shooting gallery, Mike Engelbrink.

Rides and pool are operated by Eastwood Coaster Company, with the following line-up: President, Charles Rosenzweig; general manager, Abner C. Rosenzweig; assistant, Samuel Wider; superintendent, John C. Stevens; assistants, George Stevens and James Helms; chief cashier, Martha Rosman.

Attraction managers: Pool, George Stevens; Coaster, Bernard Brown, with Charles Byford, assistant; Loop-o-Plane, Paul O'Hara; Ferris Wheel, James Coffey; Bug, Noah Lee Springfield; Silver Streak, Mark Hopkins; Kiddieland, Clinton Whitenauer; Merry-Go-Round, Angelo Carafely; Dodgem, Leo John Black; Rocket Ships, Charles Galsanno; Bubble Bounce, Russell Van Hove; Whip, Zakarias Szucs; Pretzel, Robert Braddock; Tilt-a-Whirl, William Bondy, and maintenance, Conrad Verguland and Frank Dunning.

Concession personnel include Sammy Kutzen, refreshment stands (12); Louis Wish, games (8); Swami Hassin, mental booth, and Ben Moss, Tango and Bridge-O Parlors.

Gold Medal Shows Want

For the following Fairs: Carmi, Ill.; Fairfield, Ill.; Princeton, Ind.; Kentland, Ind., and Good Route of Southern Dates

Concessions—Popcorn, Ball Game, Basket Ball, Coca-Cola and other Merchandise Concessions. Can place good Grind Show. Want to join at once, Second Man on Tilt-a-Whirl. Address Huntingburg, Ind., this week.

WANT-DIAMOND STATE ENTERPRISES-WANT

FOR STRING OF A-1 FIREMEN'S FAIRS, STARTING AUGUST 9

Can place small Cookhouse, Gustard, Popcorn, Photos, American Palmistry. Any Ten-Cent Grind Stores, come on; price is right. Geo. Dover, can use your Concessions. Curly with Cook House, answer. Maxie Tarbus, answer. Also Geo. Kelfer, get in touch with me. Have plenty of Rides. Can use 2 clean Shows, Animal or 5-in-1 Show. All address:

JIMMIE SAKOBIC or BROWNIE, Gara Holloway Terrace Fire Co., Wilmington, Del.

WANTS-ALL AMERICAN EXPOSITION-WANTS

Ridee-O Foreman, Merry-Go-Round Foreman, Train Help. Best route of dates in the South; all defense towns. Montgomery, Ala.; Columbus, Ga.; Pascagoula, Miss.; Mobile, Ala., and ten dates in Florida. Can place Popcorn and Peanuts, all legitimate Concessions, Bingo. Eddie Lippman now business manager of Show.

Week August 7, Anniston, Ala.; August 14, Tuscaloosa, Ala.

Wire FRANK WEST, General Manager.

Buckeye State Shows Want

Ride Help. George Donnelly, ride superintendent, would like to hear from men who formerly worked with him. Top salaries and best of treatment. Concessions—Want capable Man to take charge of Clothes Pin Store, also good Man for Slum Skilios. Will book all legitimate Concessions. Ride Owners: We will book any non-conflicting Rides with or without transportation. All replies to MIKE ROSEN, Manager, Faribault, Minn. (Fair), August 10-13; Menomonie, Wis. (Fair), August 16-20.

FERRIS WHEEL MAN WANTED

Take full charge of Wheel. Salary \$75 per week plus nice bonus. Join Tell City, Indiana, this week.

DIXIE BELLE SHOWS

AGENTS WANTED

Pea Pool, Pan Game, Fish Pond, Ball Game, Slum Wheel, Bucket Store. No boozers. Curley, Art Seamore, Dick, come on. Eight fairs. Wire me.

F. W. TILLMAN

Care Cumberland Valley Shows Lewisburg, Tenn., week Aug. 7; Tracy City, week of 14.

WANTED

Colored Actors and Musicians Platform Medicine Show. Small Band, also Acts, for the finest night clubs south of New York. Wire all. No time to write.

DR. G. W. EDWARDS

504 Harvey St. Kinston, N. C.

WANT EXPERIENCED BINGO AGENTS

For Bingo on the Gold Medal Shows. Apply: MRS. ANN GALLAGAN, care Gold Medal Shows, Huntingburg, Ind. (Fair), this week; Carmi, Ill., next week.

Also for Bingo for my independent Fairs. Semi Drivers preferred, and if you can't stay sober don't apply.

JOHN GALLAGAN

Crawfordsville, Ind., this week; Frankfort, Ind. (Fair), next week.

GIRLS GIRLS

\$40.00

a week for Dancing and Posing Shows. We furnish wardrobe. Will furnish transportation after joining. Wire and come to Saginaw, Michigan, August 7th to 12th.

F. W. MILLER

Care World of Pleasure Shows

WANTED

CORN GAME HELP, capable Slum Store Agents, real Concession People. Long season. Plenty money here. Ride Help for Merry-Go-Round, Ferris Wheel, Tilt. Shows with own outfits, come on. Will book any Concession not conflicting. Reply A. SPHEERIS, Mgr., or ROY GOLDSTONE, Concessions.

MAGIC EMPIRE SHOWS

Hazon, Ark., week of Aug. 7-12, or per route.

Ride Foreman Wanted

For Ferris Wheel and Chair Plane, also 2nd Men for both Rides. Top salaries and bonus. Truck Mechanic.

Lawrence Greater Shows

Emmaus, Pa., this week; Kutztown, Pa., next.

HUNT BROTHERS' CIRCUS

Wants at Once

Close Circus Contractor. Must join on wire. Salary. Long season. Address: CHARLES T. HUNT, Red Bank, New Jersey, 11th; Long Branch, 12th; Point Pleasant, 14th; Toms River, 15th.

DYER'S GREATER SHOWS

Want Merry-Go-Round Pontes, Chairplane, Ridee-O Shows—What have you? Elroy Free Fair, Aug. 11-13; Neillsville, Ladysmith, Medford, Mineral Point, Ellsworth, Lancaster and Bloomington, all Wisconsin Fairs. Richland Center until Aug. 9th.

CONEY ISLAND, N. Y.

By Uno

Ravenhall Baths, supervised by Charles J. Kean, who is also president of the local Chamber of Commerce, has for its personnel Elizabeth McGann, office manager, and Patricia Larkin, assistant; Rose DeRoss, in charge of women's department; Phil Salvia, son of newsdealer Joe, head of the men's department; Sal Ferrara, chief life guard, with Ted Alfero and Jerry Stearns, helpers; Bella Fishbein and Mary Daly, presiding over valuables and bathing suits; Joe Alsamo, maintenance plant boss, and Pete Georgie, Regina Larkin and Kay Condon, ticket takers. Baths shutter at 9 p.m. Business tops.

Luna Park, Bill Lombard, promotion manager, has added Wagner's Pic Days, August 24-26, to his already large August quota of picnic dates. Recalls when Luna first opened 42 years ago, when the tenant was Capt. Paul Boynton and his Sea Lion Park plus the present Shoot-the-Chutes.

Abe Fishbein, who has had his moniker changed to Vine, takes his bride, Mollie, boss Bill's sister, to Florida after Coney shutters to operate a fleet of taxis in Miami. . . . Pat Evangelista, former cashier, is now a draftsman for Bethlehem Steel. . . . Ballroom is managed by Dominick Fumbo. Cashier is Christine Pascandola, and the ork is Nick Sorenthino's, held over from last season. . . . Johnnie Ross, last year's manager, is now a private, first class, for Uncle Sam. He was a visitor from Boston last week. . . . Patsy Minichello, Island's well-known radio man, watches over all sound systems. . . . Oklahoma Twins, Ginger and Teddy, comely show girls from San Diego, Calif., cafes, are new Abe Seskin's Dump-the-Ladies.

Miscellaneous. Frank Daly's two weight scales have Broadway Jones in charge of

the Surf Avenue machine and Teddy Dobbs of the one in Feltman's. . . . Slim Dickman is new manager of Harry Nelson's hammer on the Bowery. . . . World Circus Side Show lost one of its talkers, William King, who died from a heart attack July 29. . . . Same spot discontinued its vaude show recently because of n.g. business. . . . Luigi Picaro, manager and ticket puncher of the Derby Races in Steeplechase Park, used to operate and manage the Romas Troupe in vaude and burlesque. Brother Harold, with Harold Boyd and George Charland, in the act, *Jig Saws*, opened August 12 in the Rubber Bowl, Akron, for Barnes & Carruthers after nine months overseas with a USO unit. . . . New at Fred Sindel's Stable are the Sherwin Twins' five-piece ork; Abe Kaufman, pianist and Bill Norton, Bennie Frank and Louis Diaz, vocalists.

Tanya Vogel, Hawaiian dancer at Rosen's, suffering from shock and external bruises sustained July 29 when the door of a subway car closed suddenly as she exited, leaving one arm on the inside and the rest of her on the platform. The train started, with Tanya screaming and running alongside, but finally stopped after proceeding about 100 yards to enable her to free the imprisoned arm.

UNDER THE MARQUEE

(Continued from page 39)

fire chief would not permit big top to be used; matinees light, night houses big. Management went to work on flame-proofing big top-canvas there for three-day Buffalo engagement. First day there, light matinee and packed night house.

Diamond State: Wilmington, Del.
Dick's Paramount: New Brunswick, N. J.
Dickson United: Dustin, Okla.
Dobson's United: (Fair) Spooner, Wis., 10-12.
Dodson's World's Fair: Wichita, Kan., 7-19.
Dumont: Purcellville, Ga.
Dyer's Greater: Richland Center, Wis., 7-9; Elroy 11-13.
Eddie's Expo.: Rocky Grove, Pa.
Edwards, J. R.: Willard, O.; (Fair) Berea 14-20.
Elite Expo.: Salina, Kan.
Ellman: (Fair) Wausau, Wis., 12-16.
Endy Bros. & Prell: Troy, N. Y.; White Plains 14-19.
Expo. at Home: Richmond, Va.; Suffolk 14-19.
Fidler United: Evergreen Park, Ill.; Kankakee 14-19.
Fleming, Mad Cady: Augusta, Ga.
Francis, John: Galesburg, Ill.
Garden State: Annapolis, Md.
Gensch & Sparks: Covington, Tenn.
Geren's United: Harrison, O.
Gold Medal: (Fair) Huntingburg, Ind.; (Fair) Carmi, Ill., 14-18.
Golden West: Pine City, Minn., 7-9; (Fair) LeCenter 11-13; (Fair) St. Charles 17-20.
Gooding Greater: (Fair) Portland, Ind.
Gooding, F. E., Am. Co., No. 1 unit: (Fair) Warren, O.; No. 2: (Fair) Urbana, O.; No. 3: Mooresville, Ind.; No. 4: (Fair) Wilmington, O.
Great Sutton: Georgetown, Ill.
Greater United: Lubbock, Tex.; San Angelo 14-26.
Groff United: Chowchilla, Calif., 8-13; Hanford 15-20.
Groves Greater: Jennings, La.
Gruberg's Famous: Playing Philadelphia lots.
Hames, Bill: Paris, Tex.
Happy Attrs.: New Bremen, O.; (Fair) Wellston 15-18.
Happyland: Wayne, Mich.; (Rodeo) Northville 16-20.
Harvey, H. F.: Crawfordsville, Ark., 12-19.
Heller's Acme: Port Reading, N. J.; W. Orange 14-19.
Hennies Bros.: South Bend, Ind., 7-20.
Henson & Johnston: Cape Girardeau, Mo.
Henry, Lew, Rides: Hagerstown, Md.
Heth, L. J.: Harriman, Tenn.; Carthage 14-19.
Jones Greater: New Martinsville, W. Va.; Buckhannon 14-19.
Jones, Johnny J., Expo.: Joliet, Ill.; La Porte, Ind., 14-19.
Kaus, W. C.: Harrisonburg, Va.; Lynchburg 14-19.
Keystone Expo.: Pamplico, S. C.
Kirkwood, Joseph J.: Tarentum, Pa.
Lagasse Am. Co.: Hudson, Mass.; Rockland 14-19.
Lawrence Greater: Emmaus, Pa.; Kutztown 14-19.
Lemoine, John C., Attrs.: Hyannis, Mass.
Lone Star: (Fair) Mt. Carmel, Ill.; Paris 15-18.
McKee, John: Marion, Ind.; Allison 14-19.
Magic Empire: Hazen, Ark.
Marks: (Petersburg Pike) Richmond, Va.
Midway of Mirth: Onarga, Ill.; (Fair) Milford 13-17.
Mid-West: (Fair) Montpelier, Idaho; (Fair) Tremonton, Utah, 16-19.
Moore's Modern: Casey, Ill.; Findlay 14-19.
Mound City: Lincoln, Ill.
Northern Expo.: Beach, N. D., 7-9; Baker, Mont., 10-12.
Omar's Greater: Wynne, Ark.
Ozark: Bragg, Okla.
Page, J. J.: (Legion Celebration) Irvine, Ky.; Springfield 14-19.
Parada: Eureka, Kan.
Peppers All-State: Erwin, Tenn.; Kingston 14-19.
Pike, Bill, Am.: Diggins, Mo.
Playland: Pennington Gap, Va.
R. & S. Am.: Beaufort, N. C.
Reading's: Erin, Tenn.; Murfreesboro.

Red Elver: (Fair) North Battleford, Sask., 7-9; (Fair) Prince Albert, 10-12; Dauphin, Man., 14-16; (Fair) St. Vital 18-19.
Reid, King: (Fair) Owego, N. Y.; (Fair) Afton 15-19.
Reynolds & Wells: Austin, Minn., 9-13; New Ulm 16-20.
Riley, Matthew J.: Riverside, N. J.; Williams-town 14-19.
Rogers Greater: (Fair) Marshall, Ill.; (Fair) Vienna 14-19.
Rogers & Powell: Mendenhall, Miss.
Royal American: Chippewa Falls, Wis.
Royal Amusement Co.: Florence, S. C.
Schafer & Wrigley: Center, Tex.
Scott Expo.: War, W. Va.; Tazewell, Va., 14-19.
Sheesley Midway: Rochester, Minn.; Owatonna 14-19.
Siebrand: Caldwell, Idaho.
Smith, George Clyde: Nanty Glo, Pa.; Creek-side 14-19.
Snapp Greater: (Fair) Cedarburg, Wis.; (Fair) Manitowoc 14-20.
Sparks, J. F.: (Fair) Germantown, Ky.; Richmond, Ind., 14-19.
Star Am. Co.: Old Austin, Ark.
Stephen's: Leon, Ia., 7-9; Murray 10-11; Martensdale 15-16.
Strates, James E. Rochester, N. Y.; (Fair) Batavia 14-19.
Stumbo: Gravette, Ark.
Sunflower State: Hoxie, Kansas; (Fair) Dighton 15-19.
Sunset Am. Co.: (Fair) Keosauqua, Ia.; (Fair) Northwood 14-16; (Fair) Decorah 17-20.
Tassell Unit: Alexandria, Va.
Texas: Bishop, Tex., 8-20.
Tidwell, T. J.: Lawton, Okla.; (Fair) Anadarko 14-19.
Tivoli Expo.: Knoxville, Ia.; Osage City, Kan., 14-19.
Turner Bros.: (Fair) Knoxville, Ill.
Victory Expo.: Oklahoma City, Okla.
Virginia Greater: Cambridge, Md.; Sallsburg 14-19.
Wade, W. G.: Albion, Mich.; (Fair) Mason 15-19.
Wade, W. G.; No. 2: Rochester, Ind., 8-11; Argus 15-19.
Wallace Bros. of Canada: (Fair) St. Hyacinthe, Que., Can., 7-10.
Wallace Bros.: Dyersburg, Tenn.
Ward, John R.: Alexandria, La.
Weer, J. C.: (Fair) Bedford, Pa.; Butler 14-19.
West Coast Victory: Eugene, Ore., 8-13; Albany 15-20.
Weydt Am. Co.: Hammond, Wis.
Wilson's Famous: Springfield, Ill., 8-9; Davenport 11-12; Lewistown 15-18.
Wolfe Am.: Vidalia, Ga.
Wonder City: Clarendon, Ark.; West Helena 14-19.
World of Mirth: Hallowell, Me.; Portland 14-19.
World of Pleasure: Saginaw, Mich.; Muskegon 14-19.
Worthy: (Fair) Caledonia, N. Y.
Zacchini: Hancock, Md.
Zelger, C. F., United: Colorado Springs, Colo., until Sept. 2.

Anderson, Bud: Wolf Point, Mont., 10.
Arthur Bros.: Rawlins, Wyo., 8; Laramie 10; Fort Collins, Colo., 11; Greeley 12.
Balley Bros.: Sharon, Pa., 8; Greenville 9; Ashtabula, O., 10; Alliance 11.
Bouty, Clyde-Russell Bros.: Cle Elum, Wash., 8; Ellensburg 9; Yakima 10-11; Synnyside 12; Pasco 13; Walla Walla 14; Colfax 15; Moscow, Idaho, 16; Spokane, Wash., 17-19.
Cole Bros.: Sidney, Neb., 8; Scottsbluff 9; Casper, Wyo., 10; Worland 11; Laurel, Mont., 12; Great Falls 14; Helena 15; Butte 16; Dillon 17; Idaho Falls, Idaho, 18; Pocatello 19.
Dalley Bros.: Watertown, S. D., 8; Brookings 9; Huron 10; Mitchell 11; Yankton 12.
Hunt Bros.: Red Bank, N. J., 11; Long Branch 12; Point Pleasant 14; Toms River 15.
Monroe Bros.: Chancellor, S. D., 7; Worthing 8; Lennox 9; Marion 10; Parker 11.
Main, Walter L.: Knoxville, Ill., 8; Huntingburg 10-11.
Mills Bros.: Clare, Mich., 8; Midland 9; Mt. Pleasant 10; Alma 11; Vassar 12; Lapeer 14; Inlay City 15; Fort Huron 16; St. Clair 17; Marine City 18; Romeo 19.
Polack Bros.: Seattle, Wash., 7-13; (Seacon Theater) Vancouver, B. C., 16-26.
Ringling Bros. and Barnum & Bailey: Detroit, Mich., 8-20.
Wallace Bros.: Kittanning, Pa., 8; Greensburg 9; Morgantown, W. Va., 10; Fairmont 11; Clarksburg 12.

Circus Routes

Anderson, Bud: Wolf Point, Mont., 10.
Arthur Bros.: Rawlins, Wyo., 8; Laramie 10; Fort Collins, Colo., 11; Greeley 12.
Balley Bros.: Sharon, Pa., 8; Greenville 9; Ashtabula, O., 10; Alliance 11.
Bouty, Clyde-Russell Bros.: Cle Elum, Wash., 8; Ellensburg 9; Yakima 10-11; Synnyside 12; Pasco 13; Walla Walla 14; Colfax 15; Moscow, Idaho, 16; Spokane, Wash., 17-19.
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VAUDE ROUTES

(Continued from page 23)

Tarasova, Nina (Casino Russe) NYC, nc.
Tars & Spars (Capitol) Washington, t.
Thomas, Jimmy (Pennsylvania) West Palm Beach, Fla., h.
Thompson, Tommy (Tropic Isle) NYC, nc.
Thornton, Hal (Surf) Orley Beach, N. J., nc.
Tristine, Charlotte (Park Lane) Buffalo, h.
Tweedy Bros. & Cindy (Ace of Clubs) Steubenville, O., nc.
Valerie, Vi (Sawdust Trail) NYC, nc.
Villon, Andre (Oetjen's) NYC, nc.
Vincent, Villa (Kit Kat Klub) San Antonio, nc.
Waller, Jack (Kitty Davis) Miami Beach, Fla., nc.
Warren, Annette (Carter) Cleveland, nc.
Wences, Senor (Chez Paree) Chi, nc.
West & Lexing (Palace) Cleveland, t.
White, Joe (51 Club) NYC, nc.
White, Eddie (Steel Pier) Atlantic City.
White, Murray (Old Roumanian) NYC, nc.
White's, George, Scandals (Hipp) Baltimore, t.
Wilkins & Wilkins (Lake) Salt Lake City, t.
Williams, Rosetta (Aquarium) NYC, re.
Willard, Harold (Bill's Gay '90s) NYC, nc.
Willys, Six (State) NYC, t.
Wolf, Milton (El Morocco) Chi, nc.
Wong, Jim, Troupe (Lookout House) Covington, Ky., nc.

Wynters & Angeline (Palmer House) Chi, h.
Y
Yost's, Ben, Commandos (Carman) Phila, t.
Z
Zephyrs, Two (RKO-Boston) Boston, t.

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

Barrett, Roy (Fair) Prince Albert, Sask., Can., 10-12.
Basile, Joe, Band (Fair) Caledonia, N. Y., 8-12; (Fair) Batavia 14-19.
Brownie's Dixiana Show: Roanoke, Va., 7-12.
Buckwalter, Junior, Marimba-Queens: Hallifax, N. S., Can., 8-12.
By-Gosh Tent Show: Bulls Gap, Tenn., 12.
Cunningham, Fairy (La Conga) Fresno, Calif., nc.
Curtis, Rube (Fair) Springfield, Mo., 12-19.
Daniel, B. A.: Pittsburgh, Pa., 7-12.
DeCleo, Harry: Wheeling, W. Va., 10-17.
Fayssoux, W. I.: Dallas, Tex., 10-12; Shreveport, La., 14; Memphis, Tenn., 16; Gastonia, N. C., 20.
Riston's Dogs: Manchester, Tenn., 7-12.
Roy, Don (Green Mill) Saginaw, Mich., 7-12.
Slout, L. Verne, Players: Ionia, Mich.; Eaton Rapids 14-19.
Texas Cattle King, Geo. M. Bragg's: State Hill, N. Y., 7-12.
Virgil: Bozeman, Mont., 10; Livingston 11; Townsend 14; Chinook 18; Havre 17; Conrad 18; Valier 19.
Webb, Capt. George (Fair) Wabasha, Minn., 10-12; (Fair) Pierce, Neb., 20-22.

J. J. PAGE SHOWS

WANT for Washington County Fair, Springfield, Ky., next week, followed by Laurel County Fair, London, Ky., legitimate Concessions of all kinds except Cookhouse and Corn Game. Want Musicians and Performers for Colored Minstrel Show. Can place Shows with or without own outfits. Want Girls for Girl Show. Can place Ride Help on all Rides. Everybody address:

J. J. PAGE SHOWS

Irvine, Ky., this week

WANTED

MAN FOR BINGO—One who can drive Semi-Trailer. FOREMAN for Little Beauty Merry-Go-Round.

FIDLER UNITED SHOWS

95th & Houman Sts., Evergreen Park, Ill., this week; Kankakee, Ill. (Free Fair), Aug. 15-18; Elgin, Ill., Big Labor Day Celebration follows.

MIDWAY OF MIRTH SHOWS

WANT

Electrician and Mechanic who understands Rides, Concessions for Fairs and Celebrations. Good opening for Photos, also Grab. Show is going south. Lillian Bryer, wire. Address: Onarga, Ill. (Logan Homecoming), this week; Milford, Ill. (Fair), next week.

Tivoli Exposition Shows

WANT

A Corn Game Caller, also good Ride Help. J. O. GREENE, Knoxville, Iowa

WANTED

Operators for Tilt-a-Whirl, Ferris Wheel, Octopus and Roll-o-Plane; Wife, Ticket Box. Long season, good salary. Pay your own wires.

J. W. LAUGHLIN

Care Playland Park
9201 S. Main St. HOUSTON, TEXAS

FOR SALE

Parker 2-Abreast Merry-Go-Round. Good running condition, good canvas, Wurlitzer organ and drums. See same in park here, Woodward, Okla. Also other Rides and Show Property.

JNO. ELLIS

Omar's Greater Amusements

Will hook two Flat Rides, Concessions, Shows with or without own equipment. Want Concession Agents of all kinds. For Sale—Twenty-Four Seat Travers Mix-Up and other Show Property.
Wynne, Ark., Aug. 7th-12th

Carnival Routes

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A.M.P. Oxford, Pa.
Alamo: Albuquerque, New Mexico.
All-American Expo.: Anniston, Ala.
Allen, Fred: Fairport, Rochester, N. Y.; (Fair) Waterloo 15-18.
Allen & Nickerson: Portsmouth, O.
American Beauty: (Fair) Manchester, Iowa.
American Expo. (Gooding): (Fair) Shelbyville, Ind., 6-11.
American Model: Bainbridge, Ga.
Arcade: Bonham, Tex.
B. & H.: Mullins, S. C., 7-19.
B. & V.: Wyoming, Pa.
Badger State: Detroit Lakes, Minn.; Waconia 16-20.
Baker's United: Delphi, Ind.; (Fair) Frankfort 14-18.
Bantly's All-American: Hampton, Va.
Baysinger, Al: (Fair) Jefferson, Wis.
Beam's Attrs.: Bluffsville, Pa.
Bee's Old Reliable: (Fair) Broadhead, Ky.
Berryhill United: Irwinton, Ga.
Bistany Greater: Fernandina, Fla.
Bodart's Greater: (Fair) Merrill, Wis., 7-10; (Fair) Antigo 11-13.
Bright Lights Expo.: Jeanette, Pa.
Buck, O. C.: Gouverneur, N. Y.
Buckeye State: (Fair) Farhault, Minn., 11-13; (Fair) Menomonie, Wis., 16-20.
Buffalo: Ogdensburg, N. Y.; Canton 14-19.
Bunting: (Fair) Princeville, Ill.; (Fair) Cambridge 15-19.
Byers Bros.: Durant, Okla.
C. & L.: Deshler, Neb., 11-18.
Capell Bros.: Pryor, Okla., 7-19.
Casey, E. J.: (Fair) North Battleford, Sask., Can., 7-9; (Fair) Prince Albert, 10-12; The Pas, Man., 14-16.
Cavalcade of Am.: Great Falls, Mont.; Billings 14-19.
Cetlin & Wilson: Sharon, Pa.
Chanos, Jimmie: Centerville, Ind.
Coleman: Newburgh, N. Y.
Colley, J. J.: Altus, Okla.
Collins, Wm. T.: (Fair) Mora, Minn., 7-9; (Fair) White Bear Lake 10-13; (Fair) Rush City 17-19.
Conklin: (Fair) Fort William, Ont., Can.; Kitchener 15-19.
Continental: Berlin, N. H.
Crafts 20 Big: Modesto, Calif.; Merced 14-19.
Craig, Harry: Muskogee, Okla.
Crescent Am. Co.: Morrilstown, Tenn.
Cumberland Valley: Lewisburg, Tenn.; (Fair) Tracy City 14-19.
Cunningham's: Lore City, O.
Curl, W. S.: (Street Fair) Farmland, Ind.; Miamisburg, O., 14-18.
DeLuxe Am.: Plainville, Conn.; Moosup 14-19.
Denton, John J.: Oak Ridge, Tenn., 7-19.

WILLIAM NEWTON

Contact Mail Forwarding Department, The Billboard, Cincinnati 1, O., immediately by wire or phone. Very important.

NEW JERSEY STATE FAIR, TRENTON, N. J.

Opening Sunday, September 10, to 16 Inclusive

NOW SELLING CHOICE SPACE FOR MERCHANDISE GAMES

All address Cetlin & Wilson Shows as per route

FAIRS

Sept. 10—N. J. State Fair, Trenton, N. J.	Oct. 16—Wilson County Fair, Wilson, N. C.
Sept. 18—Inter-State Fair, Hagerstown, Md.	Oct. 23—Greenwood County Fair, Greenwood, S. C.
Sept. 25—Great Frederick Fair, Frederick, Md.	Oct. 30—Pee Dee Fair, Florence, S. C.
Oct. 2—Southside, Va., Fair, Petersburg, Va.	Nov. 6—Sumter County Fair, Sumter, S. C.
Oct. 9—Durham County Fair, Durham, N. C.	Nov. 13—Charleston, S. C.

Week August 14, Carlisle, Pa.

WANT—Fly-o-Plane, Whip, Tilt-a-Whirl and Spitfire.
WANT—Line Girls for Famous Paradise Revue; union salary. Posing Girls for Pin-Up Girls Attraction. Both office shows.
WANT—Penny Arcade, Grind Shows of merit, Silodrome, Fun House and Glass House.

WILL PLACE all Legitimate Merchandise Concessions.

All Address

CETLIN & WILSON SHOWS

SHARON, PA.

Hennies Bros.' Shows Want

FOR OUTSTANDING SOUTHERN FAIRS

Head Agents for Basket Ball, Ball Games, String Game, Cigarette Penny Pitch, Fish Pond and other 10c Grind Concessions.

Sensational Free Acts for Mobile, Ala., September 7 to 17. State salary and all in first letter. Bee Kyle, answer.

Ride Foremen, very best of salary and living accommodations if you can qualify, for 20-Car Kiddie Auto Ride and Octopus.

All address HARRY W. HENNIES, Mgr., South Bend, Ind., till August 20; then as per route in The Billboard.

WORLD OF PLEASURE SHOWS

Muskegon, Mich., August 14-19—Midland Free Fair, August 23-26

Marne Fair, August 29-September 1—Belding Labor Day, September 2-4

WANT Shows with their own frameup; good proposition to same. Merchandise Concessions of all kinds. C. F. Mellen wants A-1 Griddle Man for Grab. Top wages to sober and capable man. Ride Help on all Rides. Workingmen in other departments. All address

JOHN QUINN, Mgr., Saginaw, Mich., August 7-12.

W. G. WADE SHOWS

Unit No. 2

Wants for

Argos, Indiana, 4-H Fair, August 15-19

Legitimate Concessions of all kinds. Will sell exclusive on Corn Game for Argos—Winnimac—Rensselaer, Indiana.

Write or wire C. D. MURRAY, this week, Rochester, Indiana.

GREAT SUTTON SHOWS

WANT COOK HOUSE OR GRAB JOINT FOR BALANCE OF SEASON. Playing the Best Spots in Illinois, Missouri and Arkansas.

FOR SALE: TURN-OVER FUN HOUSE WITH BEAUTIFUL PANEL NEON FRONT.

Address Georgetown, Ill., this week; then per route.

SHOWBIZ GANG TABBED

(Continued from page 3)

hotel and restaurant ops or managers, 17 listed as entertainers and dancers, exclusive of actors, probably legit, of which there are three (including one Wave) at the moment. There are even three coin machine repairmen, not to mention 19 bartenders, eight composers or arrangers and 16 band leaders. But as far as straight showbiz is concerned, musicians top the list, with 236 of the species. Thirty-six gents listed themselves as professional sailors, which makes the rest of the center mere amateurs with an unspeakable deficiency in the department of knots, keels and barnacles. Among the scribes, there are six journalists, of which your correspondent is held by people who should know better to compose one-sixth of the total.

The breakdown:

Actors, 3.
Animal trainers, breeders, 14.
Artists, illustrators, 20.
Athletes, athletic instructors, 209.
Authors, editors, journalists, public relations men, 20.
Bartenders, 19.
Bowling alley manager, 1.
Carrier-pigeon trainer, 1.
Coin machine repairmen, 3.
Composers, arrangers, 8.
Compositors, typesetters, 7.
Conductors, band leaders, 16.
Decorators, displaymen, 7.
Designers, 7.
Diver, 1.
Entertainers, dancers, 17.
Hotel, restaurant managers, 46.
Lawyers, 22.
Layout men, 16.
Lifeguard, 1.
Lithographers, 11.
Masters of ceremonies, 4.
Micro-photographers, 1.
Model builders, 18.
Motion picture personnel, 3.
Motion picture projectionists, 36.
Musicians (instrumental), 236.
Painters, 55.
Photoengravers, 3.
Photographers, processors, 40.
Photostat operators, 2.
Policemen, detectives, investigators, 156.
Printers, printing business, 37.
Production men, 25.
Radio men, operators, technicians, 45.
Recreation men, 16.
Sailmakers, canvas, awning, 7.
Safety engineers, 4.
Sailors, 36.
Scenery, propmen, 1.
Seamstresses, 4.
Sign painters, 10.
Silk screen workers, 3.
Swimming pool operator, 1.

HARRY LEWISTON

WANTS WANTS

FREAKS, NIGHT CLUB ACTS, NOVELTY ACTS
Can offer good salaries, splendid treatment. Those joining now can have all winter work in Store Shows, Museums, etc. Scotch Band, Small Colored Band, Sword Swallower, can place you. My Shows play Wisconsin State Fair, followed by two weeks in park in Detroit, then indoors for fall and winter dates. Wanted, Boss Canvasman, year 'round proposition. Average up and down once a month. Good proposition to Inside Lecturer, especially if do Magic and Quick Pitch. Will buy Snakes, large ones preferred. So, folks, for pleasant year around employment contact
HARRY LEWISTON
Edgewater Park, Zone 19, Detroit, Michigan.

WANTED

Can place at once Working Man to attend to small animals and drive truck. Experienced in putting up a 20x50 tent for our fairs and store rooms in the winter; year around work. A good job for a sober, reliable man that can stand the best of treatment and a good salary. Dick McCarthy, get in touch with me, can place you at once. Wanted for our Sport Publication Dept., one good Subscription Man that can stand prosperly to take subscriptions in the finest Wild Life Show on the road. Only sober, reliable and congenial Subscription Men need to apply. Write—Allow time for mail to be forwarded.
RAYMOND A. WALTON WILD LIFE EXHIBIT
711 Grant Street DANVILLE, ILLINOIS

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.

WORLD'S FAIR LIGHTS

1500-Watt Mazda Spot Lights (can be used for spot or flood), complete with 110-volt base bulb, socket and aluminum reflector, \$6.00. 10% discount for quantity. Also Electric Valves and Black Geared Motors. Quartz, Mercury Arc Lights.

BROWN'S

144-15 20th Ave. Whitestown, L. I., N. Y.

WANTED!!

Tilt-a-Whirl Man, also Ferris Wheel and Merry-Go-Round Operator. Top salary. H. DELGARIAN, 2303 N. Melvina St., Chicago, Ill. Phone: Berkshire 7964

PHONEMEN

Come on

Program—Tickets—Banners
United Steel Workers' Local #1331 Dance.
2 police deals to follow.
Room 308, Columbian Bldg., 25 S. Hazel St.,
Youngstown, Ohio

OPENING AUGUST 18

WANT—SOUTHERN STATES SHOWS—WANT

SHOW HAS FIVE RIDES

WATCH NEXT ISSUE FOR OPENING AND ROUTE

CONCESSIONS—Stock Stores, Photo Gallery, Pitch Till Win, Ball Game, Duck Pond, Scales and Age, Cigarette Gallery, High Striker, Dart Game, Jap Gallery, Fish Pond, Bingo—Small Bingo, Paul Botwin, write; American Mitt Camp, small Cook House or good Grab Stand, Pop Corn, Floss, Snow Balls, Custard.

SHOWS—Clean Girl Show, Snake, Minstrel or any good Side Show.

RISE HELP—2 Second Men for Double #5 Wheel, 2 Second Men for Chairplane and Merry-Go-Round, First and Second Man for Loop-o-Plane, John Markman, Buss, Tom Marshall, Fred Stockton, Bill Knowl, write me. Blackie Henry on this show.

Note—Earle and Eva, come on. Harry and Mrs. Jerry Hoffman, George Carr, write.

ED HORNE, Spec. Agent.

DOC WILLIAMS, Owner.

Address: Liberty Warehouse, 964 No. Liberty St., Winston-Salem, N. C.

GEREN'S UNITED SHOWS

WANTS

WANTS

For Rising Sun, Ind., American Legion and 4-H Club Fair, Aug. 15 to 19, and Jackson County Free Fair, Brownstown, Ind., Aug. 21 to 26, and balance of season.

Concessions—Ball Games, Cork Gallery, String Game, Pitch Till You Win, Coca-Cola Bottles, Fish Pond, Buckets, Huckle Buck, Cane Rack, Novelties, Jewelry, any Stock Stores that work for 10¢. "No Gypsies." Shows with own outfits. 25 per plus tax. Want to buy factory built Auto Kid Ride, must be A-1 shape. Barney Lamb will buy Octopus and Semi-less Tractor. Let's hear from you. Cash waiting. For Sale—2 Abreast Parker Merry-Go-Round, in good shape. Can be seen at Brownstown Fair. Less Organ, \$1,650.00. This is the show that draws the people and holds them—with Capt. Billy Sells' Performing Lions. All replies: This week, Harrison, Ohio.

W. S. CURL SHOWS

Wants for the following

Miamisburg, Ohio, Mid-Summer Festival, Aug. 14 to 19; Silvertown Harvest Home Festival, Silvertown, Ohio, Aug. 21 to 26; American Legion Mid-Summer Festival, on the Streets, Lookland, Ohio, Aug. 28 to Sept. 2; Sunman Tri-County Fair, Sunman, Ind., Sept. 4 to 9.

Concessions—Photo Gallery, Guess Your Weight and Age, String Game, Fish Pond, Coca-Cola Bottle or any other Stock Concession. Shows—Monkey Circus, Unborn, Wild Life, Big Snake or any other good Show with own outfit. No Girl Show. Ride Help—Ferris Wheel Foreman or any other Ride Help. Top salary. Address:

W. S. CURL SHOWS, Farmland, Indiana, this week; then as per route.

WANTED
CANDY BUTCHERS, NOVELTY AGENTS
 For
THE ELKS' CIRCUS
 Asbury Park, N. J., Aug. 14th to 19th
 Also Scalemen, Guess Your Age Agents and
 Novelty Agents for the Trenton State Fair,
 Sept. 10th to Sept. 16th. Other good
 spots to follow.
A. HYMES
 104 Thattford Ave. BROOKLYN, N. Y.
 Phone: Dickens 2-2534
 For Sale—Electric Flasher, chaser style, good
 condition, cheap—\$60.00.

WONDER CITY SHOWS
WANT
 Concessions, Shows with own equipment.
 Whittie Noeltie, answer. Place Chair-o-Plane
 or any Ride not conflicting with Merry-Go-
 Round, Ferris Wheel. Want capable Me-
 chanic and Electrician, single men preferred.
 Hall, answer. Address: **JOE KARR, Clarendon,**
Ark., this week; West Helena, Ark.,
Police Dept., Aug. 14-19; Monticello, Ark.,
Legion Celebration, Aug. 21-26. Tex
Thorpe, wire Pop Irby.

BOB HAMMOND SHOWS
WANT
 For Galveston \$1,500,000 Pleasure Pier,
 also Houston lots
 Stock Concessions. Year around work. Ride
 Help for Swing, Wheel and Mix Up. Second
 Men for Tilt. Address:
BOB HAMMOND
 2414 So. Main St. Houston, Tex.

PLACE FOREMAN
 For Caterpillar, Rolloplane and
 Spitfire. Salary no object if you
 are capable. Great Falls, Mont.,
 this week; Billings, Mont., next
 week.
AL WAGNER

WANT
 Two all around Ride Men. Show out till
 October 31st. All winter's work in winter
 quarters. Top salary. Wire
R. T. WADE
 Inlay City, Mich.

WANT
 Girl Show, Wagon Front Show complete,
 Wheel and Octopus Foremen, useful Show
 People all departments. Good route, long
 season. Lawton, this week; Anadarko, Okla.,
 Indian Fair and Exposition, Aug. 14 to 19.
T. J. TIDWELL SHOWS

FOR QUICK SALE
 One O-40 2-TON INTERNATIONAL TRUCK with
 16-Ft. All-Steel Van Body. Good tires. 1 beautiful
 Hexagon Penny Pitch; 1 14-Ft. Ball Game with
 new blue canvas; 1 Slum Joint, 14 ft.; 1 14-Ft.
 Coke Joint. BEST CASH OFFER FOR ALL OF
 ABOVE GETS IT. ALSO ONE BEAUTIFUL
 CONCESSION TRAILER equipped for Popcorn,
 Peanuts, Root Beer, Fountain Coca-Cola and Hot
 Dogs. Butane gas heat. COMPLETE FOR
 \$1900.00, with enough stock to gross this amount.
 Address: **BOX 410, care The Billboard, 390 Arcade**
Bldg., St. Louis 1, Mo.

GEORGE EMMERSON
 Missed you at Princeton. Please get in touch with me.
JOS. O'BRIEN, LAKE STATE SHOWS
 Care The Billboard
 390 Arcade Bldg. St. Louis 1, Mo.

STRATES, C&W GAIN
 (Continued from page 32)
 Pa., July 24-29, reported R. O. McCarter.
 In Uniontown, Pa., July 17-22, business
 was excellent despite two days of rain.
 William Cowan, George Harms, I. Cetlin
 and John W. Wilson received an Octopus,
 purchased recently, and it is getting its
 share of business. Tex Leatherman is
 in charge of it, with the Moon Rocket
 and Caterpillar. He is manager of all
 rides.
 Connellsville, with a Friday night
 rainout, fooled everyone on the show,
 as in the past it had been only fair. All
 rides, shows and concessions operated
 until 1 o'clock Sunday morning. Dale
 Barron added a Monster Show to his
 line-up, with Rex Allen on the front.
 Mrs. Dale Barron is still active with
 the Tank of Death, which topped the
 midway on a couple occasions in the
 past two weeks. Ted Williams, who
 joined with his cookhouse in Connell-
 ville, began enlarging it to 40 by 80
 feet. In the cookhouse are Mr. and
 Mrs. Ted Williams, griddle; Earl Bears,
 Chief Lakeside; waitresses, Peggy Bears,
 Rita Kobrick; short-order cooks, John
 Loeffler, Will Beck; cashier, Jo Williams;
 chef, George Stephens.
 William Cowan, business manager,
 owns and operates nine flashy conces-
 sions. Mrs. Ada Cowan, daughter,
 Francine, have joined him from their
 West Palm Beach home. Mrs. Marjorie
 Cetlin and Mrs. Sadie Wilson left for
 New York to purchase new wardrobe
 and scenery for the three girl shows
 which they operate, featuring the Para-
 dise Revue. Jackie Duncan joined as
 emcee on the Paradise Revue, which
 has a line of girls and Art Parent's or-
 chestra. Pin-up Girls is managed by
 Monty Noruire. Gay Havana is man-
 aged by Pete Thompson. George Good-
 man, of the Goodman & Dorso bingo,
 returned from a business trip to Buffalo.
 Mrs. Waters, who with her husband owns
 the Waters' Kiddie Rides, reported that
 the last three Saturday matinees had
 been best in their career of ride opera-
 tion.
 General Agent McCarter returned
 after booking the show in Wilmington,
 Del., for Labor Day week under auspices
 of the State Veterans of World War II
 Department, not a local club, the State
 commander and the State adjutant
 signing the contract. John W. Wilson
 ordered special billing, as the sponsor
 is raising funds for the new organiza-
 tion.

BANTLY SETS 5 WEEKS
 (Continued from page 32)
 show agreed and also voluntarily canceled
 two children's parties scheduled for both
 Saturdays and to have been sponsored
 by merchants. Dr. Donald Freedman,
 assistant health officer of the district,
 then issued a release to Tidewater news-
 papers, praising the Bantly Shows' action
 and the show went on with endorsement
 of the health boards.
 Show will move August 14 to Kecaugh-
 tan Road for a week and then to Jeffer-
 son Avenue showgrounds for two weeks,
 starting August 21. Among those at the
 August 1 opening were Howard Y. Bary,
 circus executive; John H. Marks, owner,
 and Harry E. Wilson, assistant manager
 of the Marks Shows. Frank D. Shean,
 general manager of Seaside Park Casino,
 Virginia Beach, visited Walter Nealand.
 Business at the Harrington Kent-Sus-
 sex Fair's 25th annual was above expecta-
 tions, Herman Bantly, general manager,
 said. There were over 65 concessions,
 with 1,200 feet of space sold. Thursday
 shows and rides grossed over \$5,200,
 despite lengthy grandstand shows.
 Weather was hot and the only rain came
 Saturday night at 10 p.m. Fair was dis-
 continued two years ago because of the
 war but was renewed this year. All ex-
 hibit space was sold, reported Ernest
 Raughly, fair manager.

WANTED
 Sober, reliable, experienced party take complete
 charge small Cookhouse. New canvas, best of
 equipment, or will sell same and book on show
 to party that has truck to haul same. Will make
 terms to reliable Cookhouse People that will
 cater to show folks. Ten good Southern Fairs
 booked. Join on wire. Address:
ROY T. JOHNSON
 Care Crescent Amusement Co.
 Morristown, Tenn., this week

WANT FERRIS WHEEL
 Will buy, book or lease for balance of season. Want
 legitimate Concessions. Also want Ride Help for
 Merry-Go-Round and Terraplane. Bill Martin and
 A. H. Edwards, get in touch with me at once.
JOHNNY KEELER
 Elmora, Wilmington, Del.

THE SEASON'S SENSATIONAL SUCCESS
GREATER UNITED SHOWS
NOW BOOKING FOR BALANCE
NEXT SEASON. SEASON 1945 PRACTICALLY BOOKED
SOLID. OPENING WITH AMERICA'S GREATEST SPRING
EVENTS.
BROWNSVILLE, TEX. "CHARRO DAYS" CELEBRATION
 FEB. 3 TO 11 Two Saturdays and
 Sundays
LAREDO, TEX. 45th ANNUAL WASHINGTON BIRTHDAY CELE.
 FEB. 17 TO MARCH 3 Three Saturdays and
 Sundays
LAREDO IS THE HOME OF AMERICA'S LARGEST GUNNERY SCHOOL
Maple Williams Wants High-Class Concession Agents
SHOWS Wonderful opening for Side Show. (No Half and Half or Snakes
 wanted.) Can place Glass House, Hillbilly, Monkey and any Fun Show.
RIDES Want Duo Loop-o-Plane, Octopus, Roll-o-Plane, Fly-o-Plane or Cater-
 pillar with own transportation.
CONCESSIONS Can place Candy Floss, Custard, Candy Apples, Novelties—
 exclusive.
RIDE HELP Can place Foreman and Second Men for Ferris Wheel, Herschell-
 Spillman Merry-Go-Round, Tilt-a-Whirl and Scooter. Showing
 two-week stands. We will pay all and more than you are worth
 and assure good treatment and long season of 40 weeks. Those driving Semis given
 preference. If you can't keep sober don't waste our time, because you won't be
 tolerated, as we are not on a Cook's Tour.
OPPORTUNITY Ride Owners, Showmen and Concessionaires connected with
 us will verify the fact that they are enjoying the most
 profitable season of their careers. You can do likewise,
 provided you are equipped with a self starter, a bit of effort and energy and realize
 that there is no such thing as the indispensable man.
DON'T FORGET TO REMEMBER—
"YOU CAN'T LOSE WITH LOOS"
WRITE J. GEORGE LOOS Lubbock, Tex., Until Aug. 12
 OR WIRE San Angelo, Tex., Aug. 14 To 26
 Brownwood, Tex., Aug. 28 To
 Sept. 9; Corsicana, Tex. (Fair),
 Sept. 11 to 16; Tyler, Tex.,
 Sept. 18 To 30.

CRESCENT AMUSEMENT CO. WANTS
 Enlarging Show for Best Route Carolina Fairs
"OUR ROUTE IS OUR BEST RECOMMENDATION"
 Week Aug. 28th, Buncombe County Agri. Fair, Asheville, N. C.; week Sept. 4th, Toe River Dist. Fair,
 Spruce Pine, N. C.; week Sept. 11, Rutherford County Fair, Rutherfordton, N. C.; week Sept. 18th,
 Richmond County Fair, Hamlet, N. C.; week Sept. 25th, Williamsburg County Fair, Kingstree, S. C.;
 week Oct. 2, Colleton County Fair, Waltersboro, S. C.; week Oct. 9th, Union County Fair, Union, S. C.;
 week Oct. 16th, Lee County Agri. Fair, Bishopville, S. C.; week Oct. 23, Georgetown Exposition,
 Georgetown, S. C.
 With best, biggest Armistice Day celebration in Florida and best route of Florida Fairs to follow.
WANTED WANTED WANTED WANTED
 CONCESSIONS that work for stock and not over 10¢. Opening for first-class BINGO, Custard, Lead
 Gallery, Photos, Fish Ponds, Duck Ponds, Hoopla, Penny Arcade (Mr. Evans, write), Cigarette
 Gallery, Hi Striker. No exclusive at Fairs except Bingo and Cookhouse.
INDEPENDENT SHOWMEN WITH OWN EQUIPMENT
 Will place any neatly framed Show that can get money. Side Show, 5 or 10-in-1, Fat People,
 Mechanical City, Midget, Unborn. Just write us when and where you will join.
INDEPENDENT RIDE OPERATORS
 Will book or buy with own transportation any NEW Ride, Roll-o-Plane, Octopus, Tilt. Place nearly
 flashed Kiddie Rides.
HELP WANTED—EXPERIENCED CARNIVAL HELP—HELP WANTED
 RIDE MEN: Foreman and Second Men that can handle one No. 12 Big EH Wheel, Foreman for Smith
 & Smith Chairplane, Foreman and Second Men for New Streamlined CATERPILLAR. Join Labor
 Day. Whip crew to open Labor Day. Roy T. Johnson wants Cookhouse Help, Agents for Ball Games,
 Skillo, Spot-the-Spot, Swinger. Syl Boswell wants Agents for Pan and New Bucket Chuck, Dart
 Games and Grind Stores.
 NOTE: Those joining Aug. 21 will play American Legion Mid-Summer Festival, GREENVILLE,
 TENN., first show this year, heart of city and best spot in the State. We are only interested in the
 best independent Shows and Concessionaires. Single gals, P. G. artists, booze heads and drifters, we
 know all the jackpot stories, so save your time.
 We have played some of the above route of fairs for the past six years and they are established fairs.
 We will place two or three good FREE ACTS to open Rutherfordton, N. C., Sept. 11. Address
 all replies to **L. O. McHENRY, Sole Owner and Manager, Morristown, Tenn., this week; then per route.**
FOR SALE—No. 12 Big EH Ferris Wheel, \$3,500 cash. A-1 condition.

Wanted—J. R. EDWARDS SHOWS—Wanted
 Merry-Go-Round Foreman; top salary. Can place Tilt-a-Whirl for balance
 of season, also Flying Scooter. Address all mail and wires to
J. R. EDWARDS, Willard, Ohio, this week; Berea Fair, next week.
 P.S.—Will buy for cash 6-20-ft. or 24-ft. Semi Trailer; spot cash for
 Tilt-a-Whirl, Caterpillar or Double Loop-o-Plane.

BUNTING SHOWS WANT
 Foreman for Spillman Three-Abreast Merry-Go-Round. Top salary and bonus to A-1 man.
 Can also place capable Second Man on Merry-Go-Round. Have few openings for sober,
 experienced Ride Men on other Rides.
 Address **E. H. BUNTING, Bunting Shows, Princeville, Ill., this week;**
 then as per route.

WANTED: 2,000,000 MACHINES

Ops Surveyed on Equipment Needs If War Ends in 1944

Operators ready to lay it on the line for millions of machines as soon as reconversion starts, poll shows — means plenty of jobs for war workers, too

CHICAGO, Aug. 5.—The average coin machine operator needs machines. In fact, if the war ends this year, an estimated 2,246,900 coin machines will be needed to fill operators' immediate demands. The basis for this estimate is an industry-wide operator survey which *The Billboard* has been conducting for the past three weeks and concluded today. Purpose of this survey was threefold:

(1) To chart post-war operating trends; (2) To shed light on the number of various types of machines operators would be in the market to buy as soon as the war is over; (3) To translate these equipment wants into terms of employees and materials that will be needed to produce them. Of the three, the last named purpose is the most important since to a large degree how soon the coin machine industry is permitted to resume full-blast production will depend on how many jobs it can offer to war workers as soon as the reconversion green light is flashed; both directly on the assembly lines as well as indirectly in terms of making materials and component parts that will be required.

Survey Method

In order to obtain this information, *The Billboard* queried a representative list of operators—both large and small, in metropolitan sectors as well as in cross-road towns—on how many new pin games, juke boxes, candy venders, cigarette venders, movie machines, drink venders, target guns, arcade machines and other machines they would need if the war ends this year. To shed further light on the employment picture, ops were also asked how many employees they would add and of this number how many would be veterans returning from service.

Over 600 operators have replied, and more are still coming in; but for the basis of computing production estimates, the first 600 replies received are used. Only signed replies were compiled. Since this number of replies represents 3 per cent of the 20,000 operators now estimated to be on the firing line, it's more than enough to be regarded as a good cross-section of operator opinion since public opinion polls, Dun & Bradstreet business surveys as well as department of commerce trade surveys are based on a 2 to 3 per cent average.

Full-time operators only were considered in this survey, altho a 1941 estimate of part-time operators revealed approximately 45,000 men so engaged. Also, penny vending machine operators were not polled. Method used to arrive at estimated machines that will be required to meet post-war demands was to take the per capita average purchase as revealed by the survey and multiply it by the number of operators estimated to have been operating each type of equipment before the war began.

Increased Production a Must

In general, the survey proves unmis-

takeably that the industry will do more than its share to take up the unemployment slack that seems in the offing when war plants close down. Also, it is apparent that manufacturers are going to have need of every square inch of factory space they added to take care of making war weapons for Uncle Sam. What's more, swing and lobster (See Wanted: 2M Machines on opp. page)

The Box-Score

TYPES OF MOHS.	NO. OF OPS (**) (based on 1941 census)	Per Capita Equipment Needs	Estimate Total of Mchs Needed
PIN GAMES	12,000	53	636,000
PHONOGRAPHS	8,000	75	600,000
CIGARETTE VENDERS	2,000	80	160,000
CANDY BAR VENDERS.....	800	109	87,200
DRINK VENDERS (a).....	500	36	18,000
TARGET GUNS	7,500	13	97,500
ARCADE MACHINES	1,600	33	52,800
MOVIE MACHINES	400 (b)	36	14,400
OTHER MACHINES (c).....	7,000	83	581,000

*Full-time operators only used as basis for this survey. 1941 census revealed 45,000 part-time operators.

(a) Coca-Cola franchise operators not included in survey.
(b) Operator figure here is actual number now operating movie machines.
(c) Includes counter games, bells, consoles, etc.
Penny gum and candy machine operators not included in survey.

Editorial

Employment Survey

By Walter W. Hurd

The operating section of the coin machine industry is definitely employment conscious. That is the opinion revealed by a current trade survey made by *The Billboard*, the results of which are published in this issue. Questionnaires were mailed to a select list and 600 replies were received. That number of replies provides a basis for estimating some important facts.

On the basis of the returns, operators plan to employ three or more persons as soon as business opens up again. Most operators who replied plan on giving a decided preference to veterans. It is understood that sentiment among manufacturers will carry out the idea advanced by operators.

This is the day of trade surveys, and a number of manufacturers have already made their own private surveys to get information for making post-war plans. In tabulating trade surveys, more depends on the person who interprets the survey than anything else. The reason for the failure of many polls and surveys is because an error was made in interpreting the survey. The second most important factor in any sort of survey or poll is the persons who were surveyed. All surveys are very limited in their usefulness, but if one important trade fact is gained from the survey, it is well worth while.

The fact that the coin machine trade is strongly supporting the idea of providing jobs in the future makes our current survey a success, if no other information is revealed.

Since employment will be an important topic in the future and there will be many guesses about future jobs provided by the trade, it may be well to repeat our tabulation of industry personnel in December, 1941:

Principal manufacturing firms	85
Listed manufacturing firms.	325
Normal factory employment.	15,000
Distributing firms	900
Employed by distributors..	4,500
Professional operators	25,000
Part-time operators	30,000
Employed by operators	45,000

Established coin machine manufacturers already have much important data in their own files to

guide in planning for future markets. They know the trade, they know how machines have sold in the past, and they have a good idea of how operators react to conditions. The principal fact that any survey can reveal to present manufacturers is an indication of shifts in the types of machines operators may buy in the future. For example, our survey indicates there may be a trend toward buying target guns in the future. The war has proved the popularity of these machines.

New manufacturing firms will be interested in pre-war statistics of the industry as well as any factors that may indicate future trends. All manufacturers and distributors in the industry will be vitally concerned about general conditions and trends which may shape the future of the coin machine industry. There is no question but what important changes in population and business have taken place in the United States during the war. There may be a complete change in national outlook after the war, so that entirely new factors will be introduced in American business.

A minor industry such as the coin machine trade must carefully study these conditions. It is well known that a lot of changes are going to take place in the popular music field and that the juke box industry will have new elements introduced which may determine post-war markets considerably.

It is also known that there is much interest in developing soft drink venders and other types of refrigerated machines in the future. It is well understood that the candy industry is considering important steps in using refrigerated units of some kind to display and sell candy. Whether coin-operated machines to provide this new selling method will be made is a question yet to be answered.

Whatever surveys are made the manufacturing and distributing industry must keep in mind that total markets are limited by the total number of retail establishments in the United States. Prospects indicate a big increase in small stores and shops of all kinds so that it may be taken as an assured fact there will be a 25 to 50 per cent increase in the total number of retail places after the war.

Trade Watches Further WPB Developments

Spot Plan Steps Outlined

WASHINGTON, Aug. 5.—Altho there are still differences of opinion in official circles about speeding up the WPB plans for reconversion, yet the response of business was generally favorable toward the progressive steps being taken. The response to the plan to permit making of experimental models was very favorable. Great interest is being shown in the pending official announcement of the "spot authorization" plan which is scheduled for about August 15.

There are indications that WPB may announce some changes in the industry advisory committee representing the coin machine trade. Some of the top WPB officials are on vacation, however, and plans may be delayed.

In essence the big step, scheduled for about August 15, will list approximately 100 limitation (L) and conservation (M) orders from which manufacturers may receive exemption, providing the production does not interfere with war work.

Once cleared, a manufacturer will be referred to a list of 125 needed civilian items as compiled by the Office of Civilian Requirements. He will be encouraged, but not forced, to produce articles on the essential list.

He would then file a new form, No. CMP-4F, as application for materials. For other than controlled materials, he would receive a priority rating, probably AA-5. Steel would be allocated from a general metals reserve.

Plants having less than 250 employees (100 employees in Group 1 or 2 labor shortage areas, or 50 workers on the West Coast) would file the CMP-4 F's and get clearance in WPB regional offices. Larger plants would file applications in Washington.

To Limit Personnel

Although all details of the plan are not determined, it is thought that plants will be limited to their present employment levels.

An essential factor of the plan is the metals reserve from which authorized manufacturers would receive allotments. This may be the plan's stumbling block, officials said, inasmuch as only a negligible quantity of prime steel is expected to be available for non-war production in the fourth quarter unless Germany falls.

Smaller War Plants Corporation officials take an optimistic view of the plan's possibilities for relief to small businesses which have had their war work terminated.

Next Week

What immediate post-war equipment needs means in terms of jobs the industry will offer to war workers in the reconversion period plus post-war operating trends as revealed by *The Billboard* survey will appear in next week's issue. Watch for them!

COINMEN YOU KNOW

New York:

MURRAY BLANE, MILTON GREEN, JACK MARRIN and BEN MELZER, phono ops, buying parts at Atlantic Distributing. . . . ANTHONY SAVERSE, Bronx op, buying games at Marcus Klein's place on the "Row." . . . CHARLES LICHTMAN says he organized, not resigned, from New York Distributing Company. . . . MIKE MUNVES back from a trip to New Jersey as far as Atlantic City reports big biz lined up. Mike adds arcades will be big thing after the war.

RAY HARRISON, Automatic Cigarette Sales, looking for a phono route. . . . ANTHONY ZIRPOTI, phono op, extending his route. . . . GEORGE PONSER'S New York office now at 2 Columbus Circle. . . . MATTY FORBES, CMA exec, represented trade at Philly funeral of Constantine Stephano, prexy, Stephano Bros., manufacturers of Rameses cigarettes who died in Virginia at 79. . . . AMERICAN COIN MACHINE COMPANY, Newark, will soon announce new post-war alignments. . . . Manhattan phono route turned over at New York Automatic Music Exchange for \$25,000. . . . JULIUS KING, National Match Company, granted patent on 1-cent vender that has adjustable dispenser and 6-column uniform merchandising. Another gimmick is coin refusal device.

NATHAN RAKE, Rake Coin Machine, Philadelphia, caught on a buying trip to the "Row." . . . EDDIE AND JACK ROSENBERG of Boston, HARRY ROSENTHAL, jobber, of Pittsburgh, in confab at Bert Lane's. . . . HARRY BERGER, phono op, has taken office space at 432 W. 42d Street. . . . MIKE LASCARI of Manhattan Automatic Music, seeing distributors in New Jersey. . . . PHIL GOULD out of the hospital and reported on the mend. . . . DAVE KASSOFF of Eagle Vending lining up plans for post-war drink venders.

BERNARD J. HENSLER, Servewell Music, phono ops, reports firm has plans for acquisition of disk pressing facilities in New Jersey. Hensler says firm will service other ops as well as take care of its own route. . . . Atlantic Distributing Company, Seeburg outlet, will soon expand. MEYER PARKOFF, of firm, says larger quarters are need for extensive post-war program.

Chicago:

More distributors from out of town in the city during the past week to powwow with manufacturers. Manufacturers, however, are up to their ears in war work and suggest that distributors hold off their trips for a while since they aren't ready to discuss post-war plans as yet. The inevitable happened this week. In last week's issue on page 70, Elaine Langan, Mills model at the recent *Chicago Tribune* war industries show, was reported Hollywood bound. Friday (4) she called Jim Mangan to report she had just signed with 20th-Fox and was leaving immediately for the Coast. . . . Frank O'Brien in from Dallas. . . . George Ohlendorf up from Freeport, Ill., to discuss tax matters. . . . E. N. Marley, for many years with Markepp in Cleveland, stopped off here from Kansas City, Mo., en route to New York on a business trip. His family will remain here until he returns. Operators from Indiana, Wisconsin and Illinois came into town for the recent house-warming party of Chicago Simplex Distributing Company. Key Wurlitzer execs were in town for the affair, too.

JOE BRILLIANT and wife, of Brilliant Music Company, Detroit, in town winding up their vacation at the Music Trades show. Also attending the show from the Motor City was MAX LIPIN, of Allied Music. Firm had booth at the exhibit with HAROLD KLEIMAN, Cleveland rep, and GEORGE MENDELSON, New York manager, in attendance together with Max. . . . JACK WILLIAMS and J. L. HALLSTROM, of RCA Camden office, and E. J. HUBER, of Chi office, together with their staff put in a busy three days at the conclave showing music retailers how to merchandise disks. . . . Columbia and Capitol booths were manned by men from various branch offices. . . . Plenty new needle firms present, but most of them were pushing sapphire points for the home record machines. . . . At the Permo booth, E. C. STEPHENS and BILL HEMMINGER were glad-handing visitors.

Final figures on Fifth War Loan Drive at O. D. Jennings showed firm hit 135 per cent of total. . . . Firm has also won WLB approval of incentive wage plan for factory workers.

. . . TONY MINARIK JR., old-timer at Mills Industries plant was one of 19 winners of The *Chicago Tribune* war workers' award feted at the second anniversary celebration of the award's inaugural last week. The *Tribune* bestows one award per month on an employee in Chicago war industries who has contributed most toward improving quality and quantity of war production in his plant.

MAX HURVICH in from Birmingham visiting manufacturers and distrib offices. . . . DICK FOWLER, former sales manager of Mills drink vender division and now a vice-president of Coca-Cola, visiting JOE WALSH, who now heads the Mills beverage vender division and who formerly was connected with Coca-Cola. . . . ART PUETZ and his brother visiting at the Jennings factory. He's the firm's Ohio distrib. . . . BILL FREY, from Miami, telling about the success his daughter, Elinore, is becoming as a model in her home town. . . . BEN KULICH passing thru en route home to Buffalo following a visit with his son, Sanford, at Camp Howze, Tex., where he's the pianist and arranger for the camp band. . . . MORRIE GINSBURG back at his Atlas desk after a week at Eagle River, Wis. . . . Next edition of the *Mills Warrior* will be devoted to Fred Mills, late president of the firm. . . . WALTER GILES in from Osage, Ia., visiting MAX GLASS. . . . Also at the Glass headquarters was "handsome" ZOR HERSHON buying equipment for his Wonderland Arcade in Kansas City, Mo. . . . MAX WEISER, head of Harry Marcus Company, out of the city for a few days on business, is back at his desk again.

St. Louis:

JOS S. MORRIS, owner of the J. S. Morris & Sons Novelty Company, had open house July 13, for all of the coin machine men in this vicinity. It was in honor of his son, Walter, who was home on a furlough after spending two and a half years in the Aleutians. Over 125 coinmen paid their respects and refreshments were served. Walter left here July 21 for Camp Shelby, Miss., where he will be temporarily stationed. Prior to his entry in the armed services three years ago, he was associated with his dad in the operation of the company, as was another son, Sidney, who is also serving in the armed forces, but was unable to be present for the party. . . . AL HANEKLAU, of the Olive Novelty Company, is spending several weeks in Wisconsin enjoying the fishing. While he is away Ben Axelrod is holding the fort.

Los Angeles:

AL STERN, of Monarch Coin Machine Company, Chicago, arrived here Sunday (30) for a vacation. He's now at the Ambassador Hotel where he's playing host to West Coast coinmen.

I. B. GAYER of San Bernardino, in the city, showing the loss of weight following two operations in Havana. He was taken ill there about two months ago when he was on a vacation tour. . . . WALTER GAUNT of 29 Palms, in the city for a week's vacation. He brought with him a scroll he received from the government for "two years of unselfish service." Gaunt is the chairman of his local rationing board. His friends were glad to see that he had received recognition for his work. . . . FRED AND BENNIE GAUNT dining at Lyman's in Hollywood. It was their first night out since the arrival of the twins Richard and Frederick. . . . M. C. STEWART here for a fast trip. He brought with him reports that business was excellent at Big Bear.

JIM ALLE, music machine operator, making the rounds on Pico for parts and supplies. . . . SAM BARR of Barr Amusement Company, Ocean Park, on a buying trip. . . . HARRY AGNER of Hawthorne here to purchase parts and supplies. . . . EDDIE AUDARY of Monterey Park in town. . . . JACK BREIER, local operator, making Pico Street his stomping grounds for a brief period. . . . BARNEY MCCOY of Bakersfield looking over games equipment. . . . MRS. PHIL BROWN of Bakersfield motoring over the Ridge Route to Los Angeles in the interest of her music operation.

TED BLOOMER, of Mojave, looking around for music and game supplies. . . . BOB CAUSEY, who takes an active part in Southgate civic affairs, visiting jobber friends in Los Angeles. . . . JERRY COOPER, of Riverside, here on business. . . . "HAPPY" CLARK (See *Coinmen You Know* on page 66)

News Highlights of the Week

CHICAGO.—Industry-wide operator survey shows war-end demand for 2,246,900 machines (see opposite page for story). Translated into employment terms, this means coin machine trade will do more than its share to take up employment slack among war workers when reconversion begins.

NEW YORK.—Record companies already preparing to meet avalanche of disk demands from ops and retail trade when peacetime production begins.

TOLEDO.—Newspapers here playing up stories about ops not paying taxes on machines. Indications are that some political maneuvers behind the scenes.

PORTLAND, Ore.—Fiscal year report of the State shows revenue collected from high coin machine tax amounted to \$246,459, less than one fourth of the million that proponents of the bill predicted the measure would raise when it was passed a year ago.

DETROIT.—Rollback on bottled beer prices ordered by OPA for surrounding five States has location owners and operators worried. Draught beer shortage grows. Beer headaches also hit ops in Norfolk, Richmond, Fort Worth and other Southern States during the week.

WASHINGTON.—WPB is going ahead on scheduled plan for reconversion. Next step is spot authorization plan due August 15. National response to experimental models step was favorable.

BOSTON.—Test case on whether juke can operate on Sunday is scheduled for Superior Court in Springfield September session.

MEXICO CITY.—Juke box ops and location owners seeking repeal of Mexico's juke box law.

NEW YORK.—Milk-o-Mat gets WPB okay for aluminum to make 1,600 new machines.

RALEIGH, N. C.—Charitable groups operating vending machines must pay State sales tax on goods sold, court rules.

WASHINGTON.—Survey of candy manufacturers by Bureau of Commerce reveals interesting data on amount of candy sold to public via venders.

HONOLULU.—Arcades booming here as servicemen swell play.

WANTED: 2M MACHINES

(Continued from opposite page)

shifts it appears, will also be required to turn out the equipment needed, especially when pre-war production figures are stacked up against the on-coming demand.

Normal production for pin games was regarded as 500,000 a year for the 1939 to 1941 period and juke boxes totaled 49,000 for 1941. Top productive estimates of movie machines in 1941 was 3,000. Of course, most manufacturers have enlarged their plants and increased their production capacities since the war began. What's more, new manufacturers are sure to crop up, all of which makes it impossible to translate the post-war equipment demand into terms of how long it will take the manufacturing industry to meet it.

Pin Games, Jukes Lead

As is to be expected, the greatest post-war demand is going to be for pin games and automatic phonographs. Of the 600 replies, 378 operators stated they would be in the market for pin games when production resumes. Total number these men estimated they will need is 20,030 games—or an average of 53 per operator. Manufacturers agree that there were approximately 12,000 pin game operators before the war—and based on the per capita needs revealed by the survey, this means the pin game industry has a 636,000-game goal awaiting them when their wheels start turning again.

Four hundred and ninety-four of the operators indicated in the survey that they want more phonos. Their combined purchases will total 37,106 machines or an average of 75 per operator. Based on manufacturers' estimates of 8,000 phonograph operators in the pre-war era, this means phono demands hit the 600,000 mark in the immediate post-war period—a figure that will require a 500 per cent step-up in production rate above 1941 levels when phono manufacturers turned out 48,000 machines.

Estimates Conservative

To some these estimates may seem fantastic—or that they represent the equipment demands of only those operators who want to buy. The survey represents the wants of all types of operators, however. Many an operator listed his immediate post-war wants as only one or two juke and games. In fact 12 replies—or 2 per cent of the total—revealed ops didn't intend to buy anything. So the per capita needs of the industry should run pretty close to the estimates given.

What's more, the figures on total production of equipment needed are based on number of operators in each field in 1941—and far-sighted industry leaders already are forecasting that this number of operators will double within two years after the war. This means the equipment that will be needed to set these newcomers in business will push production demands far beyond those listed in the chart in adjoining columns.

Another factor that will stimulate war-end buying is the need for replacing equipment now on location. To hold locations operators will want to replace most of the 250,000 pin games now on location; and the same will hold true for the 300,000 juke boxes. This means that a good portion of the post-war demand will come directly from operators who want to swap new equipment for old. This factor, added to the number of new operators that are sure to enter the business, the number of new locations that will open up (the U. S. Department of Commerce predicts a 25 to 50 per cent increase in small stores, taverns, etc., if present government aid plans to veterans are approved), plus the number of existing locations that will add equipment as well as taken on coin machines for the first time, definitely points out that *The Billboard* estimates are on the conservative side.

Vending Machines

Based on the per capita needs of vending machine operators, manufacturers can anticipate a demand for 87,200 candy venders; 160,000 cigarette venders, and 18,000 drink venders. The average candy machine operator will be in the market for 109 machines; cigarette ops need 80 each and drink machine men want 36. No attempt was made in this survey to poll penny gum and candy machine operators—nor were Coca-Cola franchised drink machine operators considered; however, the manner in which drink machines have proved themselves in war plants is mirrored by the interest operators are taking in this comparatively new field.

Arcade Devices

Popularity of arcade equipment and target guns is also driven home by the survey. Guns have been money-makers during the war and operators evidently feel that GI's will still want to test their marksmanship when they return to civvies. Two hundred and two operators stated they want an average of 13 guns each when war ends. Since approximately 7,500 operators used guns on locations in the pre-war era, this means a back-log of 97,500 gun orders can be expected by manufacturers when peace returns. The average arcade op will need 33 pieces of equipment—which based on the 1,600 arcades in operation in 1941 indicates a post-war demand for 52,800 machines.

Other Machines

No attempt was made to break down post-war demands for bells, consoles, counter games and other devices. Ops were asked, however, how many "other machines" they would require. The average was 83 per capita and since approximately 7,000 operators used equipment of these varied types in pre-war years, the post-war production goal can now be set at about 581,000 machines.

Of special interest is the movie machine tabulation. Few devices have been the cause of more speculation in the (See *Wanted: 2M Machines* on page 66)

SALESMEN

Leading Coin Machine Manufacturer desires to contact experienced factory territorial sales representatives. All territories open. Give full details first letter.

BOX D-260

The Billboard

Cincinnati 1, Ohio

Columnist Assails Hollyw'd Arcades

HOLLYWOOD, Aug. 5.—A feminine columnist for *The Los Angeles Times*, Mrs. Fred Beck, has decided that arcades aren't elegant enough for Hollywood's Farmers' Market section, and spent practically a column of precious newsprint deriding them in the Sunday (30) issue of *The Times*.

The columnist says in part, "The penny arcades have raised their ugly heads in Hollywood. A dime museum and snake show is doing business on Hill Street a few doors from 7th—and right in the shade of a nice store like Bullock's, too.

"The skidrow is spreading out, folks, and even in the town's most carefully cultivated beds of swanky salons we now find such foul weeds as 'Your Foto While U Wait'.

"I'm no snob and neither is the Farmers' Market, and really we hate to have to disappoint anybody—even bediamonded gents who tell us they'll make us money if we'll let them set up their shooting galleries here among the shad roe and the shrimps and the beets, beans and broccoli.

"We're not snobs—but we ain't agoin' to do it. I mean we aren't going to let the old place go completely honky-tonk.

"You can eat with your knife if you want to, while lunching at the Farmers' Market—but in addition to that we re-dedicate ourselves to supplying the finest of available fodder and to providing a place where the gourmet can satisfy his desires."

Peanut Company Called by OPA On Price Boost

DES MOINES, Aug. 5.—A suit alleging \$1,009 had been charged by the Peanut Products Company of Des Moines in excess of ceiling prices was filed in United States District Court by the Office of Price Administration.

Three times the amount of the overcharged was asked but, by stipulation, the OPA agreed to recommend that judgment for only the \$1,009 be awarded, because the firm had co-operated in determining the above-ceiling total.

The petition was filed against David R. Miller, Harry Miller and Jack Levansky, owners of the company. The firm admitted the violations but claimed they had not been wilful.

The company was charged as having sold and delivered shelled and unshelled raw peanuts in less than carload quantities at prices per pound in excess of the allowed maximum from August 1, 1943 thru May 31, 1944.

No Booby Trap!

SOMEWHERE IN ITALY, Aug. 5.—Ever hear of a pinball machine saving the life of a soldier? No? Well, here it is:

Seems that Pvt. Yoskis Tagami of an American-Hawaiian unit fighting here, had driven his jeep into a captured Italian village. While sitting in the car, he noticed a pin game in one of the deserted buildings, and not having seen a game since he left home, decided to play it. As he stood fondling the knob of the game, he heard German shells come screaming into the town and flopped to the floor. When the barrage had ended Pvt. Tagami rose to his feet and spied the spot where he and his jeep were parked before the shell came over. Now all that remained was a gaping shell hole.

As Pvt. Tagami started to play the pin game he remarked: "From now on I'm going to play every pinball machine I see."

pressed into molds. The taste and texture are the same as of the now popular bars, says the overseas re-sale procurement section of the army service forces.

Venders To Get New Chocolate Bar After War That Won't Melt

JERSEY CITY, N. J., Aug. 5.—Vending machine ops in the post-war period will not have to switch to non-chocolate bars in summer time to avoid melting of the sweets in machines.

According to the army, a chocolate bar it is now using melts at the high degree of 120 as compared with present-day products with a melting temperature of 85 degrees.

The new bars are made of chocolate, skim milk, cocoa, and oat flour, with flavoring and vitamins. The mixture cannot be poured but must be com-

The Famous, Patented Chicago "ACE" Lock insures

"UTMOST Security!"

Only the Ace ROUND Key Opens It

Note patented 7-pin Tumbler construction. Only the properly notched "Ace" ROUND Key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember—There's a Chicago Lock for Every Need—and ALL insure—"UTMOST Security." Write for catalog complete line.

U. S. PAT. No. 2141 748



CHICAGO LOCK CO. 2024 N. Racine Ave., Dept. 68, CHICAGO

FOR SALE

Mills 3-Bells, A-1 Condition\$925.00
Keeney '38 Track Time, A-1 Condition 130.00

TED SCHOON Luverne, Minn.

THANKS, CANADA:

Thanks to our Canadian Friends who have already favored us with their business. We still have a large supply of any type coin operated machines in stock and are in a position to promptly fill any new orders . . . Write, Wire or Phone!

MUSIC

1 Gabel Kurro 24 Record\$250.00
Wurlitzer 600R's 325.00
Wurlitzer 61's (Counter Models) 110.00
Seeburg Regals 325.00
Rockola Supers 375.00
Mills Thrones of Music 260.00

ARCADE

1 Midget Skeo Roll\$175.00
1 Mills Punching Bag 110.00
1 Rockola Ten Pins, L.D. 59.50
2 Chicago Coin Hockey's 210.00

SLOTS

3 5¢ Watling Rollatops \$ 95.00
2 5¢ Jennings 105.00
ONE LOT OF 18 MEILINK SAFES,
12 Doubles, 6 Singles, Uncreated ... 300.00

CONSOLES

Jumbo Parades, Free Plays\$ 99.50
Jumbo Parades, Payouts 109.50
Bally Big Tops, Payouts 99.50
Jennings Bobtails, Free Plays 99.50

WRITE FOR COMPLETE LIST OF FIVE AND ONE BALL FREE PLAYS!

We need Phonographs, Slots, Five Ball Pin Games, mainly for Exporting needs. Write or wire quantity available and best price!

TERMS: 1/2 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, OHIO
Main 5789

FOR SALE
5¢ Mills Skyscraper Goosenecks, 20 Stop \$60.00
10¢ Mills Lion Heads Goosenecks, 20 Stop 65.00
5¢ Pace Comets, Extra Clean, 3x5 ... 79.50
5¢ Mills O.T., Extra Clean 75.00
5¢ Mills Four Bells Write
Write for prices on Mills and Jennings Machines and Chicago Cabinets.
General Novelty Co.
521 N. 18th Street MILWAUKEE 3, WIS.

WELL LIGHTED MUSIC BOXES
ATTRACT MONEY
KEEP YOUR GAMES, AND MUSIC
BOXES LIGHTED WITH
MATCHLESS LAMPS
"WE CAN SHIP"
MATCHLESS ELECTRIC CO.
564 WEST RANDOLPH STREET - CHICAGO 6, ILL.

RADIO TUBES
Check in Advance
WHOLESALE ONLY
Suppliers' Certificate Must Accompany Order
LOTS 50 TO 100
6V6GT - - - 57c | 5R4 - - - - 51c | 6SN7 - - - - 67c
1626 - - - - 83c | 5Q7 - - - - 46c
1633 - - - - 83c | 6SL7 - - - - 83c
12AH7 - - - 73c | 12SN7 - - - 67c
6K7-GT - - - 51c | 12SA7 - - - 67c
INDIANA JOBBING CO.
378 MASS. AVE., INDIANAPOLIS 4, IND.

★ **REVAMP YOUR OWN PIN GAMES!** ★
Change the Entire Picture of the Backboard—Use Our New, Sensational Change-Over Backboard Glasses for the Following:
"Blondie" revamped into "Red Heads"
"Big Town" revamped into "Sixty Grand"
"Bowling Alley" revamped
"Cadillac" revamped into "Archery"
"Commodore" revamped into "Saliorettee"
"Drum Major" revamped into "Parade Leader"
"Follies '40" revamped into "Scandals"
"Home Run '40" revamped into "Triple Play"
"Jolly" revamped into "Peacherino"
"Mr. Chips" revamped into "Nine Bells"
"O'Boy" revamped into "Easy Pickin'"
"Powerhouse" revamped into "Over the Top"
"Roxy" revamped into "Fan Dancer"
"Triumph" revamped into "Starlight"
"Bally Reserve" revamped into "Anti-Aircraft"
"Exhibit Leader" revamped into "Combat"
"Exhibit Stars" revamped into "Sweethearts"
"Exhibit Zombie" revamped into "Tropic"
We Have Plastic Bumpers, 75c Each
Write, wire, phone your order!
GLICKMAN INDUSTRIES
4458-60 GRISCOM STREET PHILADELPHIA, PA.

CLOSING OUT

Sparky ... \$ 30.00	Victorious, Like New \$109.50
Basko ... 79.50	Majors 1941 .. 59.50
Hi Dive .. 69.50	Sport Parade.. 44.50
Glamour .. 39.50	Keeney Towers.. 64.50
Spot Pool. 69.50	1 Action.. 119.50
Jungle ... 59.50	Paratroops 89.50
Eagle Squadron 119.50	Panamerican ... 39.50
'39-1-2-3- 19.50	All American 44.50
Horoscope. 59.50	
Trailways . 49.50	
Show Boat 49.50	
'41 Derby 349.50	
Club Trophy.. 325.00	

CITY AMUSEMENT CO.
822 N. Saginaw Street FLINT, MICH.

CLEAN UP SALE

- 2 Chrome V. P., Just Like New, Ea... \$70
- 4 Chrome V. P. Plus, Very Good, Ea... 75
- 1 Green V. P., Ready for Location... 60
- 1 Imperial Crane, Used Only 3 Mo... 85
- 8 Electro Hoist, Used Only 3 Mo., Look and Run Like New, Ea... 75
- 2 Keeney Anti-Aircraft, Br. Cab., Machines & Screens Perfect, Ea... 75
- 3 Brand New Kew-Pin-Ball, Cost \$275 Each, Beautiful Shape, Ea... 75
- 2 Callento 7 Slot Automatic Payout Consoles, Good Condition, Ea... 75
- 6 Electro Ball, Just Like New, Ea... 25
- 2 A.B.T. 1¢ Billiard Tables, Ea... 25
- 9 Grotchen Tool, 1-5-10-25¢ Royal Flush, Ready to Run, Ea... 25

Write for Complete Information.
Terms: 1/2 Deposit, Balance C. O. D.
C. D. FAIRCHILD, Inc.
324 STOLP AVE., SYRACUSE 4, N. Y.

RUBBER BALLS
For Pokenos 2 1/4" Inflated **50¢** Ea.
Write—Wire—Phone
MELROY BALL CO.
6 N. AUSTIN AVE. VENTNOR, N. J.
Phone: Ventnor 2-0587

38 MILLS BLUE FRONTS, 5, 10 and 25¢, factory rebuilt like new; 11 MILLS O.T. BELLS, factory rebuilt like new; 14 PAGES COMETS, late models; 9 CHROME BELLS, 5 and 10¢; 47 WATLING ROL-A-TOPS, 5, 10, 25 and 50¢; 10 SEEBURG 20-Record PHONOGRAPHS, first class condition and on location. Some Slots also on location. Want to sell Route, 9 Room Furnished Home, good condition; 1941 BUICK SEDAN, good tires; 1938 CHEVROLET, good condition. Will sell all at bargain price or will sell machines separate from house and cars.
Address SAM RAY, Sandpoint, Idaho
514 N. 4th Ave.,

TUBES IN STOCK

68C7\$1.30	85Z5 \$.85
2A4 2.35	CE-23 1.50
12SK7 1.10	2051 2.50

5U4\$1.00
Send Supplier's Certificate.
Photo Cells for Panorams, \$3.50,
SPECIAL — Bakelite Flashlites, Army Type, Complete with Batteries, \$1.95,
Deposit with Order, Balance C. O. D.
ROBERT GOETZ
321 Broadway New York 7, N. Y.

SUPER SPECIALS

THE FOLLOWING ARCADE EQUIPMENT AND CONSOLES ARE OFFERED FOR SALE. ALLOW TEN DAYS FOR SHIPMENT. ALL OF THIS EQUIPMENT IS IN GOOD CONDITION JUST OFF LOCATION.

- 2 AIR RAIDERS \$199.50
 - 1 SUBMARINE 149.50
 - 1 WESTERN BASEBALL 84.50
 - 2 EVANS PLAYBALLS 174.50
 - 1 BATTING PRACTICE 99.50
 - 1 DRIVEMOBILE 349.50
 - 1 SKY BATTLE 249.50
 - 2 RAYOLITES 89.50
 - 3 TEN PINS (LOW DIAL) 41.50
 - 2 KIRK NIGHT BOMBERS 374.50
 - 2 RAPID FIRES 179.50
 - 8 CHICAGO COIN HOCKEYS 189.50
 - 1 ROCKOLA WORLD SERIES 74.50
 - 4 GENOO PLAYBALLS (LATE) 149.50
 - 1 ACE BOMBER 344.50
 - 2 DEFENDERS 234.50
 - 1 JAIL BIRD 99.50
 - 1 HURDLE HOP 44.50
 - 2 TEN PINS (HIGH DIAL) 47.50
 - 3 TWIN SUPERBELLS (5 & 25¢) 454.50
 - 4 SILVERMOON TOTALIZERS, F.P. 104.50
 - 8 SUPERBELLS, 5¢ 274.50
 - 7 BALLY CLUB BELLS 249.50
 - 2 JENNINGS GOOD LUCK 34.50
- TERMS: 1/3 Certified Dep., Bal. C. O. D.

OPA Aims for Better Candy Price Control

WASHINGTON, Aug. 5.—Four industry advisory committees, whose main purpose will be to recommend the best methods for obtaining more effective price control for candy, have been announced by the Office of Price Administration.

A better system of pricing new items and a means of increasing the supply of low cost candy for civilians are two of the problems which OPA hopes to deal with in setting up more adequate price control than that now in effect for most types of candy.

Officers have been elected by three of the four industry committees. They are: General line candy IAC, John H. Reddy, chairman; candy bar manufacturers' IAC, Charles F. Scully, chairman and secretary, and package goods candy, IAC, G. W. Greenwood, chairman, secretary and treasurer. The wholesale candy IAC has not yet chosen its officers.

Shipping Head Proposes Foreign Trade Program

NEW YORK, Aug. 5.—D. Stewart Iglehart, president of the Grace Shipping Line, has proposed a world trade plan that maintains the United States can make its greatest contribution to the welfare of the world and to its own trade position by enlarging greater trade among the nations. He suggested four principal points in his program, including a stable money system based on gold and especially to build up imports to the point where they equal exports. This point is expected to be a subject of much controversy during the next few years.

He also suggested that the United States should extend credit to nations entitled to receive it. Then, being head of a large transport service, he said improving and stabilizing world trade would have much to do with maintaining future business prosperity in this country. Iglehart ventured his own personal criticism of ideas of certain nations that have handicapped trade in the past. As an example, he mentioned the British Imperial Preference System. He said such restrictive systems must be dropped by all nations if trade is to help the world maintain a high rate of prosperity when the war is over.

On the subject of bringing imports to the point where they equal exports, he said: "We have been taking too much gold in payment for our exports. Obviously, the necessary expansion of our export trade cannot continue unless we are ready to receive goods in compensation. We appreciate the fact that this question has important political implications, but there can be little doubt that Congress and the nation are becoming more cautious of the need of making more jobs by building up our foreign trade."

FOR SALE

- 5-BALL GAMES**
- 1 Smack the Japs \$65.00
 - 1 Star Attraction \$80.00
 - 1 Majors, '41 .. 45.00
 - 1 Dude Ranch .. 45.00
 - 1 Snappy 65.00
 - 1 Four Roses .. 50.00
- 1-BALL AUTOMATIC**
- 1 Handcapper .. \$95.00
 - 1 Clooker 95.00
- MUSIC**
- 2 Singing Towers, Model 100, Marble Glow Finish \$339.50
- All Merchandise subject to prior sale. All equipment listed is ready for location.
- Terms: 1/3 Certified Deposit, Balance C. O. D., F. O. B. Dayton, Ohio.
- GRAND SALES & SERVICE CO.**
2002 Kensington Dr. Dayton 5, Ohio

PARTS FOR MILLS SLOTS

	Each	In Lots of 25 or More
Large Clock Gears, Complete with Brackets and Springs	\$3.00	\$2.75
Idle Pinion Gear	3.25	
Reel Strips, 3-5 or 1 Cherry Payout	.55	.50
Reward Cards, 2-5 or 3-5	.20	.15
Club Handler, 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 Plugs	.25	.20
Oval Frames to Use Paper Reward Card on Brown Front	2.00	
Cash Boxes	2.25	
Vest Pocket Coin Chutes, 1¢ or 5¢, New	3.25	
Payout Tubes, 25¢ Size (with Hopper)	3.75	
Bottom Main Slide, 5¢-10¢-25¢	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	3.50	
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.

Save Money and Buy From the Old Reliable MODERN AUTOMATIC EXCHANGE

1621-33 Superior Ave., Cleveland, Ohio

FIVE BALL FREE PLAY		CONSOLES	
Avalon	\$25.00	Ocean Park	\$25.00
Champion	25.00	Punch	29.50
Commodore	39.50	Brite Spot	35.00
Formation	39.50	Red Hot	25.00
Lucky	29.50	Roxy	29.50
Mr. Chips	35.00	Scope	25.00
O'Boy	29.50	Side Kick	25.00
(These Machines Are All Ready for Location)			
ONE BALLS		CONSOLES	
Grand Stands, F.P.	\$75.00	Derby Day, Slant Top	\$27.50
Preakness, C.P.	32.50	Derby Day, Flat Top	22.50
1939 1-2-3, C.P.	25.00	Fast Time, C.P.	69.50
1939 1-2-3, F.P.	25.00	Kentucky Club, C.P.	95.00
SLOTS & SLOT STANDS		1 Single Safe Comb. Lock	
Paces Comet Slot, Nickel Play	\$89.50\$49.50	
Paces Comet Slot, Dime Play	99.50	ARCADE EQUIPMENT	
Columbia Cigarette Reels, Front & Back	79.50	1 Ten Pin High Dial\$79.50	
Payout Interchangeable	79.50	MISCELLANEOUS	
1 Mills War Eagle, 2-4 P.O.	69.50	4 Converters\$25.00	
29 Safe Stands, fits all makes of Slots @	12.50	1 13-Column U-Need-a-Pak Cig. 75.00	
1 Double Safe Comb. Lock	69.50	1 5-Column Mills Candy Machine 79.50	

AUTOMATIC BLACK JACK

Has 5 automatic reels. Player inserts 5¢ 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. \$27.50



AUTOMATIC POKER
Same style as above, but 5 reels give player different poker hand each time for 5¢. Brand new \$22.50

WEBB DISTRIBUTING CO.
612 N. Michigan Ave.
Chicago 11, Ill.

WANT TO BUY KEENEY SUPER BELLS BALLY HI-HAND PHONOGRAPHS

WIRE—PHONE
Will also buy Pin Games, Consoles, Etc., Etc. Send us your list. We pay best prices!

ATLAS NOVELTY CO.
2200 N. Western Ave., CHICAGO 47, ILL.
Phone: ARMITAGE 5005

TWO-CONDUCTOR WEATHER PROOF WIRE, 18-Gauge, Stranded, \$10.00 Per 1000.

SINGLE-CONDUCTOR (as Above), \$5.00 Per 1000.

Crown Machine Co.
2928 N. Kenneth Ave. CHICAGO, ILL.

FOR GUARANTEED PACE EQUIPMENT BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

HIGHEST CASH PRICES PAID for WURLITZER SKEEBALLS, GENCO BANKROLLS AND WURLITZER PHONOGRAPHS

- | | | | |
|---------------------------|-------------------------|--|----------------------------|
| South Paw \$85.00 | Foibles \$80.00 | Owl \$80.00 | Sea Hawk \$50.00 |
| A.B.C. Bowler 70.00 | All Out 60.00 | Gun Club 65.00 | 10 Spot 49.00 |
| Midway 200.00 | Air Circus 165.00 | Score Card 25.00 | Star Attraction 5.00 |
| 5-10-20 125.00 | Paradise 85.00 | Keep 'Em Flying, Revamped 205.00 | Victory 120.00 |
| Show Boat 60.00 | Mr. Champ 80.00 | Attention 60.00 | |
- 1/3 Deposit With Order, Balance C. O. D. Prices F. O. B. Detroit.
- A. P. SAUVE CO.** 3002 GRAND RIVER AVE. DETROIT 1, MICH.

BUY OF BUYS!!

- 1 Mills Four Bells, all 5¢, Serial Over 2000;
- 1 Mills Four Bells, all 5¢, Serial Under 1000; \$1050.00 for Both.
- 2 Brand New Original Giltner Q.T.'s, 5¢, in the Original Factory Cartons, \$295.00 Both.
- 1 Brand New Original 10¢ Q.T., in Original Factory Carton, \$159.50.
- 5 Mills Blue Fronts, 5¢, Serials Around 300,000 and Excellent All Around Shape, \$875.00 for Lot.
- 1 Practically New Columbia, 2 War Eagles, 1 Smoker Bell, MAKE OFFER!
- 1 Rockola World Series \$ 69.50
- 1 Wurlitzer 24 195.00
- 1 Wurlitzer 616 115.00

JULES OLSHEIN 1100 BROADWAY, ALBANY, N. Y. 2-2900

CLEAN—BARGAINS—BUYS

- MILLS PANORAMS, A-1 Condition \$359.50
- MILLS PANORAM BASE STANDS, factory made, with steel casters, height 12 to 15" 18.75
- MILLS FOUR BELLS, original style head, 5-5-5-5, guaranteed A-1.. Write
- MILLS WAR EAGLE, 10¢, 3/5 P.O., Knee Action, C.H. 199.50
- MILLS JUMBO PARADE, 5¢, Automatic Pay Out, Late Head \$127.50
- MILLS CHROME VEST POCKET, 5¢, Metered, Very Clean 75.00
- MILLS Q.T., 1¢ BLUE FRONT 49.50
- GROETCHEN 5¢ COLUMBIA BELL . 65.00
- EVANS GALLOPING DOMINOES, '38 95.00

All machines guaranteed ready to operate. All prices subject to prior sale.
Terms—1/3 Cash With Order.

LITSEY'S EQUIPMENT COMPANY

1717 West Third Street ADams 7342 Dayton 7, Ohio

MECHANIC'S SERVICE

Edward J. Steele, Manager
2124 Fifth Avenue Atlantic 0662 Pittsburgh 19, Pa.

PIN BALL VALUES

All American \$29.50	Nippy \$19.50	Sports \$19.50
Belle Hop 54.50	Oh Johnny 29.50	3 Sport Parade, Ea. 34.50
Big Town 29.50	2 Pan American, Ea. 34.50	Stratoliner 42.50
Basco 84.50	2 Roxy, Ea. 19.50	Summertime 19.50
Champ 54.50	School Days 47.50	Super Charger 19.50
Double Feature 29.50	Scoop 19.50	Super Six 29.50
Home Run, '42 79.50	Selection 19.50	2 Ten Spot, Ea. 54.50
Jungle 67.50	2 Sink the Japs, Ea. 39.50	Twin Six 39.50
Knockout 125.00	2 Sky Ray, Ea. 34.50	2 Velvet, Ea. 49.50
2 Majors, '41, Ea. 47.50	2 Sluggers, Ea. 59.50	5 Victory, Ea. 89.50
New Champ 69.50	Snappy 54.50	Yacht Club 22.50

CONSOLES

- Mills 4 Bells \$500.00
- Jennings Fast Time 94.50
- Jumbo Parade, Late Model, Cash, Check & F.P. 179.50

MUSIC

- 3 New and Floor Model AMI Systems, Cabinet, Five Wall Boxes and Speaker, Ea. \$279.50

Terms: One-Third Deposit, Balance C. O. D.

CATALOG FREE

Sales Boards — Merchandise Deals — Tickets
Coin Machines — Novelties — Premiums

DIVERSO PRODUCTS COMPANY
610 N. Water St. Milwaukee, Wis.



CHROME COIN CO.
4630 WEST NORTH AVENUE
MILWAUKEE 8, WISCONSIN

* Write, Wire or Phone *

Custom
COIN-BELL
Conversions

ORIGINAL JAR-O'-DO • ORIGINAL JAR-O'-DO

YOU'VE SEEN THE BEST—
NOW TRY THE BEST!!

THE MASTERS OF THE JAR GAME—
UNIVERSAL PRESENTS:

ORIGINAL "JAR O' DO" "MASTER CHARLEY" ORIGINAL "JAR O' DO"

From a long line of smash hits, "MASTER CHARLEY" deserves top honors! Thousands of satisfied customers can't be wrong...A "JAR O' DO" deal will always go!! "MASTER CHARLEY" will give you absolute proof of this!!



"JAR O' DO" and only "JAR O' DO" could give you a deal with such unanimous popularity! Destined to take its place among the industry's top sellers! If you're looking for something BETTER—"MASTER CHARLEY" is IT! Your first order will convince you!!

REMEMBER!!

Do not fake substitutes! Our tickets are machine folded, machine taped and machine counted. Do not be misled! If your jobber can't supply you with original "JAR O' DO" write direct to us!

ACTUAL PAYOUT ON "MASTER CHARLEY"

Stapled 4 to a Bundle—630 Bundles to the Bag.	
12 Tickets Printed 101-102 Ea. Receive	\$ 1.00
12 Tickets Printed 102-103 Ea. Receive	1.00
12 Tickets Printed 103-104 Ea. Receive	1.00
12 Tickets Printed 104-105 Ea. Receive	1.00
12 Tickets Printed 105-106 Ea. Receive	1.00
12 Tickets Printed 106-107 Ea. Receive	2.00
12 Tickets Printed 107-108 Ea. Receive	2.00
12 Tickets Printed 108-109 Ea. Receive	2.00
12 Tickets Printed 109-110 Ea. Receive	5.00
12 Tickets Printed 110-111 Ea. Receive	5.00
12 Tickets Printed 111-112 Ea. Receive	20.00
Last Sale in This Jar Receives	20.00
Takes in 2520 Tickets @ 4 for \$1.00.	\$630.00
Pays Out (Actual)	612.00
Profit (Actual)	\$118.00

"MASTER CHARLEY" IS A SUCCESSOR TO OUR PRECEDING HIT, "BIG CHARLEY"

"Big Charley" Payout

Takes in 2170 Tickets @ 5 for \$1.00.	\$434.00
Pays Out (Actual)	360.00
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This Is the Small Idler Gear That Meshes With the Main Gear and Has Been practically Impossible To Get

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Complete With Ratchets and Springs

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ATTENTION—OPERATORS—ATTENTION

PARTS AND SUPPLIES

We have a complete stock of Pin Game and One-Ball Parts and Supplies on hand to assist you in "keeping them running." Wire or air mail your "want" list—attach one-third deposit—and prompt attention will be given your order.

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SEATTLE 99, WASHINGTON

WANT CONSOLES AND SLOT MACHINES MILLS THREE BELLS AND KEENEY SUPER BELLS "All Models"

State Lowest Prices and Full Particulars in First Letter.

MAY GAMES CO.

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SAN FRANCISCO 2, CALIF.

Toledo Coin Mch. Tax Mess Focuses Limelight on Ops

TOLEDO, Aug. 5—Alleged failure to pay city license fees on coin machines here brought the industry into the news this week. Since city officials are being accused of laxness, there is a possibility that political maneuvers may be behind bringing the accusations against operators into public view at this time. Officials charge that at least 150 unlicensed games are now operating in the city. It is also charged that several hundred juke boxes have been running without the license fee being paid.

The city license collector has been relieved of his duties, and the books of the license bureau will be audited to determine what the actual facts are about non-payment of coin machine licenses.

City detectives picked up some machines that did not bear license tags. The license fee on pinball games is considered very high by operators here since a federal tax must also be paid on each game. The State, however, does not collect a tax on the machines. One result of the drive against unlicensed machines has been a proposal that the city council double the tax on pinball machines.

The charges also led to newspaper publication of a large list of operators in the city, and the number of machines on which each had paid the tax. The published list gives some interesting information on the number of machines operators in general own here. A total

of 28 individual operators or operating firms are listed as having paid tax on a total of 934 machines. This indicates an average of 35 machines per operator. The largest number of machines for one operator is 232, and the smallest operator paid tax on nine machines. Some partnerships appear on the list and a few operating companies, but most of the 28 operators are listed as individuals.

The newspaper report said little about juke boxes in the city, except that the officials alleged the tax had not been paid on several of them.

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.

POP. RECORD REVIEWS

(Continued from page 21)

PERRY COMO (Victor)

Lili Marlene—FT; *V. First Class Private Mary Brown*—FT; *V.*

While the label gets the jump in bringing forward the first waxing of *Lili Marlene*, by permission of the Allen Property Custodian, it is highly doubtful whether this German ballad which has become a favorite marching song of our forces overseas will excite as much on these shores. Apart from the interest in the song itself because of the wide publicity it enjoyed, there is nothing in the song itself or Perry Como's singing of the song that makes for attraction or attention. Como, accompanied entirely by a mixed chorus of voices and without any instrumental support, presents the patters as a marching song. It spins as a repetitious one without gaining momentum in appealment anywhere along the line. *First Class Private Mary Brown*, by Frank Loesser, originally written for *About Face*, the Army Special Services revue, is a rhythm ditty glorifying the WACS. The lyrics are on the cute side, but this all-vocal interpretation creates little interest in one way or another for either the song or the singer. On neither counts does the song material sound suitable for the Como romantics in song.

On the strength of all the publicity attracted to the song, curiosity may attract some coins for *Lili Marlene*.

5 BALL FREE PLAY GAMES

Perfect Condition — Not Used Over 2 Years

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|-----------------------------------|---|
| Big Chief... \$50.00 | Monicker... \$87.50 |
| Big Parade... 114.50 | Mr. Chips... 29.50 |
| Big Town... 29.50 | Powerhouse... 29.50 |
| Broadcast... 39.50 | School Days... 49.50 |
| Cadillac... 27.50 | Seven Up... 67.50 |
| Captain Kidd... 79.50 | Sport Parade... 49.50 |
| Commodore... 59.50 | Show Boat... 49.50 |
| Cross Line... 39.50 | Skyline... 72.50 |
| Do-Re-Mi... 85.00 | Star Attraction... 64.00 |
| Double Play... 79.50 | Stratoliner... 49.50 |
| Four Roses... 59.50 | Ten Spot... 59.50 |
| Flicker... 49.50 | Twin Six... 39.50 |
| Home Run... 79.50 | Victory... 114.50 |
| Jungle... 65.00 | Wild Fire... 42.50 |
| Mills Vest Pocket, B&G... 54.50 | Zombie... 59.50 |
| Mills Vest Pocket, Green... 47.50 | Keeney Triple Entry (Glass Cracked)... 250.00 |

SEABOARD PRODUCTS CO.

207 MARKET ST. NEWARK 2, N. J.

TRY AND MATCH THESE VALUES

- 3 5¢ Blue Fronts, Single Jackpot, Crackle Finish \$184.50
 - 5 25¢ Blue Fronts, Single Jackpot Crackle Finish 274.50
 - 1 50¢ Blue Fronts, K.A., D.P. Single Jack, Crackle Finish 695.00
 - 1 Pace 50¢ 3-5 All Star Comet 550.00
 - 1 25¢ Brown Front, K.A. 324.50
- Above Machines all have Club Handles.
- 1 25¢ Pace Red Front Rocket, Rebuilt \$175.00
 - 1 Watling Rol-a-Top, 3-5 Payout 69.50
 - 1 5¢ Pace All Star, 3-5 Payout 79.50
 - 1 4 Bell, Serial Number Over 1200 650.00
 - 20 Sets 3-5 Payout Sildes, 5¢ Play ... 22.50

We repair and convert Mills Slot Machines to 5, 10 or 25¢ denominations. All machines are completely and absolutely rebuilt by Mills trained mechanic; mechanisms are cleaned, worn parts replaced, new strips, new award cards added, light or dark cabinets are thoroughly scraped, cleaned and refinished, club handles are added, and all mechanism castings are rustproofed. We can offer ten-day service and are thoroughly reliable. Send 1/3 Deposit.

Repairing and Repainting, \$75.00. Repairing, Repainting and Changing Denominations, \$100.00.

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1273 E. Mason St. Green Bay, Wisconsin
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- 10 Columbia Large Reel Cigarette Machines \$ 65.00
- Jumbo Parade, Cash Play 125.00
- Rock-Ola Spectrovox & Playmaster. 350.00

E. R. MUSIC CO.

419 DeSiard St., Monroe, La.

FOR SALE!

AMMUNITION

5 CASES .22 LONGS
10 CASES .22 LONG RIFLE
Make Offer

BOX 991, The Billboard, 1564 Broadway, New York 19, N. Y.

FOR SALE

50c Pace Comet Blue Front, Light Cabinet, 3/5 Payout, Excellent Condition, \$375.00.

GENERAL NOVELTY CO.

521 N. 16th St. Milwaukee 3, Wis.

Big Job Ahead for Disk Makers

Coinmen Seek Repeal of Juke Law in Mexico

MEXICO CITY, Aug. 5.—Presidential decree barring juke boxes, radios and other mechanical music devices from small cabarets and cantinas (taverns), is having its kickbacks. The decree urged, in order to cut down noise, that musicians be used instead of the music boxes.

Now the cabaret and cantina owners say they can't get enough musicians to fill the bill, and the musicians' union says it won't sanction musicians playing in "some of the places." Efforts are now being made by owners of the establishments and operators to have the decree repealed. Many places, which have had music of some sort for years, are now silent and owners are kicking that they are losing biz.

What Is Next? Juke Replaces M-G-R Calliope

DETROIT, Aug. 5.—A new use for a juke box has been found by Vic Horowitz, owner of the Motor City Shows, who is using one as the source of music for one of his Merry-Go-Rounds.

The adaptation is partly a wartime product because of the impossibility of getting standard Merry-Go-Round calliopes or organs today. However, it has proved to have some distinctive new advantages of its own.

The machine has been brilliantly painted to resemble the color scheme of the Merry-Go-Round itself, and placed inside the ride, near the operator's controls. The machine can be hooked up with an amplifier to provide added volume of sound, according to the needs of the location.

Another positive advantage is that a number of pieces can be played in sequence without operator having to pay any attention to the music. The coin chute is, of course, removed for this type of operation.

The juke box gives the operator a wider choice of music than was possible with the standard organ. Various types of instrumental music, as well as vocal, can be used, and he can select his music practically at will, to suit his audience.

Jukes Will Require Millions More Records After the War

Trade survey shows 600,000 more jukes required to meet operators' immediate post-war needs—translated into disks, this means a bonanza market in the offing

CHICAGO, Aug. 5.—Phonograph operators who have sometimes been at wits' end keeping their machines stocked with pay-off disks since the shortages of manpower and shellac—not to mention the record ban—set down on the record industry can look to a surcease from these headaches when the war ends. For record manufacturers are keeping their eyes focused on both the juke box and retail post-war markets and are preparing to meet their demands—and then some. Not only are Victor, Decca, Columbia, Capitol and the other newer crop of disk firms busy translating post-war production demands into presses, help, etc., necessary to turn them out—but a big crop of newcomers into the disk business also is in the making.

What the automatic phonograph demand for disks will be after Hitler and Hirohito are nailed to the mast is revealed by *The Billboard* survey concluded this week (see first news page coin machine section this issue). An industry-

wide poll of operators shows that the average operator will be in the market for 75 machines. Multiply this figure by the 8,000 operators who had jukes on location in 1941, and an immediate war-end demand for 600,000 jukes is the result!

At first glance, it may seem impossible for the music machine manufacturing biz to meet such a production goal for many years to come after the war is over—especially when the total production for the entire industry in 1941 was only 49,000 machines. Juke box manufacturers, however, have been shoulder-deep in war work ever since Pearl Harbor. They've added new plants, more machinery, assembly lines, personnel, etc., to turn out the goods Uncle Sam needs for his war machine—so increasing production on phonos when the green light comes will be far from an impossible task. Like the record industry, too, if one-tenth of the rumors about new firms entering the juke box-making biz pan out, several new firms will be turning out machines for the operators to buy.

Phono To Work for New Guinea G. I.'s

MEMPHIS, Aug. 5.—A Wurlitzer 616 automatic phonograph will shortly be providing entertainment for servicemen in New Guinea.

Mrs. Ernest Wessels, of Memphis, recently received a letter from her husband, who is with the Seabees in New Guinea, saying that the men had come across the phonograph. He reported it in good shape, but said the amplifier wasn't working properly. He asked that a diagram of the amplifier be sent so the machine could be fixed and the men could relax to music from home.

Mrs. Wessels showed the letter to George Rokos, of G. & S. Distributing Company, Wurlitzer distributor here, who in turn forwarded it to M. G. Hammergren, vice-president of the Wurlitzer Company.

The diagram is now on its way to New Guinea. Knowing the ingenuity of the American forces, it's a safe bet that the Seabees will have their phonograph working in record time.

Trade Watches Wire Recorder Progress

CHICAGO, Aug. 5.—New strides are being made in development of the magnetic wire recorder, a new invention which the trade is watching.

This new wire recorder has had many remarkable military applications and is being put to new uses, officials of the Armour Research Foundation disclosed. The device, which records sound on hair-thin wire, was employed recently on Saipan by the marine corps to record interviews with American war correspondents.

The research foundation disclosed that the recorder will be used in the Middle East under the direction of the United Nations Relief and Rehabilitation Administration to promote health and hygiene programs.

Pre-War Record Pic

Following table shows the share of records bought by automatic phonograph operators for the four years prior to the war:

Year	Total Disk Production	Used by Phonograph Operators
1938	33,000,000	15,000,000
1939	60,000,000	31,000,000
1940	75,000,000	37,400,000
1941	110,000,000	45,000,000

Industrial Music Eats Up Disks by the Thousands

(Continued from page 14)

Hammond organ or Novacord in an electric novelty group will ride above the noise but only the workers right up close to the speakers hear the rest of the instruments—and that makes for plenty of complaints from the production line.

More \$\$\$ for Sidemen

Industrial music not only means more pop stuff will have to be turned out but it also means plenty more dough for the musikers, the boys who play the recording dates. All special industrial dates disked recently have used augmented orks for the simple reason that you have to have a lot of music to make it heard. By a lot of music the industrial musical experts mean in volume rather than sound. Ten violins playing in unison are better than five playing the same way. That goes for the instrumentation of any section of an ork waxing industrially. Edwin Franco Goldman's band gets plenty of play from the plant-music people because there's plenty of volume when that gang starts tooting.

Industrial music is making hundreds of thousands music-conscious, for in every plant, besides the youngsters who yell for the pop stuff, there are just as many middle-aged and old folks who have drifted away from enjoying music. They are resold on records and phonographs for the home. Some of them have found turntables in the garrets that haven't been used for years. There are more mechanical phonographs in use throughout the Middle and Far West than there were at the heyday of the record biz. The owners of these antiques would like to buy an electrical job but as long as they can't get one now—"We'll make the old stemwinder do for the duration."

It's also building an audience for middlebrow music. There is as much of the middlebrow stuff played in plants to satisfy the older group as there is hit stuff played to keep the swingsters happy. After a while the factory gang begin to ask for Gilbert and Sullivan, Dvorak's *Slavonic Dances* and Grieg, and while they don't ask for them by name, the plant music men begin to recognize the swing chatter version of *Tit Willow* and *Hall of the Mountain King*.

Half of a \$100,000 recording budget

of one industrial e.t. music outfit is earmarked for middlebrow stuff. While this isn't a true indication of the middlebrow yen (it hasn't grown that big yet), it's a key to a tremendous biz in non-jitterbug music that's on the way in. The reason the half budget isn't a true index is because middlebrow stuff has a longer life and the disk org wants its stuff to stay alive as long as possible. A pop tune doesn't last in a factory any longer than three months at the best, and after it's passed its peak it must be put back into the files for the time being so that the workers won't claim that "you're playing all that old stuff again." After it's no longer on a hit list it can be brought back into the active library and used ever so often. Then it becomes a "standard."

As yet, there's no drive to get pop numbers recorded for industrial music. There hasn't been a single "payola" report from that source. It's just that the song pluggers don't hear the stuff and don't realize that plant music can and will hypo a tune just as much as a key network radio show or an AA band on a key location date. Also, there hasn't been any great effort to have numbers included in the libraries that are sent out to plants. Once the contact boys realize what it's all about, the fun's going to start. Ten thousand great factories have music of some kind now and thousands of smaller ones that haven't been surveyed have juke boxes tied up to a few speakers.

Only War Plants Get WPB Okay

Thus far, only war plants have been able to get the WPB to sanction musical installations, and it's only been within the past year that Washington has really opened up and okayed these installations in any great numbers. A number of plants that would like music find that only a multiple juke box installation can answer the need. These are plants where there are many different types of operation and where a rhythm of one type that would kill production in one section is ideal for another department. One plant, with a completely outlined post-war plan, has penciled in an order for 35 jukes, with an average of six speakers for each juke. This means 35 sets of disks going at one time,

Record Needs

What this means in terms of operators buying more records is revealed by the fact that juke ops took about 45,000,000 of the 110,000,000 disks pressed in 1941—this was an average of 112 records per machine for the year for the 400,000 machines on location. Using this same consumption figure as a base, it means that 600,000 new machines will require a minimum of 68,200,000 disks to take care of weekly changes when they hit

(See **BIG JOB AHEAD** on page 67)

Exclusive Records Waxes Several Leon Rene Numbers

LOS ANGELES, Aug. 5.—With Leon Rene having built a substantial reputation with his composition, *When the Swallows Come Back to Capistrano*, other tunes by this writer are to appear on Exclusive Records.

Here's Hoping and *You Are My Darlin'* by Rene have been recorded by Herb Jeffries and his orchestra and feature the Homer Hall Chorus. *Tisco Cisco*, featuring Pat Kay, and a favorite, *I Lost My Sugar in Salt Lake City*, by Rene and Johnny Lange, have also been waxed for release on this label.

Other tunes include *Mexico Joe* and *Play Me the Blues*, which feature Ceelle Burke and his new 17-piece orchestra, and vocals by Ivie Anderson, who was formerly with Duke Ellington.

and when that's multiplied by thousands it means millions of commercial records for industrial juke and plant broadcasting installations.

It's a field so gigantic that several recorders are mulling going into the disk business with the sole aim of supplying the turntables that pay off in production instead of cash. It's a field that can't be ignored by the music publishers, the musicians themselves, or the waxers. It can be a biz producer for platters without risk, as the disks will be supplied, as, for the most part they are now, under contract. They'll press just what they need and if the number hits the industrial hit parade, then perhaps they'll repress it for the general public. It's something new and there are a lot of things no one knows about the field, but one thing is certain, the boys that play with the notes will be turning out more tunes than ever and there'll be something new on the hit parade—industrial socks.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

All Communications to 155 N. Clark St., Chicago 1, Ill.

Barn Dance Pic Premiere

National Barn Dance, Paramount pic made last November and December, will have its world premiere in Chicago late in September. Hoosier Hot Shots, Lulu Belle and Scotty, and other WLS top artists are in the pic. The Hot Shots report that their pic *Hoosier Holiday*, filmed about a year ago, is getting a very good reaction from the public. The boys leave for the West Coast August 27 to make another pic.

Tunester Tatle

Dick Thomas, who recently recorded an album of cowboy classics for National Records, is doing a terrific job around the Eastern parks Sundays.

Pop, Lew and Gus are now playing every day except Sunday over KVIC, Victoria, Tex., and doing a swell job on hillbilly tunes. The Dough Boys are on KAPC, Port Arthur, Tex.

Ambrose Haley and His Ozark Ramblers are featuring *We'll Have a Rodeo in Tokio* over the Blue Network from Coast-to-Coast.

Red River Dave has just finished his first picture for Columbia. It's *Swing In the Saddle*, starring Slim Summer-

ville and Jane Frazee.

The Tucker Sisters, back in their native State after a long successful tour of Eastern cities, find the Ra-Faun-Ferrell number, *The World Is Mine*, a favorite with patrons of Studio Lounge, Galveston.

Bourne Back in Radio

George (Gib) Bourne, who recently received a medical discharge after nine months in service, has originated a recorded program on WNBZ, Saranac Lake, N. Y. For the last 10 weeks, as the Ranch Tune Wrangler, he has been advertising Hidden Valley Dude Ranch. Bourne does solo vocal with piano accompaniment. Before entering the service he was with the Polly Jenkins show.

Bill Nettles Packs 'Em In

On July 17 Harmie Smith, the Ozark Mountaineer, presented Bill Nettles and His Dixie Blue Boys, featuring Jimmy Latier and Smilin' Jack Ford, Carroll Ritter with his steel guitar, and Cousin Rubin, comic, at Byrd High School, Shreveport, and played to a packed house. Nettles' and Smith's song *No Time for Tears* will be waxed shortly for Peerless by Ozzie Waters and His Colorado Rangers.

John Bava, back home in West Virginia, after a few hundred miles convention trip, busy compiling and editing his new folio, which will represent folk tune writers from every part of nation.

Flavored with lavender and old lace of yesteryears, Jim Boyd and Kahl Ra-Faun's *Old Texas Waltz* is proving a favorite with the customers. Ever-growing amounts of fan mail, coming into KWBU, Corpus Christi, Tex., prove the boys' *Crazy Crystals* show one of the most popular in the Southwest.

Susie, featuring *I Miss Every One of the Gang*, over KWK-Mutual, St. Louis, writes of personally liking the number and great audience reaction to the tune. Susie is a favorite with writers, publishers and other folk tune entertainers as well as countless listeners. Never too busy to heed her listeners' requests. Personally answers vast amounts of fan mail.

Polly Jenkins writes of busy days, short stops, small towns and large, and plenty of warm weather on her continued USO-Camp Shows. Polly's own *Sealed With a Kiss* is a favorite with the boys in uniform, as sung by yodelin' Texas Rose.

Pennsy Notes

Mary Jane and Her Merry Melody Makers were featured at the Richlandtown Carnival, Allentown, Pa., July 15.

Hoosier Hot Shots, booked in the Eastern Pennsylvania territory by the Jolly Joyce Agency, held forth July 30 at Radio Park, Wilmington, Del.; taking in Himmelreich's Grove, Hummelstown, Pa., August 6, and set August 13 for Valley View Park, York, Pa.

Mac Maguire and His Harmony Rangers, featured on Station WCAU, Philadelphia, have been asked to take a screen test for a forthcoming Paramount movie, *Hillbilly Symphony*.

Sleepy Hollow Ranch near Quakertown, Pa., for its July 23 Sunday show presented an all-musical program with the Hoosier Hot Shots, Mac Maguire and His Harmony Rangers, Pop Johnson and His Old-Timers Orchestra, and the Sleepy Hollow Gang.

The Park Commission in Philadelphia, realizing that the city folk also find favor in the hillbilly and Western dances and music, sponsored a Street Square Dance for the first time in its history July 20. The dance was staged at Hunting Park, from 8:15 to 10 p.m., with Christian C. Sanderson and His Pocopson Valley Boys providing the rural musical incentives. It is expected that the park commission will continue these dances in other sections of the city as well.

COINMEN YOU KNOW

(Continued from page 61)

reports biz okch on his games routes in near-by Downey. . . . FRED CHASE buying along the Coin Rows for his operations in Winslow, Ariz. . . . A. M. DORFMEIER, of Fresno, down from the city for records and needles. . . . RAY EBERTS, of Los Angeles, put in some time on Pico and West Washington Boulevards. . . . "SLIM" EWING signing buyers' registers from Bakersfield.

ARCADE operators report that business with them is better this summer than last in spite of the bad weather Southern California has had this season. . . . V. O. CARL of near-by Roscoe, Calif., in the city. . . . BEN KORTE visited Charles E. Washburn's. C. H. ROBSON of Santa Monica getting set with parts for his routes. . . . KEN FERRIER of Oxnard reports that business is good in that section. . . . D. F. NOROKA, one of the San Bernardino operators in the city during the week. . . . HENRY MARCHAM of Blythe came in from that California-Arizona border city to see what the jobbers had to offer.

CHRIS TORRES of Westmoreland, Calif., deep in the heart of fertile Imperial Valley. In the city with reports that crops are coming along well in that section. . . . A. R. KIRLEY of Pismo Beach here on business. . . . ROY WHERITT of San Luis Obispo buying. . . . CHARLIE PEVERLY of Oxnard on the visitors' list. . . . CECIL FOX with Mrs. Fox in the city from Fresno. . . . E. R. SULLIVAN reports that business is keeping up in his balliwick, Oceanside, near San Diego. . . . CARL COLLARD of San Bernardino is enjoying good business there. . . . ART DAWES of San Diego renewing friendships with jobbers. . . . GEORGE BUCKMAN, also in from San Diego. . . . L. LORANG and JACK SCHOTT of Yuma here for equipment.

Detroit:

HARRY J. WHITE, route manager for the General Music Company, was married recently to Louise McDowell, who formerly did a novelty whistling and singing act on the Blue Network. . . . EDDIE CLEMONS, of the Modern Music Company, is doubling in about every department of his organization as a result of current vacation schedules which leave him short-handed. . . . JACK BRILLIANT, of Brilliant Music Company, is on a two-week vacation trip to New York. . . . MORRY KAPLAN, sales manager of the company, is at South Haven, Mich., for two weeks, leaving the company under the direction of WILLIAM K. PALMER and MAX MARSTON.

WILLIAM K. PALMER, of Brilliant Music Company, leaves August 16 for New York to meet his son, S/S Edwin Palmer, who is coming home from France on furlough. . . . MAX MARSTON reports a sudden demand for "Red River Valley" by Red River Dave on Sonora records so great that local dealers are breaking up record albums to satisfy it. . . . ALBERT E. HUNTER, sales promotion manager of the J and J Novelty Company, lost his father, Scott Hunter, last week after a protracted illness. . . . BERNICE RANNIE, of the office staff of J and J Novelty Company, was married August 7 to Lt. Marvin Haerbig of the AAF. . . . BRADLEE WILLIS is establishing the Willis Coin Machine Service at 4701 Rohns Avenue, on the East Side.

JACK BAYNES, of the Baynes Music Company, reports current grave beer shortage locally as a business killer in many locations. . . . MICHAEL WEINBERGER, senior partner of the S. & W. Coin Machine Exchange, is vacationing in the wildlands of Northern Michigan at Omena, while his partner, SOL SCHWARTZ, sweaters running the business. . . . HUMPHREY SAUVE, brother of the founder of the A. P. Sauve Company, is busy running the large operations of this organization here.

Buffalo:

MRS. JAMES D. BLAKESLEE, wife of one of the well-known coin machine operators here, fractured her right arm in two places as the result of fall in the dark. Writing her son, S/Sgt. Bob Miller, in service overseas (New Delhi, India), has been a major problem for her, but she has been able to find plenty of kind volunteer secretaries. Bob, who had been associated with Blakeslee in the Iroquois Amusement Company, had received minor injuries overseas, details of which he withheld from his family, however. . . . BEN KULICK, one of the leading coin ops here, is back in Buffalo after a trip to Texas to see his son Sanford in service there. . . . SGT. MASON C. WINFIELD JR., formerly with J. H. Winfield Company, just graduated at Washington

A Big Little Thing - The Coin Machine

By James T. Mangan

There are two classes of people: First, those who originate, plan and execute great social actions; second, those who are just people and take what is offered to them. The latter class is the great mass of people we call the "public;" unlike the planners and the executives, as a class they don't know how to maneuver, manipulate, pull strings for their own selfish benefit; hence they own no yachts, drink no champagne, seek no special luxuries. They do not understand critical social issues and reforms and they never think in big terms. It's the little things they appreciate—things like being able to buy an ice-cold drink from a vending machine or shoot a game or two of pinball when the spirit moves.

The coin machine is "the big little thing" in American industry because it was made for these people, to help them, to serve them, to afford a minor touch of luxury amidst the drab and monotonous routine of living. Professional critics, reformers, social specialists, idea experts and writers generally belong to the class which demands, and manages to get, special treatment in the art of living; they have never been able to understand the place of the coin machine in the American scene. If they like baseball, they insist baseball is the national game; if golfers, they can't see anything but golf; they are blind to the fact that in the field of service, or amusement, smoking or soft drinks, coin machines serve and please many times the number of people served by all the other American games combined.

And the coin machine user requires no membership in a golf club, no previous education in the activity at hand. Nor does he have to have to travel even a half-a-block out of his way to reach the point of being served. Coin machines have brought themselves to him—a "little thing" called "availability," which he likes. And while his superior, upper-crust fellow-human is squandering half a day coming to and from his favorite sport, the common man has already enjoyed his own little coin machine luxury without a minute or a penny wasted, and is just as completely diverted and satisfied as his mental and financial "superior."

WANTED: 2M MACHINES

(Continued from page 61)

trade than these—yet the experience of the 400 operators who now are obtaining film weekly from Soundies Distributing Corp. indicates they are proving to be money-makers. In the survey, 65 operators stated they would like an average of 36 machines each when the war ends—and this means that based only on the existing number of operators of these devices, there's a 14,400-machine demand on tap—approximately five years production at the pre-war rate of 3,000 per year.

To sum up, the 600 replies showed an immediate need for 98,981 machines—or an average of 165 each. This means that the industry can look forward to more than a year of peak production schedules as soon as the war ends with all its stepped-up productive capacity taken into consideration. And this means—jobs—plenty of them, not only on the assembly lines, but in increased distributor and manufacturer sales staffs—as well as out in the field with the operators.

and Lee University, Lexington, Va., after taking a special training course there. He will go back to Camp Croft, where he's served with the intelligence division for some time, but will transfer to a medical unit.

JUKE BOX OPERATORS

GET ALL THE LATEST RELEASES AND HIT PARADE TUNES FIRST

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EITEL'S

Mt. Vernon Ave. at 17th, Columbus 3, Ohio

All Records At Standard List Price

SPECIAL!
6 PANORAMS WITH MILLS SOLO-VUE CONVERSIONS
\$2250.00 FOR THE LOT
\$400.00 EACH

BALTIMORE
MUSICAL SALES CO.
BALTIMORE, MARYLAND
140 W. MT. ROYAL AVE.

SELL OR TRADE
WALL BOXES — 4 Rock-Ola A.C. (Used), 1 Packard (Like New), 4 Selectomatic 30 Wire (Used), 1 Mills Turntable Motor for Ferris Wheel Type Machine (Used), 250 Feet of Flexible Tubing BX, New, 1 Bally Alley (Needs Adjusting), 1 Rock-Ola Adapter for Super or Master (Used). Make offer for the above equipment. No shipments made without deposit. WANT Rock-Ola 20 Record Hideaway With Packard Adapter. Must be in good condition.
Williams Music Company
1255 Ames Street, Denver 14, Colorado

RECORD DISCS
For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.
HUGO JOERIS
3208 Jackson St. AMARILLO, TEXAS

FOR SALE
8 AMI Hibos, equipped with crystal pickups. 40 selections.
2 Singing Towers. 20 selections.
The above have never been out of crates or on location.
20 5-10-25¢ Wurlitzer Wall Boxes, like new.
Write or Wire for Prices.
Lin-Mar Sales Company
411-13 A Ave. LAWTON, OKLA.

WANT TO BUY
From 1 to 60 Wurlitzer 2-Wire Wallboxes, Model 320, @ \$22.50; in good condition. Also 6 Model 24A Mechanisms for Hideaways. Will pay \$100.00 each, in operating condition.
ROBERT TAYLOR
P. O. Box 934 Portsmouth, Ohio

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	8200 450.00
ENVOY 310.00	800 400.00	750E 450.00
COLONEL 320.00	780 400.00	780E 450.00
800 240.00	750 400.00	850 500.00
CLASSIC 305.00	8800 400.00	950 500.00

F. J. HERYNEK JR.
508 GOUGH STREET SAN FRANCISCO, CALIF.

MOVIE MACHINE REVIEWS

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, August 7.

Program 1176

The Bobby-Sox Tune is set in a teenagers' hangout, with a bunch of jitterbugs going thru their paces. Played by LAWRENCE WELK'S ORCHESTRA, with BOBBY BEERS and JAYNE WALTON handling the vocals. (Soundies.)

WILL BRADLEY'S ORCHESTRA furnishes the music for *Deed I Do*, popular a while back. Setting is a musical swap shop. LLOYD AND WILLIS, a boy and girl dance team, do a swing routine. (Triumph Films.)

Spin the Bottle is based on the old kissing game played at every juvenile party. This time, however, the partygoers are an older group. ELEANOR FRENCH handles the vocals. (Minoco reissue.)

MARION COLBY appears as a singing waitress in *The Lass With the Delicate Air*. Setting is an English inn, and the patrons are members of the various Allied forces. (Ben K. Blake.)

4-F Ferdinand is sung and played by HARRY GIBSON. His boogie piano playing is much better than his voice, however. The lyrics recount the fate of a would-be draftee who failed to make the grade. (Ben K. Blake.)

RED RIVER DAVE sings *The Reeling Cowboy Dance*. Setting is a party at a ranch house, where one of the guests spikes the punch, and another guest lives up to the title of the reel. (Soundies.)

The Glory of Love, a hit several seasons back, is sung by BERT FROHMAN against a night club setting. A chorus of another old-timer, *My Blue Heaven*, is worked in. (Minoco reissue.)

UNA MAE CARLISLE does an effective

job with *Tain't Yours*, which she sings and plays for an admirer. Swing fans will like her performance. (Soundies.)

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, August 14.

Program 1177

Every Day of My Life is sung by JERRY WAYNE. Setting is a radio broadcast, and altho there are no swooners in the audience, their reaction is amusing. (Triumph Films.)

EDNA HARRIS sings *I Love the Men*, complete with French accent. Night club setting. BARRY PAIGE'S ORCHESTRA furnishes the accompaniment. (Weiss.)

Jammin' in the Panoram has a novel theme: the growth and progress of STAN KENTON'S BAND, from the time it started as a five-piece outfit in Pamona. HELEN HUNTLEY sings very briefly. (R. C. M. reissue.)

THE GLENN MILLER MODERNAIRES (four men and a girl) sing *I've Got a Heart Filled With Love*. Setting is the outside of an old mansion, with a switch to a hillbilly background with singing and costumes to match. (Ben K. Blake.)

Kabek, a Russian folk song, is sung by YASHA DAVIDOFF, who has a really fine voice, accompanied by the RUSSIAN BALALAIKA ORCHESTRA. A pair of dancers appear briefly. Russian costumes and setting. (Triumph Films.)

DALE BELMONT, billed as "the girl with the blue velvet voice," sings *Do You Believe in Dreams?*, accompanied by RAY SINATRA'S ORCHESTRA. Bandstand setting. (Ben K. Blake.)

Merry-Go-Round is sung by GALE STORM, now a Hollywood starlet, and the DORN BROTHERS AND MARY. Setting is a dude ranch. There's also a girl, unbilled, who does a brief rope dance. (R. C. M. reissue.)

LOUIS JORDAN'S ORCHESTRA stars in *Jordan Jive*. Setting is a canteen, with the orchestra and audience in uniform. THE SWING MANIACS (2) go thru some extremely strenuous acrobatic dancing. (Soundies.)

BIG JOB AHEAD

(Continued from page 65)

locations—and this figure doesn't take into consideration the fact that all of the present 300,000 machines on location aren't going to be scrapped and that 20 or more new disks will have to go into each machine the first time it goes on location.

The record industry is preparing to keep in step with the upped juke box demand—as well as the step-up in retail sales volume that's ahead. As proof, it points out that total production of the record industry zoomed from 33,000,000 in 1938 to 110,000,000 in 1941—and all that is needed to boost this total higher is more presses, shellac and personnel for which it already has plans in the works to obtain.

Diskers point out, of course, that production may lag behind demand the first six months or so when peacetime production resumes. Before the war they were always able to keep adequate supply of standards on tap—and only occasionally when a new disk suddenly skyrocketed to popularity did production get behind orders. More equipment will help cut this backlog problem in the post-war era, they point out, but it will never be entirely solved because the man doesn't breathe who can pick a *Beer Barrel Polka* and estimate production needs before the first pressing of a disk is made.

Watching Market

Post-war planning being done by the disk firms indicates they are fully aware of the bonanza market that stands ready to be tapped in the juke box field. They realize that jukeboxes were responsible more than any other factor for breathing new life into the record biz a decade ago when it all but went out. Jukes were the best customers of the disk makers, too, during the years that each phono was selling the cause of recorded music to the now millions of home-record fans. And they are counting on the operators to take a large share of their production when re-conversion comes. Realizing that every op is going to buy only as many machines as he can get records to fill, the disk firms are making sure that their production of play-getting disks will jump far ahead of operators' needs as soon as "V" day comes.

THE COIN PHONOGRAPH NEEDLE THAT LICKS THOSE WARTIME TROUBLES



A NEW MEMBER OF AN OLD FAMILY

Here is a better coin phonograph needle for present operating conditions at no advance in price. Ask your Decca, RCA Victor or Columbia record distributor for the descriptive bulletin about Perno Point Round.

PERMO
INCORPORATED
6415 RAVENSWOOD AVE.
CHICAGO 26, ILLINOIS



Seeburg Blood Bank and Bond Drive Hits Top

CHICAGO, Aug. 5.—Upon volunteering to make up more than 10 per cent of the deficit in the amount of blood plasma needed by the Chicago branch of the American Red Cross Blood Bank this week, 150 war-working employees of J. P. Seeburg Corporation contributed one pint of blood each. Proving that firms of the coin machine industry, now engaged in war work 100 per cent, do not hesitate when it comes to doing more than their bit in the war effort.

According to Fred A. Kosecki, in charge of J. P. Seeburg's War Bond sales during the completed Fifth War Loan drive, the Treasury realized roughly \$250,000 thru purchases made by its employees, topping its quota. Prior to the last drive Seeburg's staff of war workers had already contributed over \$1,350,000 in War Bonds, and another \$80,000 in Stamps.

National City Bank Endorses Spot Plan

NEW YORK, Aug. 5.—The August bank letter of the National City Bank here, added its authoritative voice to the general opinion that some steps toward conversion to peacetime production are now in order. It did say that such steps should be confined to policy making and business planning so as not to cut war production short.

This pioneer publication in the business letter field commented favorably on the "spot authorization" step scheduled for August 15 by saying:

"It will be noted that the principal feature of the order to go into effect August 15 is that it gives authority to regional directors. This is wholly desirable."

Coin machine firms in this area are awaiting with deep interest the further official announcements on the plan, but there has been no undue excitement about it.

Why the big swing

to MIRACLE POINT Needles
Pre-War Quality

Your playing cost is lower with MIRACLE POINT needles, even on today's platters. For the precious metal tip of pre-war metal lasts longer, produces truer tones, too. Order from your record jobber . . . Lots of 100, 20c Each.

M. A. GERETT CORPORATION
722-724 WEST WINNEBAGO ST. • MILWAUKEE 5, WISCONSIN

We Pay Spot Cash FOR YOUR USED RECORDS

No Shipment Too Big . . . None Too Small

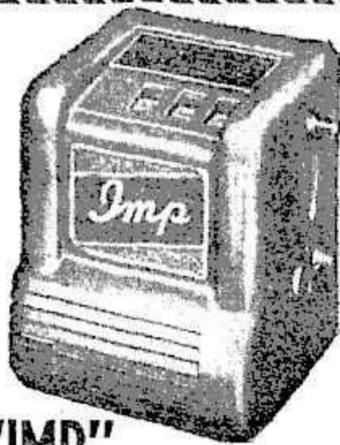
Popular • Hillbilly • Race • Polkas

Wire Collect How Many You Have
WE PAY THE FREIGHT

J. F. BARD

414 South Franklin Street Chicago 7, Illinois

CONTINUE BUYING WAR BONDS



"IMP"

(Used)

The most profitable Counter Game—a real money-maker. Available in Straight Penny Play with Cigarette Symbols. Order now while they last. Size 5 1/2 x 5 1/2 x 8 inches.

\$5.95 Ea.; Ct. of 6, \$30.00

MAKE MONEY WITH A ROUTE OF NUT VENDORS!

Plenty of good locations are now available. Start now by buying a few machines. A route of nut vendors will earn a steady income for you.

SPECIAL SPECIAL

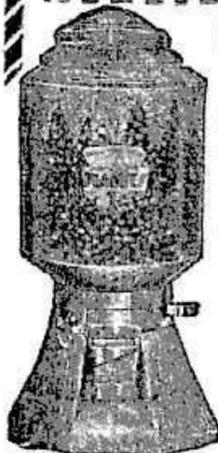
200 factory reconditioned 1c Standard Merchandisers.

INTRODUCTORY OFFER

5 Standards
30 Lbs. Peanuts

\$41.30

Sample - \$7.00



SPECIAL! SPECIAL!

Just received over 400 factory reconditioned Model 33 Nut Vendors with fool-proof mechanisms, slug ejectors. Adjustable portions, etc.

GET STARTED DEALS

5 Model 33
30 Lbs. Peanuts

\$33.80

Sample .. \$5.50

WANTED

WILL PAY FOLLOWING PRICES

Wurlitzer Model 61	\$ 70.00
Wurlitzer Model 71	120.00
Wurlitzer Model 41	80.00
Kickers & Catchers	15.00
A.B.T. Challengers	15.00
Model F Targets (Blue)	15.00
Big Game Hunters (Late)	15.00
Victor Home Runs	7.50
Vest Pocket Bells (Green)	25.00
Vest Pocket Bells (Blue)	35.00
Vest Pocket Bells (Chrome)	45.00

All machines must be in working order, all parts complete, with locks and keys.

Large Selection of New and Used Machines in Stock. Send for Complete List!

1/3 Deposit, Balance C. O. D.

RAKE COIN MACHINE EXCHANGE

2014 Market Street
PHILADELPHIA 3, PA.

WANTED... GUM MACHINES

Any Make — Any Model
For Penny Tab Gum Only
Tell us quantity and your price

Box #995, The Billboard,
1564 Broadway,
New York, N. Y.

Low Income Groups Buy Most Cigs and Candy Survey Shows

MILWAUKEE, Aug. 5.—Results of two market surveys conducted by *The Milwaukee Journal* here should prove of great interest to candy and cig vending ops. The survey showed that since the low income groups purchased more candy and cigs, machines placed in spots frequented by this class should do the most biz.

More than 197,000 Greater Milwaukee families, or 87.2 per cent of the total number, regularly buy candy bars and about the same percentage purchased cigs. However, the general over-all picture concluded that the craving for candy and cigs waned as income increased.

Income groups, classified according to rentals, showed that 83.4 per cent of families paying \$50 rent and up were regular candy buyers; 86.6 per cent of those paying \$40 to \$50; 88.2 per cent of those paying \$30 to \$40, and 91 per cent of those families paying under \$30 rent were reported as regular candy bar customers.

Also classified according to rentals, the cig smokers presented a somewhat different picture. 56.2 per cent of the men paying \$50 rent and up smoked cigs; 65.2 per cent of those paying \$40 to \$50 rent indulged; 67.1 per cent paid \$30 to \$40 rent, and 71.1 per cent of cig smokers paid \$30 rent or less.

The same fact was true among women smokers: those paying \$50 rent and up comprised 28.5 per cent of the cig consumers; those whose rents were \$40 to \$50 accounted for 27.1 per cent; 30.1 per cent paid \$30 to \$40 rent, and 31.7 per

No Shortage of Cigs in Mexico

MEXICO CITY, Aug. 5.—There is no cigarette shortage in Mexico.

Crops are good, labor plentiful, and the government has a commission at work to see that manufacturing is limited to present brands, which seem plenty ample to go around.

Best Mexico cigarettes sell for 50 centavos (10 cents).

Ohio Cigarette Sales Rise

COLUMBUS, O., Aug. 5.—Ohio cigarette sales, despite rationing, are greater this year than last. Estimated on the basis of State cigarette tax receipts, 268,200,000 packs were retailed in the Ohio market during the first six months of 1944, as compared with 260,050,000 packs for the same period last year. The up-trend continued in June, with sales of 4,995,000 packs, compared 4,885,000 packs in June, 1943.

cent of the smokers paid under \$30 rent. It was noted that as the income increases, the use of cigs goes down for among men of the top brackets, only 56.2 per cent reported the use of cigs this year and among women of the higher income group, 28.5 per cent smoke.

This year, 29 different kinds of cigs were reported in use by the men as compared with 37 brands reported one year ago. Coincidentally, 30 different brands were smoked by the women of Milwaukee, as compared with 32 brands reported last year.

Production Estimate Shows How Cigarettes Are Selling

LOUISVILLE, Aug. 5.—While cigarette manufacturers have never released figures on the sale of their products, from time to time fairly accurate estimates are made by economists familiar with the tobacco industry, and make use of such sources as wholesalers' and brokers' sales statistics and sales of cigarette tax stamps for individual federal internal

revenue districts. A brand-by-brand production estimate for 1942 and 1943 has been compiled by Dr. Charles W. Williams at the University of Louisville here. The figures include only domestic consumption, since exports and sales direct to the armed services are tax exempt. The report is as follows:

Brand and Manufacturer	1943 Output in Billions	1942 Output in Billions
Lucky Strike (American Tobacco)	68.5	59.5
Camel (R. J. Reynolds)	58.5	54.5
Chesterfield (Liggett & Myers)	45.0	40.5
Phillip Morris (Phillip Morris)	27.0	22.5
Old Gold (P. Lorillard)	14.0	11.0
Raleigh (Brown & Williamson)	13.5	12.5
Pall Mall (American Cigarette)	6.5	5.5
Kool (Brown & Williamson)	5.8	4.8
Herbert Tareyton (American Tobacco)	3.5	2.8
Marvel (Stephano Brothers)	3.5	4.8
Wings (Brown & Williamson)	3.0	3.5
Avalon (Brown & Williamson)	2.5	3.5
20 Grand & Fleetwood (Axton Fisher)	1.8	2.5
Domino (Larus Brothers)	1.2	1.5
Beechnut (P. Lorillard)	1.0	2.5
Regents (Riggio Tobacco Co.)	1.0	1.0
Spuds (Axton Fisher)	0.8	0.6
Paul Jones (Phillip Morris)	0.1	0.4
Miscellaneous brands	0.7	1.9
Total tax-paid output, all brands	257.9	235.8

GREETINGS!

We regret to announce that Ball Gum has become a War Casualty—not killed—but "Missing in Action" for the duration.

Many of the Ball Gum Machine Operators have successfully switched to Marbles and are reaping a harvest of big profits. You see, previously the players were more interested in the prizes than the Ball Gum.

Now—with Marbles—the players not only receive the Marbles, but also have a chance to win a Prize Marble.

We can supply you with Glass or Agate Marbles in assorted colors. They work perfectly in Ball Gum Machines.

Case of 12,000\$15.75

Barrel of 50,000 59.50

A Solid "Cherry Red" To Use as a Prize Marble, \$4.00 Per M.

ORDER TODAY WHILE STILL OBTAINABLE! REMEMBER MARBLES "KEEP"—DON'T GET STALE OR RANCID! SO STOCK UP NOW!

The World's Leading Coin Machine Mail-Order House!

TORR 2047 A - SO. 68
PHILA. 42, PA.

Milk-o-Mat Gets Okay To Make 1,600 New Mchs.

NEW YORK, Aug. 5.—On the basis of certification by the United States Department of Health, the War Production Board has granted Milk-o-Mat, 500 Fifth Avenue, New York, permission to use aluminum to manufacture 1,600 units of the firm's Polsen Automatic Milk Dispenser, Maurice Schack, vice-president of the firm, says. He adds that he is at present negotiating to extend this quota to 5,000 units.

The machine comes in both hand-operated as well as coin-operated form. It is a nickel bulk vender with a 213 6-ounce cup capacity, and is equipped with a dual dispenser for milk, chocolate-milk and butterfat. It has also been provided with a patented paper cup disposal system. Schack says it is available to operators on a 20-year fixed territorial franchise and no distributorships will be authorized.

Charitable Groups Must Pay Tax on Vender Sales in N. C.

RALEIGH, N. C., Aug. 5.—In an official ruling here, Attorney General Harry McMullan said that the proceeds of the sale of soft drinks, etc., thru a vending machine owned by an American Legion Post is subject to the North Carolina sales tax even though the proceeds are used entirely for charitable purposes.

It is sales to certain charitable or religious organizations that are exempt from the sales tax, rather than sales by such organizations.

CIGARETTE MACHINES

Reconditioned—Ready to ship

- 3-Col. Rowe Royal.....\$65.00
- 12-Col. Uncedapak "E".... 39.50
- 7-Col. DuGrenier "S".... 22.50
- 9-Col. DuGrenier "W".... 35.00

Terms: 1/2 deposit with order, balance C.O.D.

NATIONAL VENDING MACHINE SALES CO.

12612 Superior Ave. Cleveland 12, O.

PLASTIC CHARMS

for your Vending Machines

Buy them direct from us

We manufacture and sell more CHARMS than anyone else in the whole world.

Charms in Bulk — \$4.00 per thousand
Charms with Strings — \$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.

WANTED

Exhibit Rotary Merchandisers, pusher type. Will also pay \$30.00 each for Motors for same type machines. Write to Box D-170, The Billboard, Cincinnati 1, O.

CIGARETTE VENDING MACHINES

U-Need-a-Pak 8 Col. Cigarette Machines with Floor Std. As Illustrated, Capacity 170 packs. Slug proof. 15¢ or 20¢ Models. In good condition. Guaranteed. Terms: 1/2 with order, balance C. O. D. Write for complete list of Cigarette, Peanut & 5¢ Candy Bar Machines.

ASCO 140 ASTOR ST. NEWARK 5, N. J. **\$32.50**

Chicago Arcade Ops Prove R. R. Depots Ace Locations

Randolph-Michigan station draws continual play thru 24-hour period—variety of pin and target games necessary to satisfy patrons, say Chicago operators

CHICAGO, Aug. 5.—The pioneering project of Theodore A. Kruse and Vincent T. Connor, operators of the Amusematic Arcade in the Randolph Street Station of the Illinois Central Railroad, since last April, proves that an arcade located in a merchandise center of a railroad station when operated properly can be a huge success.

Kruse and Connor have approximately 25 pieces of arcade equipment on the floor and they attribute their continual play by the passing public to the fact that it offers a variety of amusement.

According to Ted Kruse, his target machines are the biggest draw and his machines with a "war angle" run a close second. He feels, too, that his sport devices attract many customers. Out of the 23 odd machines on the floor at one time, Kruse has 13 devices with a war motif. In addition he has four Solovoy Converted Panorams; three All-Star Hockey games, one Astroscope, as well as one each of the following machines: Vitalizer, Ten Strike, Name Plate Machine, Grip Machine, Batting Practice, Cupid's Wheel and a Photomatic.

Among their war motif machines you will find a Raider, Rapid Fire, Slap That Jap, Tokyo Raider, Drive-Mobile, Tommy Gun, Periscope, Submarine, Night Bomber, Sky Fighter, as well as a battery of ray guns.

Photo Studios Help

It was pointed out by Kruse that he and his partner, Connor, attribute a great part of drawing power and staying appeal to the attraction of the two photo studios and the luncheonette operated in conjunction with the arcade, but which are independently owned and operated. Harry Bender, veteran photographer, states that he, thru his photo studio trade, gives the arcade machines a play and he in turn gets many customers from the arcade patrons. The opinion was expressed by both Kruse and Bender that the arcades of the future should make an effort to attract the feminine patron and thus thru her satisfy and amuse all members of the family. They claim that the majority of the photo studio customers are women and since they must wait from three to 10 minutes for development of pictures, they pass the time by trying their skill at the varied coin devices on display. Kruse stated that his horoscope machines and cupid wheel device, as well as some of the ray guns, get heavy women patronage.

Kruse and Connor, with an eye to comfort for the women and kiddies, have provided standing blocks and mirrors for their convenience. In the post-war arcade contemplated by them, they plan installation of a lounge with comfortable chairs and other facilities.

Success Record

The success of the Amusematic is attested by the fact that business has in-

creased successively since April, by 15 per cent, month by month. Kruse feels that the end of the war will bring about no appreciable change in business as what they lose in military and naval personnel play they'll gain in the amusement whims of vacationers who flock to Chicago during peacetime years.

Located on the lower level of Michigan Avenue, the arcade draws a continual flow of patrons from the tens of thousands of commuting suburbanites as well as from the shoppers who frequent the merchandising outlets located on the same floor of the station.

Other Depot Locations

In addition to the Randolph Street arcade Kruse and Connor maintain and operate approximately 50 miscellaneous amusement devices in four other depots of the Illinois Central Railroad as well as in several bowling establishments in Chicago and Des Plaines, Ill. Kruse stated, however, that he wouldn't trade his location at Randolph and Michigan for any other location you could lay in his lap. He further elaborated his regard for this spot by stating he would match any of his machines in player appeal (which every operator knows is measured by the cash box yardstick) against any machine of a similar make located in any other location other than a railroad station merchandising center. The Kruse-Connor combine has amusement machines in the Van Buren, 12th Street, 53d and 63d Street locations of the I. C.

In comparing his bowling alley establishment locations with his railway spot, Kruse claims the latter can out-play the bowling spots almost double, in that the bowling alleys are principally open only during season, or operate to capacity crowds only then, in contrast to 24-hour operation of the railway station thruout the year.

Kruse and Connor, prior to opening their present site, operated five amusement machines at the far eastern end of the station proper and these still remain and, according to Kruse, still draw their share of the monthly take which spells success for railway coin machine operation.

Post-War Indication

Post-war planners and builders of super air terminals, super gasoline stations, and super merchandising centers and marts, have already pointed the way in making extensive plans for answering the service needs of an air-minded populace as well as the service desires of a motoring public. Henry J. Kaiser's plans for 5,000 air terminals; Firestone's plans for thousands of gasoline station outlets which will answer the public wants, and the recommendation announced just this week by a Chicago engineering committee, appointed by the Chicago Plan Commission for post-war building, that a super air terminal be built on the present site of the Douglas Aircraft Company in Park Ridge, Ill., could well be a pattern for railroad post-war planners to follow. Before putting their engineers to work on blueprints, however, they had better come out to Chicago and see what the boys, Kruse and Connor, are doing in the way of amusing the traveling public by operation of varied coin-operated amusement devices.

Honolulu Arcades Booming As Servicemen Swell Play

LOS ANGELES, Aug. 5.—Amusement machines are doing more than their share in affording diversion and entertainment for men in the armed forces stationed in Honolulu. Reports received here from various sources confirm this fact.

A well-known Islands operator, Eddie K. Fernandez, while here on a recent trip, states he is using Sky-fighter, skee-balls, scales, lifts and Photomatics at his Civic Center in the Islands to entertain the soldiers who visit his amusement center. Fernandez has a building 80x160 feet with a 40x80-foot stage on which he presents live talent. With the house seating 1,000, Fernandez finds that many of his patrons, especially servicemen, stop to play the amusement machines stationed near the entrance to the building. Outside the building, Fernandez has rides. The set-up gives servicemen in the section a number of ways of entertaining themselves while on leave.

Fred Trevillian recently returned from Honolulu and is now at his home in Santa Barbara. Trevillian was operating an arcade employing 75 people, of which 15 were cashiers. This arcade gained much favorable publicity for the industry. Trevillian was constantly visited by servicemen who had come from California to the Islands. To render extra service to these boys, lockers were set up in the arcade. These were turned over to the servicemen free of charge and they found them handy for checking parcels while on leave.

Another proof that servicemen are enjoying coin machine games on the Islands came recently from T/Sgt. Phil-

lip Abbott. Sgt. Abbott in a recent report stated, "I went into a place on Hotel Street called Hawaiian Recreation Center. They have 53 pinball games such as Kenney's Red Hot, Four Diamonds and Wild Fire; Genco's Fishing, Lucky Strike, Victory, Four Aces, Ten Spot; Trailway, manufactured by Bally; Show Boat, Gobs, Home Run and Yanks by Chicago Coin; Keep 'Em Flying, The New Champ, Five Ten and Twenty, D. Gottlieb; Knockout and Air Circus, Exhibit Manufacturing Company. I also saw Hi Boy, and Battle with the name Sullivan-Nolan well displayed.

"This operator has about nine view-scope machines, seven Photomatics. He sells sandwiches, cold drinks, souvenirs and has several baseball throwing games in his place of business besides many other machines."

When a serviceman shows as much interest in an arcade as did Sgt. Abbott, it is evident that coin machines are making an impression on these boys away from home. With the machines supplying their fun now it can be certain that these boys will look to coin machines for amusement in a post-war world.

Chi Ops Find Out Why Loop Spots Pay

CHICAGO, Aug. 5.—Arcade operators here opened their eyes this week at a report on the traffic into Chicago's Loop district, made by the Chicago Association of Commerce. Leslie Sorenson, city traffic engineer, compiled the information which made up a volume of 122 pages of figures on traffic in the city.

The Loop district now boasts some of the most modern arcades in the country and traffic into and out of the big shopping center makes the business pay. Everyone is aware that thousands pour into the Loop each day, but it required an official check to give some idea of how many thousands.

The actual check was made during May and revealed that from 7 a.m. to 7 p.m. during the average day a total of 796,015 persons come into the downtown section by the various means of transportation. The check also revealed that by 7 p.m. a total of 723,520 persons had left the Loop.

The report does not comment on what happened to the 72,495 persons who came into the city but did not check out by 7 p.m. This figure probably gives some idea of the night crowd in the Loop, however, and many of them patronize the arcades during the evening hours.

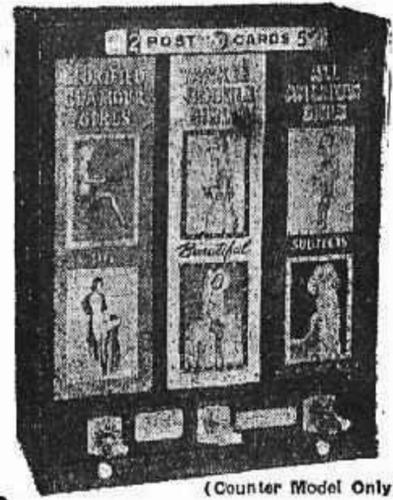
Heat Wave Boosts Park Arcade Play

BALTIMORE, Aug. 5.—Arcades here and in the surrounding area which have been drawing record crowds all season, are still showing an increase in trade.

Ops have had few problems in keeping their locations going as presently there does not seem to be a shortage of help. In the amusement parks most breakdowns were serviced promptly and only machines of old vintage afforded difficulty. The fact that ops in these spots were able to give prompt service is largely responsible for good biz enjoyed.

While patrons frequented amusement park arcades both day and evening, the picture in the downtown play-rooms was different. Ops of these locations report that play during the day has been spotty with arcades depending on the evening crowd for biz. Late hours of the evening seem to be the best time for the downtown arcades.

GLAMOUR GIRL
2 FOR 5c CARD VENDOR
ACCURATE—SIMPLE—STURDY CONSTRUCTION



29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE. SEND FOR COMPLETE LIBRARY. Choose any 3 series of Mutoscope Cards to sell through this Vendor, insert the corresponding displays (SUPPLIED FREE) in the machine as pictured, above and you have one of the most profitable "Silent Salesman" Mutoscopes ever sold! DEAL NO. 1—1 Vendor, with 1000 each All-American Girl, Glorified Glamour Girls and Yankee Doodle Girl cards. Vendor cost only \$401 3000 cards FREE bring in \$75 selling at 2 for 5c. 1/3 Deposit, Balance C. O. D. F. 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.

INTERNATIONAL MUTOSCOPE CORPORATION
Wm. Rabkin, President
Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET
LONG ISLAND CITY 1, N. Y.

NEW PHOTOMATIC

For Sale — Latest Model Photomatic, brand new, in original factory crating, and 50,000 new, improved type Frames. Make offer.

BOX D-259
The Billboard Cincinnati 1, O.

MACHINE CLOSE-OUTS

ARCADE EQUIPMENT

1 TOMMY GUN \$140.00	3 BALLY DEFENDERS \$289.50
3 AIR RAIDERS 215.00	3 KEENEY SUBMARINES 159.50
3 NIGHT BOMBERS 400.00	2 BALLY BULLS 85.00
6 RAPID FIRES 189.50	4 SEEBURG PARACHUTES 125.00
1 TOWER GRIP TESTER 110.00	5 CHICKEN SAMS (Jap Conversion) 135.00
4 MUTOSCOPE PICTURE MACH. 25.00	2 ANTI AIRCRAFT (Brown Cabinet) 80.00
7 SKYFIGHTERS (Latest Model B) 325.00	2 DELUXE TEXAS LEAGUERS 44.50

36 CASES MUTOSCOPE PHOTO FRAMES — WRITE Sufficient Chemicals for These Frames.

15 24x18 SINGING PICTURES (New) \$17.50	17 12" P.M. SPEAKERS (New) \$10.00
7 30x42 OLD GLORY (New) 12.50	1 PACKARD ADAPTOR (Seeburg) 25.00

1/2 DEPOSIT WITH ORDER — BALANCE C. O. D. OR SIGHT DRAFT
7525 GRAND RIVER
ROBINSON SALES CO. DETROIT 4, MICHIGAN

BEER HEADACHES MOUNT

ATTENTION, CANADA, HAWAII & MEXICO:
We are in a position to take care of your Coin Machine requirements in the entire field. Wire, write or phone!

MUSIC

3 Rockola '40 Supers	\$365.00
1 Rockola Imperial 20, Hideaway With Buckley Remoted	185.00
2 Rockola 1939 Deluxe	325.00
2 Rockola Counter Luxury Lite-Ups	125.00
1 Rockola Playmaster	225.00
1 Seeburg Casino	350.00
1 Seeburg Classic	360.00
1 Seeburg Commander	360.00
1 Seeburg Hideaway Wireless, RC	325.00
0 Seeburg Wireless Organ Speakers	35.00
1 Wurlitzer 600	335.00
2 Wurlitzer 61's with Stands	125.00
3 Wurlitzer 616's	139.50
1 Mills Do Re MI	85.00
10 A.M.I. Singing Towers	295.00

CONSOLES

10 Keeney Kentucky Clubs	\$125.00
3 Jumbo Parades, Free Plays	95.00
1 Pace Saratoga, P.O.	125.00
2 Big Tops, P.O.	95.00
4 Boulah Parks, P.O.	110.00
2 Black Paces Races	125.00
1 Mills Rio	65.00
1 Galloping Dominoes, Late Head	175.00
1 Galloping Dominoes, Early	95.00
2 Bally Club Bells, Combination	235.00
1 Jennings Multiple	95.00
1 Nickel and Dime Combination Mills Double Bell	150.00
10 High Hands	165.00
2 Jennings Liberty Bells	45.00

ARCADE EQUIPMENT

1 Periscope	\$395.00
1 Skeeball	85.00
2 Rapid Fires	215.00
1 Western Baseball	85.00
1 Palm of the Hand Card Vendor	40.00
1 Color of Eyes Card Vendor	40.00
5 Assorted Electric Diggers, Lot	275.00
1 Evans Barrel Roll	125.00
3 Brand New Scientific Basketballs	139.50
2 Keeney Submarine Guns	195.00
2 Slap the Japs	150.00
1 World Series	110.00
1 Photomatic	950.00
1 Supreme Skae Roll	225.00
2 Ten Strikes	50.00
3 Chicago Coin Hokeys	210.00

SLOTS

2 5¢ Watling Rollatops, 3/5	\$ 95.00
1 5¢ Jennings Blue Skin	150.00
2 5¢ Mills Hand Load Chrome Bells	350.00
1 10¢ Pace Comet Blue Front	125.00
1 5¢ Mills Brown Front	200.00
3 1¢ Mills Original Blue Fronts, serials over 440,000, drill proof, knee action	210.00
10 Mills Cabinet Slot Stands	18.00

FEATURES

2 Wells-Gardner Vendors, fully selective, completely refrigerated up to 12 selections, 8 case capacity. Will accept trades or reasonable cash offer.

Original price \$595.00.

250 Advance Duo Penny Candy or Nut Vendors, complete but as is \$350.00 each; reconditioned, \$10.00 each.

ONE BALLS

3 '41 Derbies	Write
2 Club Trophies	Write
3 Pimlico's	Write
1 1940 One-Two-Three	\$75.00
1 Grand Stand, P.O.	95.00

PIN GAMES

Legionnaires	\$65.00	Twinkles	\$25.00
Dixie	55.00	Gold Stars	49.50
Skyline	55.00	Slap the Japs	55.00
Landslides	45.00	Big Chiefs	55.00
Playballs	55.00	Wings	35.00
Zombies	55.00	Score Champs	35.00
Triumphs	25.00	Gun Clubs	65.00
Ten Spots	55.00	Pan Americans	49.50
Crosslines	49.50	Trailways	49.50
Seven Ups	59.50	Glamours	39.50
Polos	39.50	Repeaters	55.00
Anabels	35.00	DoubleFeatures	45.00

WANTED

PHONOGRAPHS—ALL MAKES & MODELS

1/2 Deposit With All Orders—Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

2021 Prospect Ave. CLEVELAND 15, OHIO

Prospect 6316-7

Every Game Guaranteed

Shipped in New Cartons

A B C Bowler	\$54.50	Gun Club	\$69.50
Action	134.50	Texas Mustang	74.50
Air Circus	129.50	Toplo	84.50
All American	34.50	Towers	74.50
Argentine	69.50	Velvet	32.50
Attention	49.50	Jungle	69.50
Belle Hop	64.50	Knockout	114.50
Big Chief	44.50	Majors, '41	49.50
Blonde	29.50	Monicker	84.50
Big Parade	114.50	Masoot, Plastic	32.50
Big Time	29.50	Metro	42.50
Bosco	79.50	Mr. Chips	24.50
Bowlaway	69.50	New Champ	59.50
Capt. Kidd	69.50	Punch, Plastic	32.50
Champ	49.50	Punch, Old	24.50
Dixie	38.50	Sparky	29.50
Defenso	32.50	Sea Hawk	49.50
5-10-20 (Baker)	115.00	Spot Pool	69.50
Formation	32.50	Westwind	69.50
Four Roses	49.50	Victory	89.50
4 Diamonds	44.50	Zig Zag	52.50
Longacre, 1 Ball, Like New	\$595.50	Zombie	49.50

Wanted—We Will Pay Cash—Any Quantity

BALLY FLICKERS\$40.00

GENCO 7 UPS 40.00

IRVING SALES CO.

2757 S. Linebarger Ter., Milwaukee 7, Wis.

Location Play Hit Hard As Brew Shortage Grows

Situation especially tough in Detroit but ops finding ways to help—OPA attempts to adjust price ceiling on bottled beer adding to muddle

CHICAGO, Aug. 5.—The nationwide beer shortage which has developed in the past few weeks has operators at wits ends as they find locations falling behind in collections because owners are unable to obtain enough brew to quench the thirst of patrons. During the last month and a half, the beer supply situation has gone from bad to worse, reports reaching here from several sections of the country indicate. Ops can hold little hope that the beer supply will improve in the immediate future.

Baltimore, New Orleans, Dallas, Fort Worth, Detroit, and Richmond, Va., are but a few of the areas hit by the beer drought. Then, too, it has not only been the beer situation which has affected location collections. For example, shortage of help in some locations has been forcing spots to close early one or two days each week and in some cases for entire days at a time, while in another area local ice companies were unable to supply enough ice for cooling beer and taverns were obliged to sell the brew un-iced, which resulted in the patron doing his drinking at home. Other places only sell beer with meals. These causes coupled with the acute beer shortage are making the going tough for location owners.

OPA Causes Muddle

While certain regional offices of OPA have made an attempt to aid the situation by placing "non-premium" bottled beers in the higher price bracket, a muddle has occurred which has retailers confused. Some brands on which prices have been upped are not available in the areas where the price increase has been authorized, and in areas where the lower wholesale cost of brands are available, OPA has failed to allow the price increase.

From Detroit comes the report that the coin machine industry, in the five States centering around Michigan, is facing one of the heaviest single jolts it has taken in years in the current action of OPA, thru the Cleveland regional office, in rolling back prices of bottled beer. Orders set prices of 11, 14 and 19 cents per bottle as tops, for local beers, with the three classes dependent upon the caliber of the spot, night spots with swank floorshows rate the 19-cent level, for instance.

These prices are lower than these spots have charged in the past 10 years, nitery ops agree, but OPA instead of using a 1942 base price for each individual spot, as in the past, is setting over-all ceilings that have fantastic relations to ordinary selling prices and even to costs of operation. Spots that have been charging 40 cents a bottle, because of high caliber floorshows, for instance, have to drop 100 per cent to 19 cents, if the order is enforced.

Locations Fight Back

Beer garden owners, forced to take the even lower bottled beer prices, and realizing that bottled stuff is their stock in trade today, with a grave scarcity of draught beer on the local market, are starting to fight the situation.

Machine ops, who glean perhaps 65 per cent of their revenue from tavern locations in Detroit, are alarmed over the situation, which would mean a drastic loss to their best locations owners. No direct attack by machine ops is anticipated, inasmuch as the brunt of the fight is being borne by the Metropolitan Cabaret Owners' Association and the Michigan Table Top Association.

As tavern owners see it, they cannot possibly afford to continue in business at the ridiculously low price levels set up by OPA, in disregard of historic costs. However, they are planning to direct appeal to OPA, to be followed, if necessary, by recourse to every legal means of fighting the rollback.

A good many places in Detroit have

closed down, and others are closing on certain days a week, or closing early in order to conserve their dwindling beer stocks. With such a situation in immediate prospect, ops have had to show the resourcefulness typical of good showmanship in preserving their business.

In some cases, and more than a few, this has meant going out and helping their own location owners to get an extra beer supply. Ops have known where to locate some additional beer stock or have been able to pass the information along to location owners.

Another way in which sound co-operative effort is paying off in cash is in sharing of wartime shortages by ops and location owners, notably in the case of gasoline. Ops, already facing the prospect of dire shortage of gas for their own service cars, have found that their machines are likely not to need any servicing at all, unless they assisted to get some beer in, because the spots would just have to fold up temporarily.

Ops Make Beer Deliveries

Accordingly, a number of ops have used their own cars to assist tavern owners to pick up beer at distribution points, when delivery is impossible, and thus help tide over a temporary drastic shortage. Tavern owners themselves, of course, do not have gasoline available for trucking as a rule, because of the stationary nature of their normal business. By this friendly spirit of co-operation, both location owners and ops have prospered and a solid foundation of good-will is being built for the future.

In the North Carolina, Virginia and Texas areas, ops are awaiting outcome of the muddle caused by OPA when it tried to relieve the beer shortage by adjusting price ceilings on bottled beer. OPA had sought to increase beer prices by placing "non-premium" brew in "premium" class to keep pace with the mounting costs that retailers reported was making it impossible for them to sell "non-premium" brews at a profit.

In the area governed by the Atlanta regional office of OPA, a typical example occurred. In Norfolk, Va., dealers acting on a regional OPA ruling had placed "non-premium" brews in the higher-price bracket only to find that OPA had not intended that section to be covered by the order. To clarify the order, the Atlanta OPA office instructed Norfolk dealers to return the beer to the original "non-premium" price bracket, explaining that placing the beers in the 20-cent class, allowed the retailer about doubled the customary margin of profit and was therefore inflationary.

Fort Worth Hard Hit

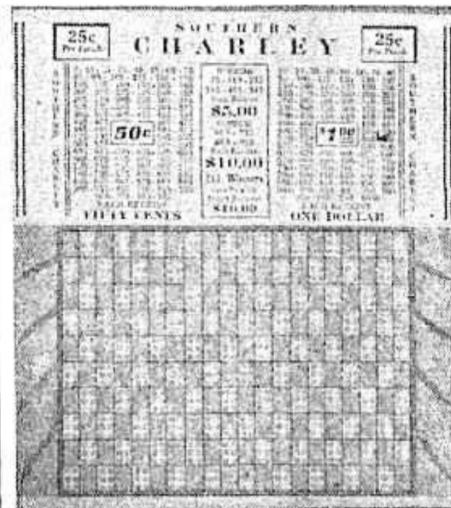
Fort Worth and surrounding territory was also affected by price ceiling changes. Beer prices in this area were boosted from 13 to 16 cents on small bottles and from 18 to 26 cents on larger bottles of the brew.

So far, however, only 26 establishments have been authorized to increase their prices since retailers must show that extra service is given, such as air-conditioned places, comfortable seating arrangements and chilled glasses, etc., to obtain necessary okay to boost prices.

It is expected that more of the 469 beer selling places will be allowed to

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.



SOUTHERN CHARLEY—Semi Thick, 1200 Holes — 25¢

Takes In	\$300.00
Gives Out:	
100 @ 50¢	\$ 50.00
100 @ 1.00	100.00
6 @ 5.00	30.00
4 @ 10.00	40.00
	220.00
Last Sale on Board	\$ 80.00
	10.00
Definite Profit	\$ 70.00

\$1.69 Net Each

In Lots of 100 or More, Will Print Any Name You Desire in Place of "Southern Charley." Deposits With All Orders.

A. N. S. CO.

312 CARROLL ST., ELMIRA, N. Y.

Phonographs and Supplies

Guaranteed By Your Authorized Seeburg Distributor

MASTER ROCK-OLA	\$325.00
DELUXE ROCK-OLA	295.00
SEEBURG GEMS	275.00
SEEBURG CASINO	275.00
SEEBURG CLASSIC	365.00
SEEBURG VOGUE	350.00
WURLITZER 24	215.00
WURLITZER 61 AND STAND	125.00

WALL BOXES

WS-10Z (Wireless)	\$47.50	
WS-2Z (Wireless)	37.50	
USR-2	\$65.00 CSR-1	49.50

1/3 Deposit With Order, Balance C. O. D.

EACH MACHINE CHECKED BY FACTORY TRAINED MECHANICS

Atlantic Distributing Co.

Distributors for J. P. Seeburg Corporation

583 Tenth Avenue New York 18, N. Y. Phone: LACKAWANNA 4-8193

FOR SALE

5 Model 1940 Rockola Commando Phonographs	Write
5 Mills Throne of Music Phonographs	\$225.00
11 Seeburg Select-o-Matics, 24 Boxes	9.50
3 Model 300 Wurlitzer Adapters	29.50
5 Model 304 Impulse Steppers	18.50
10 Seeburg Ray-o-Lite Guns, Jap Conversion	169.50
1 Bally Convoy	199.50

All of this equipment has been thoroughly reconditioned and when shipped will be well crated.

SOUTHERN MUSIC CO.

216 E. Parrish St. DURHAM, N. C. Phone: L-3411

The Following Machines

are just off location and have been completely overhauled. All equipment sold under a ten-day money-back guarantee. You must be satisfied.

Blue Grass	\$185.00
Dark Horse	185.00
Pimlico	450.00
'41 Derby	350.00
Record Time	175.00
Sport Special	150.00
Mill Moon F.P.	110.00
5¢ Jennings Silver Chief in new Victory Cabinet, good as new, mechanism in this machine is practically new	400.00

MARTIN VENDING CO.

626 Dover Road EASTON, MD.

ACME DELIVERS IMMEDIATELY

FIVE BALLS

FOUR ACES	\$119.50
KNOCKOUTS	109.50
DEFENSE (Genco)	85.00
BELLE HOP	57.50
BIG CHIEF	39.50
HOROSCOPE	45.00
ATTENTION	40.00
PARADISE	39.50
GOLD STAR	35.00
FIVE-IN-ONE	39.50
SKYLINE	25.00
RED HOT	25.00
TRAPEZE	25.00

ONE BALLS

LONG SHOT, P. O.	\$200.00
SPORT SPECIALS	149.50
RECORD TIMES	159.50
SPORTSMAN	365.00
THOROBRED	525.00
LONGACRES	525.00

CONSOLES

SUN RAY	\$125.00
CLUB BELLS	269.50
SUPER BELLS	269.50

SLOTS

Every slot refinished—all worn parts replaced—guaranteed perfect. All machines are 3/5 Mystery Payouts.

PACE COMETS, 3/5—5c	\$124.50
PACE COMETS 3/5—10c	129.50
Mills Q. T.'s—5c	84.50
Mills Q. T.'s—10c	97.50
Mills Roman Heads—5c	149.50
Mills War Eagles—5c	179.50
Mills War Eagles—10c	189.50
Mills War Eagles—25c	279.50
Mills War Eagles—50c	459.50
Mills Blue Fronts—5c	194.50
Mills Blue Fronts—10c	209.50
Mills Blue Fronts—25c	325.00
Mills Brown Fronts—5c	224.50
Mills Brown Fronts—10c	244.50
Mills Brown Fronts—25c	369.50
Mills Cherry Bells—25c	369.50
Jennings 1-STAR CHIEF—5c	119.50

(All Blues, Brown and Cherry Bells are single Jackpots equipped with Knee Action and have Club Handles)

CLOSEOUT

CHICKEN SAMS\$105.00

MILLS PARTS

KNEE ACTION (Set of 3)	\$ 7.50
ESCALATORS—5c	24.50
CLOCKS (Brass Gears)	19.50
JACK POTS	12.50
JACKPOT GLASS	1.00
ESCALATOR GLASS	.50
REEL GLASS (Set of 3)	1.00
Main Operating Spgs.	.25
Handle Springs	.25
Clock Springs	.25
ESCALATOR SPRINGS	.25
SLIDE SPRINGS	.25
FINGER SPRINGS	.15
AWARD CARDS, 3/5	.20
MAIN CLOCK GEARS	3.50

(If you need a Mills part write us, we have it)

ALL PARTS CASH WITH ORDER, EQUIPMENT 50% Deposit, Balance C. O. D. WE ARE WHOLESALE AND SELL FOR RESALE ONLY.

ACME AMUSEMENT CO.
2416—18 Fairmount
DALLAS 4, TEX.
(Phone Central 3938)

High Ore. Tax Proves a Dud

Official figures reveal levy yields less than quarter of estimated million

PORTLAND, Aug. 5.—Official figures released by the State Tax Commission for the fiscal year ending July 31 revealed that total amount collected from the high coin machine tax passed in 1943 was \$246,459—less than one-quarter of the million-dollar yield proponents of the bill predicted it would dump into the State's old-age pension fund at the time the bill was under legislative consideration here last year.

Upon passage of the law last year, it was long contested in court by both juke box and pin game operators. The State Supreme Court, however, upheld the law as constitutional a few months ago and payment of the tax by operators began.

Experience here is added proof, coinmen point out, that when a high State or city taxes are pyramided on top of present federal levies, operators are forced to pull machines from many marginal locations. Lack of new equipment plus the fact that many of the machines now on location are wearing out, are cited as additional factors affecting the drop of machines on location here.

BEER HEADACHES MOUNT

(Continued from opposite page)

Increase prices as soon as they make proper application to OPA.

Too Few Brews in Richmond

In Richmond, Va., all was not well as dealers were complaining that the 23 additional beers and ales that OPA temporarily added to the high-priced list did not include certain brands sold by distributors in the district.

Altho 50 brews are now on the high-price list, wholesalers and retailers pro-

tested that some brands formerly selling at 16 cents were left off.

An OPA spokesman explained that when prices on well-known brands were originally frozen, a flood of new beers came on the Virginia market selling at top prices. Some of these brands, OPA officials believe, should not retail at more than 10 cents, but wholesalers are selling them at more than that wholesale.

According to OPA the Richmond office had no authority in the matter, and that the list of beers permitted to sell at 16 cents was decided on in Washington.

Wilson Retailers Strike

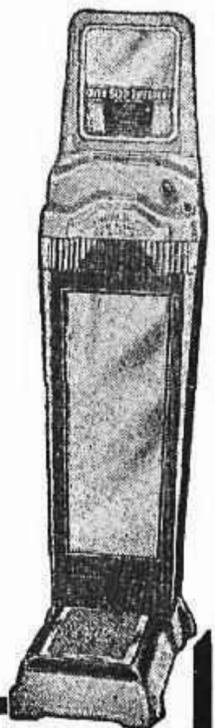
Ops in Wilson, N. C., saw the bottom dropping out of their locations as owners voted a strike 10 days ago in protest of the ceiling prices levied by the Raleigh regional office of OPA.

In a newspaper advertisement flaying OPA, the Beer Retailers Committee, said: "We seriously doubt anyone connected with the district office of OPA in Raleigh has any knowledge of handling retail sales of beer and the trouble and expense in dispensing it."

The advertisement came after OPA in Raleigh announced 24 brands of "non-premium" beer had been placed on the "premium" list and could be sold for 17 cents a bottle in Wilson, and after beer retailers had been on strike for 10 days because OPA would not grant them a "2-B" classification instead of the "3-B" rating they have at present.

A spokesman for the beer retailers committee which voted the strike 10 days ago signed the advertisement, saying the "OPA started the ceiling from the bottom and left the top uncanceled. The retailers in this section are forced to sell beer at 1941 level and the brewers and distributors can still sell at the 1944 top."

Ops have found that locations catering to the beer-buying public have fallen off in collections and wonder when things will return to normal.



WE CAN REBUILD YOUR OLD SCALES AND MAKE THEM LOOK LIKE NEW

Get your Scales rebuilt now and have them ready for your big season.

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 2770.
Cable Address "WATLINGITE," Chicago.

THE MAY-BELL

A Console for Your Better Locations

Now 90% Mechanical

Note These Plays — 3 Nickels and a Quarter — 2 Nickels and 2 Quarters — or 4 Straight Nickels.

Write for Details . . . and Price.

NOW! Lights go on automatically with insertion of coin for each selection played. After selection is made, any additional coins inserted are rejected.

SAM MAY INDUSTRIES

2000 N. Oakley Ave.

Humboldt 5497

Chicago 47, Ill.

ATLAS MEN IN SERVICE

PARTS FOR ALL YOUR NEEDS!

PLEASE ORDER BY PART NUMBER

801—Cleartone Needles	.40
848—Aerpoint Needles	.50
850—Permo Point Needles	.35
851—Tone Dart Needles	.40
848—Rubber Pad for Gun Butts	.50
189—Title Strips, 20,000	5.00
338—Perfection Cleaner, Qt.	.75
817—Lens for Rapid Fire and All Ray Guns	2.00
351—Turf Champ Balls	.25
325—Four Bells Glasses, Set of 5	10.75
104—Mills Jackpot Glasses	1.25
115—Mills Escalator Glasses	.75
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 Bonders	.45
923—Seeburg & Bally Photo Cells	2.50
928—Non-Directional Cells	3.50
387—Mills Escalator Springs	.10
Panoram Projector Bulb	4.75
Panoram Excitor Bulb	.65
Master Parts Kit	7.75

5¢ Super Bells	\$315.00	West. Super Grip	\$ 89.50
5¢ Twin Super	525.00	Bally Club Bell	249.50
5¢ 25 Twin Super	575.00	Panoram	395.00
5¢ 5-25 Super	825.00	Chicoin Hockey	249.50
Bang Tails, JP, '41	450.00	Shoot Your Way to Tokyo Gun	275.00
Sky Fighter	395.00	Ex. Bicycle	129.50
Mills 5¢ Club Bells, Fact. Rebuilt	450.00	Jenn. Cigarolla, Model XVV	129.50
5¢ Big Game, P.O.	139.50	Jumbo Parade, PO, Late	129.50
25¢ Jumbo, PO, Late	229.50	Shoot the Chutes	159.50
25¢ Pace Reels, PO	275.00	Slap the Jap	159.50
Owl Pin Game	89.50	Kirk Guesser Scales	124.50
Three Bells	Write	Jenn. Lo Boy Scale	69.00

MILLS MEDIUM IDLER GEAR with PINION, \$2.50

MILLS MAIN CLOCK GEAR, Complete . . . \$3.50
JENN. CLOCK GEARS, Complete . . . 3.50

NEW GOLD AWARDS \$127.50
LOTS OF 10, \$119.50

NEWLY REBUILT
Oklahoma Santa Fe Brazil Arizona Grand Canyon Streamliner Midway
Each \$209.50

WRITE FOR COMPLETE PARTS LIST.

ONE-BALL GAMES	
THREE BALLY TROPHY (Free Play)	
Each	\$295.00
5 Mills Spinning Wheel (Cash Pay)	75.00
3 Mills 1-2-3 (Cash Pay)	47.50
5 Gottlieb Derby Day (Cash Pay)	35.00
2 Bally Preakness (Cash Pay)	35.00
1 Keeney Pot Shot (Free Play, Cash Payout with Cracked Glass)	45.00
1 Jennings Flicker (Cash Payout)	55.00

CONSOLES	
TWO KEENEY KENTUCKY CLUB (Cash Payout)	Each \$ 55.00
ONE BUCKLEY TRACK ODDS	Each. 295.00
ONE EVANS TWO-TONE BANG TAILS	Each. 395.00

5-BALL FREE PLAYS	
2 Wild Fire	\$49.50
4 Diamonds	49.50
1 Home Run, 1940	35.00
4 Anabel	37.50
9 Gottlieb Spot Pool	\$65.00
2 Bally Mascot	35.00
3 Bright Spots	27.50

SLOTS	
18 Watling 1-Cent Twin Jackpots, F. V.	\$55.00
2 Mills 25-Cent Twin Jackpots, 2-4 Pay	85.00
1 Jennings 25-Cent Pace Twin Jackpot Attached	55.00

Terms: One-Half Deposit—Balance C. O. D.
C. AND M. SPECIALTY CO.
832 CAMP STREET NEW ORLEANS, LA.

WANTED
25c NATIONAL COIN REJECTORS
CALIFORNIA COIN MACHINE CO.
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Any Amount—All Sizes
We can keep you steadily supplied with Fresh Stock! Request your needs at once!
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Assoc. (ATLAS AUTOMATIC MUSIC CO., 4704 CASS AVE., DETROIT 1
Offices (ATLAS NOVELTY CO., 2219 FIFTH AVE., PITTSBURG 19

FRIENDLY PERSONAL SERVICE

MARVEL'S !! BASEBALL !!

NEW 5-BALL REVAMP — FEATURING A KICK-OUT POCKET! MOST SENSATIONAL GAME ON THE MARKET — ORDER NOW!

\$179.50

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

NEW SUPREME GUN	\$330.00	A.B.T. YELLOW MODEL F	\$ 95.00
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
A.B.T. CHALLENGER	29.50	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
25c MILLS CHROME—REB.	395.00	5c BLUE FRONT—REFINISHED	219.50
25c WATL.—CHERRY FRONT	199.50	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

USED PIN GAMES

DUPLEX	\$ 64.50
BIG PARADE	129.50
KNOCK OUT	129.50
LEGIONNAIRE	59.50
TEN SPOT	57.50
WILD FIRE	44.50
ATTENTION	49.50
'41 MAJORS	49.50
THREE UP	69.50
BOSCO	89.50
ZIG ZAG	69.50
TEXAS MUSTANG	79.50
SARA SUZY	49.50
SNAPPY	59.50

NEW REVAMPS

UNITED'S OKLAHOMA	\$219.50
SANTA FE	209.50
ARIZONA	209.50
MIDWAY	209.50
BRAZIL	209.50
STREAMLINER	209.50
BELL'S FLYING TIGER	\$209.50
PIN UP GIRL	209.50
P & S PRODUCTION	\$149.50
BOMBARDIER	149.50
EAGLE SQUADRON	149.50
SHANGRI-LA	149.50
PARATROOPER	149.50
TORPEDO PATROL	149.50

USED PIN GAMES

BELLE HOP	\$ 69.50
BROADCAST	49.50
GUN CLUB	72.50
SHOW BOAT	59.50
TOWERS	89.50
SKY CHIEF	179.50
5-10-20	129.50
MONICKER	89.50
BIG CHIEF	44.50
JEEP	129.50
DOUBLE FEATURE	44.50
FOUR ROSES	57.50
CROSSLINE	49.50
NEW CHAMPS	64.50

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!

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EMPIRE COIN MACHINE EXCHANGE

2812 W. NORTH AVE. CHICAGO 47, ILLINOIS Phone: Humboldt 6288

CONSOLES AND 1-BALL FREE PLAYS

Pimlico	\$415.00	Record Time	\$169.50
'41 Derby	375.00	Sport Special	165.00
Club Trophy	350.00	Keeney Kentucky Club	115.00
Pace Comet All Stars, 5c, 2/4 P. O.	75.00	Jumbo Parade, F. P.	85.00
		Watling Rotatop, 5c	75.00

NATIONAL VALUES—RHONOGRAPHES

Rock-Ola Supers, '40	\$395.00	Rock-Ola Monarch	\$195.00
Rock-Ola Master with Adapter & 2 Wall Boxes	425.00	Rock-Ola Imperial, 20 Record	150.00
Rock-Ola Deluxe Dial with Adapter	325.00	Wurlitzer Victory Model	450.00
Rock-Ola Standard	315.00	Mills Throne	250.00
Rock-Ola Wall and Bar Boxes for 1940 Models	Each		20.00

ARCADE EQUIPMENT

Chgo. Coin Hockey	\$225.00	Shoot the Bull	\$100.00	ABT Target	\$ 27.50
Keeney Air Raider	225.00	Anti-Aircraft	79.50	Challenger	27.50
Keeney Submarine	200.00	10 Strike, Hi Dial	69.50	Pikes Peak	19.50
Trap the Jap	135.00	Grip Test	35.00	Gott. Triple Grip	18.50
Battling Practice	115.00	5 Lincoln LoBoy Scales, Each	34.50	Electric Shooker	12.50
West. Baseball	110.00				

5-BALLS

Midway, New	\$209.00	Hi Hat	\$72.50	Horoscope	\$54.50
Big Parade	129.50	Bowlaway	72.50	ABC Bowler	54.50
4 Aces	129.50	Jungle	72.00	Paradise	52.50
Jeep	129.50	Slugger	69.50	Big Chief	52.50
Air Circus	120.00	Zig Zag	69.50	Wild Fire	49.50
Knockout	129.00	Bally Liberty	64.50	Torpedo Patrol	49.50
Yanks	115.00	Star Attraction	64.50	Majors, '41	49.50
Genco Defense	94.50	Ten Spot	64.50	Broadcast	49.50
Genco Victory	94.50	Super-Chubby	59.50	Metro	49.50
Topic	89.50	Snappy	59.50	Sport Parade	49.50
Monicker	89.50	Legionnaire	59.50	Cross Line	45.00
Bosco	87.50	School Days	57.50	Dixie	42.50
Gun Club	82.50	Four Roses	57.50	Bandwagon	42.50
Texas Mustang	82.00	7 Up	57.50	Gold Star	42.50
High Dive	79.50	Belle Hop	57.50	Sparky	39.50
Spot Pool	79.50	Sea Hawk	57.50	Twin Six	39.50
Sky Blazer	79.00	Velvet	57.50	Double Feature	32.50
Capt. Kidd	79.00	Champ	57.50	Polo	32.50
Argentine	79.00	High Stepper	55.00	Scoralline	32.50
Spot a Card	72.50	Attention	54.50	Anabel	32.50
				Speedway	32.50

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE

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SPECIAL

TAIL GUNNERS — Brand New, Original Cases - - - - - \$289.50

WANT TO BUY FOR CASH!

VEST POCKETS—Blue and Gold or Chrome—Over 30,000 Serial Number Give Full Particulars in First Letter.

B. D. LAZAR COMPANY 1635 Fifth Ave., Pittsburgh, Pa. (Phone: GRant 7818)

Ten Years Ago

New Jersey Also Has Label

Following the lead of New York's Metropolitan Skill Games Board of Trade, the New Jersey Automatic Merchandisers' Association adopted a label which members were to place on all coin-operated devices. New Jersey organization selected the slogan, "Fair Play, Clean Practice," for their motto.

Detroit Skill Games Group

The new trend of coinmen to form into skill games groups moved westward to Detroit when interested parties met there and formed the Skill Game Operators' Association. The new group was to function as a division of the AMA. Temporary officers were appointed to direct the organization until an official election could be held in December.

On "New" Assembly Line

After using the progressive assembly system for two months in the building of pin games, Dave Gottlieb, head of D. Gottlieb & Company, said that he was well satisfied with the results. He went on to say that modern production demanded a high degree of specialization.

Pictures

Photos in *The Billboard* featured Louise and Lydia Burrows. They are daughters of the famous English coinman. The girls had been feted by Chicago coin machine manufacturers. Another pic showed members of the Chicago Cubs baseball team playing the new pin game by Pacific called Major League. Such famous baseball personages as Gabby Hartnett, Billy Herman and Charlie Grimm were featured.

New Firms

Two new manufacturing companies opened for business. They were: Royal Novelty Manufacturing Company, of which Harry L. Carlson, Rose Verzini and Sam Gross were officials, and Broadway Arcade Corporation, with Allan J. Althemier, C. Mills and H. M. Holt, heading the company.

Giant Machine

In Fort Wayne, Ind., George Trier claimed to have the largest pin game at his amusement park. It was four feet high, six feet wide and ten feet long. It resembled an old-fashioned dining room table. High scores were paid out in tickets for the various rides and shows in the park.

Heat Wave

Entire country was going thru a record-breaking heat wave. Arcade ops said the heat had killed their business and all spots were hoping for a break in the weather.

New Machines

J. P. Seeburg Corporation, Chicago, was featuring the new Seeburg Selectophone in their ads, while Charles M. Weeks, Washington, came out with the first of his new merchandise venders. Pacific Amusement Manufacturing Company were pushing the sale of their two popular games, Contract and Major League. Bally was filling orders for Fleet. A new slot by Watling was equipped with a coin chute designed to release bent coins.

Manager

Claire Grant, known as the "only girl jobber in America," was appointed office manager by the Acme Vending Company in New York.

TICKETS

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) SALESBOARDS

WRITE FOR NEW PRICE LIST AND FREE SAMPLE TICKETS Please state your requirements.

WILNER SALES CO.

715 N. ELM ST., MUNCIE, IND.

BARGAINS

CONSOLES

Jumbo Parade, F.P.	\$ 72.50
Bakers Pacers (Daily Double and Jack Pot)	249.50
Jennings Liberty Bell, C.P.	27.50
5 Jumbo Parades, Brand New @ (Ea.)	135.00

BELLS

50c Blue Front, Crackle Finish, C.H.-K.A., Like New, Serial Over 420,000.	Write
---	-------

CIGARETTE MACHINES

That Cannot Be Told From New. Some Never on Location.	
DuGrenier Champion, 11 Col.	\$ 99.50
DuGrenier Champion, 9 Col.	82.50
DuGrenier W Model, 7 Col.	42.50
U-Need-A-Pak, 500, 15 Col., Same as New	119.50
U-Need-A-Pak, E Model, Like New, 15 Col.	62.50
U-Need-A-Pak, E Model, Like New, 10 Col.	57.50
Rowe President, Like New, 10 Col.	99.50
Rowe Royal, 10 Col.	69.50

BELL STANDS

Mills Folding	\$ 5.00
Safe Stands	17.50
1 Safe Cabinet for Two Machines	49.50
1 Jack In the Box Safe Stand	59.50

MUSIC

Seeburg High Tone, E.S., R.C., 8800	Write
Seeburg Model 7800, 1941, E.S., R.C.	Write
Seeburg Royal	Write
Seeburg Crown	Write
1 Seeburg Wireless Speaker	Write
Rock-Ola Rock-a-Lite (Speaker on Top), Like New	Write
Wurlitzer Wall Box, 2 Wire, 5-10-25	34.50
Wurlitzer Bar Box, Low Flat Type, 2 Wire (Like New)	32.50
Rock-Ola Wall Boxes, 5 Wire	32.50
Rock-Ola Bar Boxes, 5 Wire	32.50
Rock-Ola Corner Speaker, Organ Typo.	60.00
1 Rock-Ola Moderne Long Corner Speaker	50.00

ARCADE

Bally Rapid Fire	\$212.50
Chicago Coin Hockey	214.50
One Coin Counting Machine. Will count from pennies to halves. Complete with handy case. Guaranteed	Write
Machine With Table for inserting pennies in cigarettes, made by U-Need-A-Pak	50.00

ONE BALL FREE PLAY

Mills 1-2-3, 1940	\$ 69.50
Bally Gold Cup	27.50
1939 1-2-3 @	29.50

FIVE BALL FREE PLAY

Attention	\$54.50	Roller Derby	\$29.50
Action	99.50	Sara Suzy	29.50
A.B.C. Bowler	49.50	Silver Spray	39.50
Banner	24.50	Sky Ray	39.50
Belle Hop	52.50	South Paw	62.50
Formation	37.50	Spot-a-Card, Revamp	62.50
Five-Ten	112.50	Sport Parade	34.50
Land Slide	32.50	Star Attraction	67.50
Metro	32.50	Sun Valley	112.50
Midway, United Revamp, Like New	139.50	1 Target Skill	39.50
Mascot	29.50	Texas Mustang	67.50
Majors '41	59.50	Velvet	39.50
Play Ball	47.50	Vogue	24.50

All Machines Guaranteed To Be In A-1 Condition 1/3 Certified Deposit, Balance C. O. D.

MEYERS COIN MACHINE CO.

232 Water Street, Baraboo, Wisconsin Phone 424

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

1000	\$5.00
5000 Per M	4.00
10000 Per M	3.50
25000 Per M	3.00

65C7, 5Z3, 80, 2A4G, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

#100 65C7 to 7F7	#205 2A4G to 2051
103 65C7 to 65L7	(Seeburg Guns)
110 5Z3 to 5U4G	210 2A4G to 2051
125 80 to 5T4,	(Seeburg Music)
5V4C, 5Y3 or	215 70L7 to 7A4-
5Z4	7A5
125 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.

WANTED

First-Class Mechanic

On Phonographs and Pin Games. Give full details as to age, experience, references and salary expected. Permanent position.

KERTMAN SALES CO.

573-75 Clinton Ave., N., Rochester 5, N. Y.

WANTED—SKEE BALLS WURLITZERS

Any Model Highest Cash Price Paid BANNER NOVELTY CO. 6109 Trumbull Detroit 8, Mich.

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.

Detroit Serviceman Opens Operating Biz

DETROIT, Aug. 5.—Bradlee Willis, veteran coin machine serviceman, recently honorably discharged by the navy, is opening his own business under the name of Willis Coin Machine Service in Rohns Avenue here.

Willis has been a serviceman for various firms thruout the country since 1928, but has never had his own business before. He worked in Detroit for three years prior to the outbreak of the war. His company will specialize in servicing machines for other operators. He is also operating a few music and amusement machines of his own.

Expansion plans for the post-war period call for a partnership with Sgt. Robert Wolfe of the AAF, a former coin machine man, now stationed in Europe. Sgt. Wolfe joined the Canadian Air Force before Pearl Harbor, subsequently transferring to the American service.

Beutler Managing Jack Moore Branch

SEATTLE, Aug. 5.—A. S. (Bert) Beutler has assumed duties as the branch manager of Jack R. Moore Company here.

Before coming here to take charge of this office, Beutler was the manager of the E. T. Mape Company branch in Los Angeles. Prior to that he was associated with other coin machine firms in that section.

Beutler, a veteran of World War I, during which he served in the navy and in Siberian waters, has been connected with jobbing firms for a number of years.



AUTOMATIC COIN SAYS

TRY US FOR PARTS AND EQUIPMENT!



- 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
- Bottom P. O. Slides for Mills 5c, 10c, 25c, 3/5 and 2/5 Pay 3.50 Ea.

CONSOLES

- Keeney 5c Super Bell\$318.50
- Keeney 25c Super Bell 425.00
- Mills Four Bells 650.00
- Evans Lucky Lucie 249.50
- Evans '41 Galloping Dominoes. 375.00
- Evans Lucky Star 148.50
- Jenn. Fastima, P.O., Numbered Reels 79.50
- Pace Reels, Jr. 129.50
- Pace Reels, Sr. 129.50
- Mills Jumbo, F.P. 99.50
- Mills Jumbo, F.P., Latost. 129.50
- Mills Jumbo, P.O., Late Model. 149.50
- Bally Royal Draw 89.50

SLOTS

- Mills 5c Blue Fronts\$225.00
- Mills 5c Melon Bell 235.00
- Mills 5c Bonus Bell 275.00
- Mills 5c War Eagle, 3/5 195.00
- Mills 5c Factory Rebuilt FOK. 165.00
- Mills 5c Futurity 165.00
- Mills 25c Roman Bell, Rebuilt. 300.00
- Jenn. 5c Chief Club Cons. 275.00
- Jenn. 5c Silver Chief 219.50
- Jenn. 5c Silver Sky Chief 219.50
- Jenn. 5c Four Star Chief 159.50
- Watling 5c Rolatop 139.50
- 5c Original Gold Chrome, 2/5. 395.00

PHONOS and ACCESSORIES

- Rock-Ola Imperial 20.\$159.50
- Rock-Ola Standard 309.50
- Wurlitzer 616 Liteup 150.00
- 16 Seeburg Wall-O-Matics, Ea. \$ 37.50
- 1 Seeburg Bar-O-Matic 49.50
- Mills Panoram 389.50

MISCELLANEOUS EQUIPMENT

- Mutoscope Sky Fighter\$339.50
- Chicken Sam, Jap 159.50
- Seeburg Ray-O-Lite 89.50
- Mills 1-2-3, Factory Rebuilt\$ 89.50
- Pimlico 400.00
- Skylark 225.00

ADDITIONAL PARTS

- 5c Jackpots for Mills\$22.50
- Standard Handles for Mills 2.00
- Club Handles for Mills 3.50
- Jackpot Glasses for Mills 1.25
- Reel Glasses for Mills50
- Escalator Glasses for Mills50
- Award Cards, 2/5 or 3/5, for Mills .. .25
- Set of 5 Four Bell Glasses for Mills .. 12.50
- Glass for Mills 3 Bells 17.50
- Spring Kit (65 Springs) for Mills 9.75
- Plastics for Rock-Ola '39, '40 Models, Top Corners, Lower Slides, Ea. ..\$12.75
- Plastics for Seeburg 1941, 1942 Models, Lower Slides, Each 14.50
- Sheet Plastics, 20x50, Red 12.50
- New Locks for Pin Balls65
- 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 Bells40

WE REPAIR MILLS SLOT CLOCKS—SEND THEM IN

All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed. Order, Balance O. O. D.

Automatic Coin MACHINES & SUPPLY CO.
3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

AUTOMATIC PHONOGRAPHS

Reconditioned—A-1 Condition

- 10 WURLITZER 616, Lite-Up. Each\$150.00
- 4 WURLITZER 600 ROTARIES, Revamped, Leather Top and Sides. Each 320.00
- 1 WURLITZER VICTORY MODEL 1942..... 430.00
- 1 SEEBURG CLASSIC 385.00
- 2 MILLS THRONES OF MUSIC. Each 230.00
- 2 WURLITZER 71 COUNTER MODELS. Each... 147.50
- 1 WURLITZER 41 COUNTER MODEL 117.50
- 3 WURLITZER 61 COUNTER MODELS. Each... 95.00
- STANDS FOR COUNTER MODEL. Each 8.50

TUBES FOR THE COIN MACHINE INDUSTRY

0Z4\$1.50	5Y3\$.70	117Z6\$1.60	26\$.75
1A5 1.50	5Z3 1.10	70L7 1.95	2770
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	12Q790	3895*
1H5 1.30	6A8 1.00*	12S7 1.30	4185
1LA4 2.35	6B5 1.75	12Z3 1.00	43 1.10
1LN5 2.35	6F690*	14A7 1.60	4580
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	5680
2A4G 2.25	6L6 1.50*	25Z5 1.00	5790
2A3 1.60	6Q7 1.10	25Z6 1.00	5890
3Q5 1.60	6SC7 1.25	35A5 1.30	7685*
5V4 1.50*	6V6 1.15*	35L6 1.00	7790
5Z4 1.30	6X5 1.00*	35Z3 1.30	7890
5U4G 1.00*	2051 2.45*	35Z585	79 1.40
5W4 1.00	117L7 2.35	50L6 1.10	8070
			83 1.10*

YOUR TUBE TROUBLES ARE OVER—SEND IN YOUR ORDER!
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 (*) above. Our prices are right and warrant your orders!

Deposit required with all orders!

ALBENA SALES CO. 587 10th AVE., N. Y. C. LONGACRE 5-8334.

GUARANTEED PERFECT

3/16" Tool Steel Chromium Balls for ABT Air Guns, Box Lots of 160,000, \$1.50 Per Thousand.

ARCADE EQUIPMENT CO.

151 N. ILLINOIS ST. INDIANAPOLIS, IND.

THEY'RE ALL ORIGINALS

Completely Overhauled and Refinished

- 5c Mills Blue Fronts...\$245.00
- 10c Mills Blue Fronts... 275.00
- 25c Mills Blue Fronts... 375.00
- 5c Mills Brown Fronts... 275.00
- 10c Mills Brown Fronts... 300.00
- 25c Mills Brown Fronts... 385.00
- 5c Mills Chromes (Silver & Gold) 375.00
- 10c Mills Chromes (Silver & Gold)\$415.00
- 25c Mills Chromes (Silver & Gold) 450.00
- 5c Mills Bonus 299.50
- 25c Mills Bonus 375.00
- 25c Jennings Club Bells.. 375.00
- 50c Jennings Club Bells.. 550.00

PARTS FOR MILLS MACHINES

- Knee Action\$7.50
- Nickel Slide 3.50
- Standard Handles 2.00
- (All Chrome, Like New)
- Club Handles 4.00
- Reel Strips, #236 & #356, Per Set 1.00
- Jackpot Glasses 1.00
- Reel Glass (Set of 3.).... 1.05
- Escalator Glass\$.50
- ABT Coin Chutes (F.P.)... 3.95
- Coin Chutes (Mills Vest Pocket) 3.50
- Reward Cards (2-5 & 3-5)... .15
- Main Clock Gears, Complete 3.00
- Cash Boxes 2.00
- Springs—Complete Stock for All Mills Machines

We Are Equipped to Fill Orders for SLOTS - CONSOLES - PHONOGRAPHS - ARCADE EQUIPMENT - SALESBOARDS. All Makes and Models. Let Us Know Your Requirements. EXPERT REPAIRS BY FACTORY-TRAINED MECHANICS . . . AT NOMINAL COST

WE PAY HIGHEST CASH PRICES FOR ALL COIN-OPERATED EQUIPMENT

SOUTHWEST AMUSEMENT COMPANY

1712 FIELD ST. Central 4484 DALLAS 1, TEXAS

THIS EQUIPMENT READY TO GO

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- 1 Mills 10c Blue Front, SJP, 3-5 ...\$200.00
- 2 Mills 10c Blue Fronts, DJP, Light Cab. 197.70
- 1 Mills Extraordinary, 10c, Very Clean, 3-5 167.50
- 6 Watling Rolatops, 10c, 3-5 165.00
- 3 Watling Rolatops, 25c, 3-5 185.00
- 1 Mills 5c Blue Front, 3-5, DJP, Light Cab. 165.00
- 1 Mills 5c Grey Front, 3-5 \$100.00
- 1 Mills Front Vender, 3-5, Escalator. 125.00
- 1 Caille Cadet, Blue Enam., 5c 65.00
- 1 Mills 5c Dewey, Excellent Condition 147.50
- 3 Mills Jumbo Parade, Very Clean, Free Play 72.50
- 1 Mills 25c Gooseneck, Very Clean. 75.00

1/2 Deposit

CONFECTION VENDING CO.

220-22 WEST 4TH STREET (Phone: 2-1816) CHARLOTTE, N. C. Est. 1911

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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

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Tobacco Industry Petitions WMC for Essential Rating

WASHINGTON, Aug. 5.—Paul V. McNutt, chairman of the War Manpower Commission, has been petitioned by the National Association of Tobacco Distributors, to declare the tobacco industry as essential to the nation's war effort.

Speaking for nearly 3,000 wholesale distributors supplying tobacco products and kindred merchandise to more than 1,000,000 retail outlets thruout the country including all army and navy posts, and on behalf of the cigar and cigarette industries generally, the petition was filed.

The purpose of this petition, it was pointed out, is to "correct a palpable inconsistency in the government's own appraisal of the essential character of the tobacco industry."

"The War Food Administration catalogs tobacco as an essential basic commodity along with corn, wheat, rice and peanuts," the petition reads. "In doing so, it accords overt recognition to the fact that tobacco is vital to the morale and well-being of the nation."

The petition also said that 18 per cent of its production was going to the armed forces and that normal production is about 40 per cent behind due to the acute labor shortage which has been caused by the fact that the tobacco industry is not considered as being essential by the WMC.

Stating that the tobacco industry was on the verge of a break-down, the petition concluded by saying that unless the trade was classed as essential, it would have a depressing effect on tens of millions of customers.

Over 75,000 New Giving Trouble-Free Service!

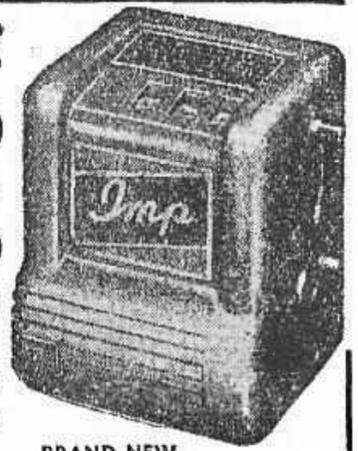
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BRAND NEW

\$9.90

WHILE THEY LAST!

Regular Price \$12.50.



BRAND NEW

Wings.....\$11.50 | Yankees.....\$11.50
Sparks, 1/4 Cig..... 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
Vitalizer..... 69.50
Evans Playball..... 195.00
Love Testers..... 149.50
Exh. Merchantmen..... 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.

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DISTRIBUTING COMPANY

(Successors to Gerber & Glass)

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SCOTT-CROSSE CO.

formerly Keystone Vending Co.



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Thorobreds..... 595.00
Pimlicos..... 450.00
Derby, '41..... 350.00
Club Trophy..... 350.00
Fortune..... 325.00
Derby Winner..... 125.00
Track Record..... 150.00
Blue Grass..... 169.50
Dark Horse..... 159.50
Record Time..... 149.50
Whirlaway..... 475.00

I-BALL CASH PAY

Flying Champs.....\$150.00
Eureka..... 59.50
Sport Page..... 89.50
Track Record, Conv..... 175.00
Turf Champs..... 49.50

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Four Bells, Late Head \$995.00
3-5c, 1-25c Keeney Super Bell..... 900.00
Four Bells, 4-5c, Old Head..... 595.00
Three Bells..... 1050.00
Jumbo Parades, CP..... 149.50
Lucky Lucres..... 249.50
1941 Bangtails..... 450.00
25c Bally Roll 'Em..... 179.50
Evans Roletto Jr..... 225.00
Evans Roletto Sr..... 350.00
Triple Entry..... 150.00

Royal Flush.....\$ 85.00
Royal Draw..... 125.00
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Saratogas..... 149.50
5c Saratoga, Conv..... 175.00
5-10-25-50c Blue Fronts
Grey Fronts
War Eagles
Chromes
Cherry Bells
Bonus Bells
Brown Fronts
Melon Bells
Futurities

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Chicken Sams, Conv.....\$179.50
Keeney Submarine..... 210.00
Chicago Coin Hockey..... 210.00
Keeney Anti Aircraft..... 89.50
Kirk Guesser Scales..... 125.00
Bally Rapid Fire..... 225.00
Radio Rifle..... 115.00
World Series..... 75.00

5-BALL FREE PLAY

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Legionnaire..... 59.50
Glamour..... 34.50
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Pan American..... 49.50
Powerhouse..... 49.50
ABC Chief..... 49.50
ABC Bowler..... 65.00
Commodore..... 32.50

Ducky.....\$29.50
Zig Zag..... 69.50
Dude Ranch..... 44.50
Formation..... 32.50
Sporty..... 29.50
Fleet..... 29.50
Skyline..... 29.50
Fox Hunt..... 49.50
School Days..... 59.50
Blondie..... 27.50
Majors, '41..... 69.50
All American..... 49.50
Velvet..... 34.50
Dixie..... 39.50
Showboat..... 59.50
Big Show..... 39.50
Mascot..... 29.50
Cadillac..... 49.50
Big Town..... 39.50
Big Time..... 34.50
Home Run, '41..... 69.50
Sport Parade..... 59.50
Gold Stars..... 39.50
Snappy, '42..... 89.50
Salute..... 59.50
Ten Spot..... 69.50
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Big Shot..... 29.50
Crossline..... 29.50
Sports..... 34.50
Brite Spot..... 39.50

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Hand Photo Machine..... Write
Warner Voice Recorder, 1000 Rec. Dic. \$585.00
Radio Rifle, 5 Rolls Film.....\$129.50
Footcase, LATE MODEL..... 95.00
Chinning Rings..... 179.50
Exhibit's 30 Second Bag..... 199.50
WANTED—Muto, Bang-a-Way, Sky Pilot, K.O. Fighters, 1042 Muto, Drop Picture Machines, World's Fair Card Venders, Coin Counting Machines, Sky Fighter, Ace Bomber; Photomatics, late model only; Panoram.

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CHRIS-CO

JOY CLEANER CREAM

A new discovery for Automatic Machines. It makes old Pin Balls, Dominos and Music Machines look like new. It works like magic. Just rub on with damp cloth and rub off.
12 1/2 Gal. Jars to Case.....\$12.00
4 Gal. Jars to Case..... 8.00

No orders less than a case.

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708 S. Main St. Norfolk 6, Va.

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METAL TUBES
(OPA CEILING PRICE)

\$1.30 EACH

No orders for less than 10 tubes accepted. Order as many as you need while supply lasts!

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.

FOR SALE

Pokerino.....\$75.00
Floor Punching Bag..... 75.00
2 Hitler Poison the Rat..... 15.00 Ea.
2 Mills Silent Movies Ampro Projectors with Films..... 350.00 Ea. Complete. The very best 5c machines.
Bally Torpedo..... 185.00
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All machines in perfect order. 1/3 down, balance O.O.D. Prices F.O.B. Ocean Park, Calif.

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BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD.

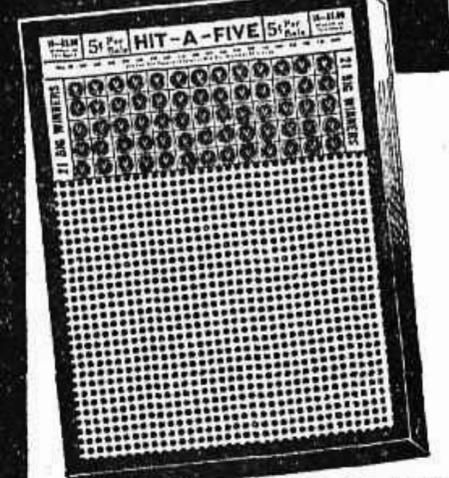
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★ Quick Sellout Means

VOLUME PROFITS

TEN \$5.00 WINNERS
FIFTY \$1.00 WINNERS



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

STERLING BUYS!

For Immediate Delivery

- 15 Mills Blue & Gold Vest Pockets
- 2 Mills Four Bells, 4-5c
- 1 Mills Four Bells, 1-25c, 3-5c
- 8 Mills 25c Brown Fronts, Drillproof, Knee Action, C.H.
- 4 Mills 10c Brown Fronts, Drillproof, Knee Action, C.H.
- 7 Mills 25c Blue Fronts, Drillproof, Knee Action, C.H.
- 5 Mills 10c Blue Fronts, Drillproof, Knee Action, C.H.
- 5 Mills 5c Blue Front Q. T.'s
- 4 Mills 5c Q. T.'s, Originally Blue, made Gold Giltter
- 3 Mills 10c Q. T.'s, Originally Blue, made Gold Giltter
- 5 Mills 25c Q. T.'s, Originally Blue, made Gold Giltter
- 2 Jennings 10c Four-Star Slots
- 3 Watling 5c Rolatops, 3/5
- 1 Watling 50c Rolatop, L. N.
- 2 Caille 7-Coin Slots
- 4 Mills Jumbo Parades, F. P.
- 1 Sugar King
- 1 Paces Reels
- 1 Paces Races Red Arrow
- 1 Bally Victory, F. P.
- 1 Bally Gold Cup, F. P.
- 1 Bally Rapid Fire Gun
- 1 Keeney Tokio Gun
- 2 Jennings Fast Times
- 2 Texas Leaguers
- 8 Sheffler Loboy Scales
- 1 Watling Scale Mirror
- 6 Organ Type Speakers

25 War Eagle Gold Gilttered Castings (top & bottom) per set \$18.50

PHONOGRAPHS

- 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.
- 1 Seeburg Classic
- 2 Seeburg Regals
- 2 Rock-Ola Commandoes
- 1 Wurlitzer 24
- 1 Wurlitzer Twin 12 Rollaway, In Metal Cab. with Keeney Adapt.
- 1 Wurlitzer 412
- 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.

Terms: 1/2 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.

669-671 S. Broadway, Lexington 20, Ky. Wholesale Distributors

Distilleries Begin Liquor Production

CHICAGO, Aug. 5.—Location owners who have been struggling for months with a rapidly dwindling supply of liquor heaved a sigh of relief Tuesday as the long-awaited "holiday" began permitting distillers to produce whisky and gin for civilian consumption.

Supplies of liquor are already freer as a result of the War Production Board's decision to give distillers a month's vacation from production of alcohol for war uses. Retailers in some cities are advertising whisky sales in case lots. This action is believed in trade quarters to be due in part to distillers' desire to dispose of whiskies blended with cane and fruit spirits before the arrival of preferred blends which will contain only rye or wheat spirits.

During the month, distillers are expected to produce as much whisky and gin as would normally come from the distilleries in a full year. This is possible because the plants will be on a 24-hour basis, and their facilities have been greatly expanded since they undertook war production. In normal times the distilleries operated only a few months of the year.

It has been 22 months since any liquor was manufactured, but it is believed that enough liquor will be produced this month to tide the distilleries over until Germany's collapse, when war demands will drop, or until another holiday can be arranged, probably in 1945.



BERT LANE SAYS...

YOU'RE MISSING A BET IF YOU HAVEN'T TRADED IN YOUR OLD ARCADE EQUIPMENT FOR

"LIBERATOR"

America's greatest revamp shooting game! Steady money-maker everywhere! Write, wire or phone us your list of legal equipment and music machines for our special trade-in offer!

Send for our complete price list of really sensational reconditioned buys!

World Wide Distributors

625 10th Avenue New York 19, N. Y. All Phones: Bryant 9-7763

FOR SALE

- 1 312 Wurlitzer, 5c Chute Only ... \$ 40.00
- 1 Exhibit Foot Vitalizer ... 90.00
- 1 Tommy Gun ... 160.00
- 1 Chicken Sam ... 125.00
- 500 Used Records ... 40.00
- 1 Knock-Out, A-1 Condition ... 110.00
- 1 Double Play ... 55.00
- 1 Sport Parade ... 39.50
- 1 Formation, Less Play Field Glass ... 25.00
- 1 Four Roses ... 39.50
- 1 Red Hot ... 18.50
- 1 Holly Gripper ... 9.00
- 1 ABT Casino, 5c Play ... 30.00

1/2 Deposit.

NITTEBERG BROS.

Castlewood, S. D.

FOR GUARANTEED MILLS EQUIPMENT BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

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.

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.

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MARLIN EQUIPMENT CO.

1355 RANDOLPH STREET, N. W. WASHINGTON, D. C. Phone: Taylor 4183

Will Pay \$100 Cash for Wurlitzer Skeeballs Genco Bankrolls

Plus \$15.00 for Crating

WILL BUY KEENEY BOWLETTES

- Longacres ... \$550.00
- Jumbo Parades, F.P. ... 95.00
- Air Raiders ... 225.00
- Sky Fighters ... 319.50
- Green Vest Pockets ... 39.50
- 25 Jennings Cigarette Reels, Token Payout Slots ... 16.50
- Keeney Submarines ... 184.50
- Texas Leaguers, De Luxe ... 39.50
- Gypsy Palmists ... 89.50
- K. O. Fighters ... 135.00

100 LATEST PIN BALLS

Just Came In—Such as Knock-Outs, Big Parades, 5-10-20's. Write for Prices. WILL TAKE MUSIC IN TRADE. 1/2 Deposit with Order, Bal. C.O.D.

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120 SERIES TIP TICKETS

120 Series Daily Baseball Tickets. Large Stock. Prices Right.

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— HANGS ON WALL —

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Mills Panoram Projection Medium Pre-Focus Lamps #T12—120 Volts—750 Watts. Limited Supply White They Last—\$4.10 Each.

HARRY MARCUS CO.

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MILWAUKEE SPECIAL

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
Derby Day, Flat Top...17.50
Slant Top...27.50
Keeney Kentucky Club...69.50
1 Keeney Kentucky Skill Time, 7 Coin Head, Excellent Condition, New Glass...89.50
2 Keeney Track Times, 7 Coin Head...69.50
Bally Long Champ (Large)...34.50
Bally Scintilla Flicker...34.50
Stoner's Zippers, Payout...20.50
Club Bell, Bally...249.50

Jumbo Parade, F. P...\$79.50
Parlay Races, 7 Coin Late Hd., Slant Top...79.50
Roietta Jr...64.50
Gallop Domino, Rebuilt 7 Coin Slant Type, New Hd...149.50
Bally Skill Field, with Dally Double Feature, 7 Coin Hd...69.50
Jennings Fastime, Free Play or Payout...89.50
Paces Rools, Payout...94.50
Bally Ray's Track...89.50
Silver Moons...124.50
Big Game...89.50
Pace Saratoga...84.50

ONE BALLS

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Fortune Convertible to Free Play or Payout...\$299.50
Skylark...249.50
Fairgrounds...29.50
Preakness...29.50
Gold Cup...49.50
Seabiscuit...79.50
Blue Ribbon...69.50
Eureka...49.50
1938 1-2-3, Payout...38.50

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
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.

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All American...\$39.50
Anabel...29.50
Air Circus...119.50
Belle Hop...49.50
Big Chief...30.50
Big Six...19.50
Big Time...39.50
Bolaway...69.50
Broadcast...44.50
Crossline...39.50
Defense (Baker)...39.50
Defense (Genco)...89.50
Entry...29.50
Doughboy...29.50
Fifty Grand...29.50
Five, Ten & Twenty, Like New...129.50
Four Diamonds...39.50
Gold Star...34.50
Jungle...69.50
New Champs...59.50
Paradise...39.50
Pursuit...49.50
Red, White & Blue...29.50
Score Champ...19.50
Horoscope...59.50
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
Tops...89.50
Twin Six...49.50
Ump...29.50
Victory...84.50
Wild Fire...39.50
Wow...29.50

Chicago Operators OK Telephone Co. Slug Recall Plan

CHICAGO, Aug. 5.—Chicago juke box, vending machine and arcade operators welcomed the move announced by the Illinois Bell Telephone Company here this week to abolish the use of slugs in coin-operated pay stations thruout the I. B. T. Chicago and State area. While operators for the most part have never been bothered too much with telephone slugs cropping up in their cash boxes, still they have always regarded phone slugs as a potential threat and are glad to see their use come to an end.

For many years Chicago has been the only major city in the United States which has required the use of slugs in most of their public pay stations and thru the years Chicago has been criticized for this distrustful attitude toward the telephone user. Originally slugs were introduced by the various independent and Bell system companies to combat the abuse of the telephone public pay station by "telephone booth Indians." These persons were prone to sit in a phone booth for hours and monopolize the use of the space as an office and tie up the telephone line. By introducing the slugs the patrons were forced to get out of the booth to fit additional slugs which were sold to get the escutcheon put on the phone to receive specially cut discs.

Officials of the telephone company here have announced that all pay stations' telephones in drug and department stores, cigar stores and hotels, as well as in other places for public gatherings will be converted to nickel use within 60 to 90 days. The company will assume all slug losses thru illegitimate use and in so doing reduces the heretofore commission of 22 1/2 per cent to 20 per cent. "It is obvious that Chicagoans resent the stigma of being branded 'distrustful' and we intend getting rid of the slugs," the company said.

MARKEPP VALUES

SLOT MACHINES AND CONSOLES

25c Mills Brown Front, Rebuilt Like New, DH, KA, 3/5...\$350.00
5c Mills Blue Front, 3/5, Serial 376,550...185.00
5c Mills Blue Front...150.00
5c Mills War Eagle, 2/4...115.00
10c Mills War Eagle, 2/4...135.00
5c Mills Futurity...145.00
50c Mills War Eagles, Glitter Gold, New Cabinets, Single Jack, Beautiful, CH, DP, KA, 3/5 Payout...Write

Jumbo Parade, Free Play, Fine Shape...99.50

PHONOGRAPHS AND WALL BOXES

Rockola Super...\$335.00
Wurlitzer 71 Counter...142.50
Seeburg 8200 Hitone, Converted 495.00
Wurlitzer 412's, Light Up Cabinets 95.00
Rockola Imperial, 20-Record...150.00
Seeburg 3-Wire Baromatics, 5/10/25...49.50
Seeburg Wireless Wallomatics, WS2Z...39.50
Seeburg Wireless Baromatics, 5/10/25...49.50

ARCADE EQUIPMENT

Keeney Air Raider...\$195.00
Rockola Ten Pins, H.D...59.50
Chicoin All Star Hockey...215.00
Deluxe Western Baseball...115.00
Bally Rapid Fire...225.00
Royale Low Boy Scales...49.50
Seeburg Shoot the Chutes...135.00
Keeney Submarine Gun...175.00
Scientific Batting Practice...115.00

FIVE BALL PIN GAMES

ABC Bowler \$59.50
Air Force...69.50
Contest...125.00
Boom Town 42.50
5-10-20...135.00
Gun Club...74.50

Four Roses \$55.00
Horoscope...52.50
Sea Hawk...62.50
Sport Parade 47.50
Stratoliner...49.50
Texas Mustang...79.50

VENDERS

U-Select-It Candy Bar...\$37.50
National Candy Bar...85.00
Adams Chewing Gum Machine with Stand...17.50

All equipment thoroughly checked and cleaned.
Half deposit with order.

WANT TO BUY

MILLS PHONOGRAPHS
THRONES and EMPRESSES
Send Us Your List of Other Equipment.

The Markepp Company

Established 1928
3908 Carnegie Ave. Cleveland 15, O.
(Henderson 1043)

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!!!

1/3 Deposit, Balance C. O. D.
F. O. B. Philadelphia.

WILL BUY
WURLITZER P12, 312, 412

★ DAVID ROSEN ★
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PHILADELPHIA 23, PA.
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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.

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

BLOCK MARBLE CO. 1527 FAIRMOUNT AVE., PHILADELPHIA 30, PA.
GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

REAL BUYS—IMMEDIATE DELIVERY

MILLS ORIGINAL BROWN FRONTS:
Brown Front, 5¢...\$275.00 Ea.
Brown Front, 10¢...300.00 Ea.
Brown Front, 25¢...350.00 Ea.

MILLS ORIGINAL CHROMES:
5¢, 10¢, 25¢... Write
REBUILT BLUE FRONTS
5¢...\$225.00; 10¢...\$250.00; 25¢...\$275.00
5 BALL PIN GAMES

STAR ATTRACTION BIG PARADE WEST WIND SPORTY LEGIONNAIRE FOX HUNT BIG TOWN SHOW BOAT
ZENITH NOVELTY CO. 310 W. MICHIGAN STREET DULUTH, MINN.

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.
308 N. GAY ST., BALTIMORE 2, MD.

JAR TICKETS TIP BOOKS

We Manufacture a Complete Line
RED, WHITE AND BLUE, COMBINATION, AND BINGO TICKETS
WRITE US FOR PRICES

MUNCIE NOVELTY CO.
2704 S. Walnut St., Muncie, Ind.

BY POPULAR DEMAND!

WE'VE JUST COMPLETED A NEW BATCH OF OUR FAMOUS...

CHICKEN SAM CONVERSION

Best conversion for Chicken Sams! Designed by a famous artist and sold exclusively by MIKE MUNVES. A life like durable plastic figure of a Jap and a complete new background, makes the machine look new and positively doubles your income!



Figure, Complete With Scenery...\$14.50

CONVERT THE MUNVES WAY!

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)

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.
2625 LUCAS AVE. ST. LOUIS 8, MO.
(Phone: Franklin 8620)

1 Wurlitzer 950, 900,000 Plays...\$675.00
1 5c Brown Front, Drill Proof, Knee Action, Around 480,000 Serial...235.00
1 10c Brown Front, Drill Proof, Knee Action...250.00
One-Third Deposit Is Required With Order.
WEST SIDE NOVELTY COMPANY
547 Swallow Street, Edwardsville, Pa.

FOR SALE

1 Imp...\$ 9.50
1 Big Parade...129.00
1 Fox Hunt...38.50
1 School Days...89.50
1 All American...49.50
1 Rock-Ola, Ser. #31710, Serles B, without Motor...79.50

1 Miami Beach \$79.50
1 Sink Jap (from 7-Up) 60.00
1 Polo...34.50
1 Jolly...25.00

All machines thoroughly reconditioned and in A-1 shape. 1/3 deposit, balance C. O. D.
Dan Savage Novelty Co.
832 Elm Street BELOIT, WIS.

FOR GUARANTEED

BAKERS PACERS
PACES RACES and SERVICE
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

FACTORY REBUILT AND REFINISHED

ALL MILLS SLOTS DRILLPROOF WITH KNEE ACTION AND CLUB HANDLE. CASTINGS AND CABINETS LIKE NEW—MECHANISMS GUARANTEED PERFECT.

BLUE FRONTS	CLUB CONSOLES	GOLD CHROME BELLS
5¢\$250.00	5¢\$400.00	5¢\$350.00
10¢ 275.00	10¢ 450.00	10¢ 400.00
25¢ 325.00	25¢ 500.00	25¢ 425.00
	50¢ Handload 800.00	50¢ 750.00

MILLS BUYS

1¢ Refinished Gold Giltter Q.T. ...\$ 39.50	10¢ Blue Front, #481279, D.P., C.H.K.A.\$350.00
5¢ Refinished Gold Giltter Q.T. 75.00	25¢ Blue Front, #456865, D.P., C.H.K.A. 400.00
1 5¢ Original Gold Giltter Q.T. 125.00	10¢ Brown Front, Drillprf, K.A.C.H. 300.00
2 10¢ Original Gold Giltter Q.T. 150.00	3 5¢ Original Chromes 400.00
1 25¢ Blue Q.T., Like New 175.00	2 10¢ Original Chromes 425.00
5¢ Vest Pocket Chrome 60.00	25¢ Cherry Bell, Drillproof, Knee Action, Club Handle 425.00
5¢ Bonus 3-5 K.A.C.H. 250.00	50¢ Gold Chrome Handload, 3-5 800.00
10¢ Bonus 3-5 K.A.C.H. 300.00	

JENNINGS CHIEFS

1¢ Club Special\$100.00	5¢ Century, 2-4\$60.00	25¢ Century, 2-4 ...\$100.00
10¢ One Star 125.00	1¢ Redskin 125.00	5¢ Redskin 175.00

PACE COMETS

5¢ Deluxe S.P.\$99.50
5¢ All Star 85.00
10¢ All Star 95.00

WATLING ROL-A-TOPS

5¢ 3-5 Payout\$ 85.00
10¢ 3-5 Payout 95.00
25¢ 3-5 Payout 175.00

CAILLE

5¢ DJ, 2-4, PD, Red \$50.00
10¢ D.J., 2-5 Payout 60.00
25¢ S.J., 2-4 Payout 40.00

ACCESSORIES

Wallomatic\$35.00	Wurlitzer 30 Wire Box\$24.00
5¢-10¢-25¢ Baromatic 47.50	1 Packard Box 32.50

CONSOLES—PAYTABLES

Long Shot\$385.00	Paces Races, Light Oak\$100.00
Turf King 550.00	Royal Draw 125.00
Santa Anita 345.00	Galloping Domino, Late Head 150.00
Race King 275.00	Lucky Luere, Late Head 275.00
Jennings Goodluck 69.50	Saratoga, Rails Skillfield 135.00
Saratoga Automatic Payout 85.00	Paces Reels, Rails 135.00
'38 Track 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 New... 75.00
Paces Races, Black 85.00	New Mills Box Stands 25.00

TERMS: 1/3 Deposit, Balance C. O. D. Write, Wire, Telephone Today.

TWIN PORTS SALES COMPANY

230 LAKE AVENUE, SO. DULUTH 2, MINN.

JONES SALES

CONSOLES

6 '41 Model Evans Galloping Dominos, 2-Tone Cabinet, Like New. Each..\$450.00
2 Paces Reels, Cash Pay. Each..... 85.00
1 Watling Big Game, Cash Pay..... 85.00
2 Red Arrow Pace Races, 30 Pay, Rebuilt. Each..... 300.00
1 Jennings Silver Moon, Cash Pay..... 125.00

SLOTS

30 Mills Brown Fronts, 25c. Each.\$350.00	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
1 One Dollar Play Jennings Chief, 3-5 Pay, Reconditioned and Refinished..\$850.00	
2 50c Play Emerald Chrome Hand Load Jack Pot, 3-5 Pay, Knee Action, Club Handle and Drill Proof Cabinet. Each..... 750.00	

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.

JONES SALES COMPANY

31-33-35 MOORE ST. PHONE 1654 BRISTOL, VA.-TENN.

2 A.B.O. Bowler\$ 50.00	2 '42 Home Run.....\$ 85.00	2 Spot Pool\$ 65.00
1 Alert 70.00	1 Landslide 47.50	1 Show Boat 47.50
1 Argentine 67.50	1 Legionnaire 52.50	1 Score-A-Line 35.00
1 Barrage 30.00	2 Liberty 150.00	1 Skyline 45.00
1 Bolaway 72.50	2 Line Up 32.50	1 Snappy 60.00
1 Border Town 32.50	1 Midway 145.00	1 Speed Ball 42.50
1 Boomtown 45.00	1 Majors, '41 49.50	1 Sport Parade 40.00
2 New Champs 52.50	2 Mystic 37.50	2 Star Attraction 67.50
2 Defense 82.50	2 New Champs 59.50	1 Super Chubby 47.50
1 Dixie 37.50	1 One, Two, Three... 40.00	1 Stratollner 45.00
1 Dude Ranch 35.00	1 Polo 30.00	1 Thumbs Up 65.00
1 Eagle Squadron 125.00	1 Progress 32.50	1 Twin Six 40.00
1 Fox Hunt 40.00	2 Pursuits 35.00	2 Umps 27.50
1 Fishing 82.50	1 Paradise 45.00	2 Victory 82.50
2 Gobs 120.00	1 Seven Up 50.00	1 Velvet 40.00
2 Horoscope 50.00	1 School Days 45.00	1 Yanks 115.00

ARCADE EQUIPMENT

1 Shoot the Bull\$90.00	1 Shoot the Chutes ..\$125.00	1 Tommy Gun\$150.00
1 Tom Mix Gun\$50.00	2 Challengers 22.00	1 Target Skill 20.00

T & L MUSIC CO.

1424 CENTRAL PARKWAY (Main 6477) CINCINNATI, OHIO

MAIN GEARS

FOR WURLITZER AND SEEBURG PHONOGRAPHS

Now available for immediate shipment . . . brand new fibro 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.

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* GORDON B. MILLS *



* GEO. D. KASTEN *

MILLS Industries Incorporated

announces the election of the following officers:

RALPH J. MILLS
Chairman of the Board

HERBERT S. MILLS
President

HAYDEN R. MILLS
Treasurer

D. W. DONOHUE
Executive Vice President

GORDON B. MILLS
Vice President

GEO. D. KASTEN
Secretary and Controller

MILLS INDUSTRIES INCORPORATED
CHICAGO 39, ILLINOIS

COIN MACHINE SPECIALS

"SERVICE THAT SATISFIES"

ABC Bowler\$59.50	Gold Star\$44.50	Sky Ray\$49.50
Alert 69.50	Hit the Jap 69.50	Sparky 39.50
Attention 54.50	Hold Over 44.50	Speed Demon 29.50
Big Time 37.50	Landslide 44.50	Spot Pool 69.50
Boom Town 44.50	League Leader 37.50	Star Attraction 59.50
Brite Spot 54.50	Legionnaire 59.50	Stratollner 49.50
Champ 49.50	Line Up 39.50	Target Skill 34.50
Crystal 29.50	Play Ball 44.50	Ten Spot 59.50
Crossline 39.50	Pursuit 49.50	Three Score 29.50
Defense (Baker) .. 49.50	Repeater 39.50	Ump 39.50
Double Feature 44.50	Rotation 29.50	Velvet 49.50
Dude Ranch 49.50	Salute 39.50	Wildfire 59.50
Duplex 69.50	Score A Line 39.50	Wow 29.50
Four Diamonds 59.50	Score Champ 29.50	Zig Zag 59.50

THE FOLLOWING OUTSTANDING VALUES—ENTIRE LOT—OR ORDERS MUST CONSIST OF FIVE OR MORE

\$20.00 EACH

\$15.00 EACH

All Baba	Dixie	Oh Johnny	Bally	Fleet	Paramount	Spottem
Avalon	Doughboy	On Deck	Suprema	Four-Five-Six	Play Mate	Summertime
Bowling Alley	Drum Major	Pick 'Em	Baseball	Hold Tight	Polo	Super
Cadillac	Flagship	Side Kick	Beauty	Lancer	Rebound	Charger
Chief	Jolly	Sports	Big Show	Lot O Fun	Red Hot	Super Six
Commodore	Lead Off	Top Notcher	Big Six	Lucky	Roller	Thriller
Convention	Limo Light	Variety	Champion	Chubby	Derby	Triumph
	Lite O Card		Chubby	Nippy	Roxy	Vacation
			Contact	Ocean Park	Scoop	Yacht Club
			Cowboy	Oh Boy	Sporty	Zip

CONSOLES

Jennings Fast Times, F.P.....\$ 79.50	Jennings Silver Moon, F.P.....\$129.50
Harvest Moon, F.P. 119.50	Sun Ray, F.P. 189.50
Cigarolla V 50.00	Pace Reel Comb. 279.50
	Cigarolla XV 79.50

COIN MACHINE DISTRIBUTING COMPANY

5746 BAUM BLVD. HILAND 7000 PITTSBURGH 6, PA.

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We are exclusive distributors for the Hamilton Manufacturing Company, manufacturers of the finest line of money boards, push cards and other sales stimulators. Make plenty of extra money by operating or selling this outstanding line of money boards to your regular trade. Here is one line that does not require the services of high priced mechanics, and you can be sure of never getting a service call. Get on the Bandwagon—let us send you our latest illustrated folders and price lists.

B. D. LAZAR COMPANY

1635 Fifth Avenue (Phone: GRant 7818) Pittsburgh 19, Pa.

MUSIC-SUPPLIES ACCESSORIES

1 Wurlitzer Victory Keyboard	Each \$525.00
1 Wurlitzer 81	165.00
2 Wurlitzer 716	125.00
5 Wurlitzer 412	90.00
1 Wurlitzer 41	65.00
3 Wurlitzer Twin Twelve	115.00
1 Seeburg Vogue, ES	335.00
1 Seeburg Regal, ES	250.00
1 Seeburg 12	60.00
2 Rock-Ola De Luxe	335.00
1 Rock-Ola 12	75.00
3 Panorams, Latest Wipers	300.00
3 Solo-Vues, Latest Wipers	365.00

WALL-BOXES

3 Packard	\$ 35.00
5 Wurlitzer #120	32.50
25 Wurlitzer #100	17.50
10 Buckley Lite-Up	15.00
15 Buckley Chrome	8.00
13 Keeney	2.50
8 Seeburg Selectomatics	7.50

ACCESSORIES

5 Wurlitzer 412 to 500, Tone Arms	\$ 20.00
10 Seeburg Pick-Up Heads	20.00
1 Wurlitzer Speaker	25.00
3 Wurlitzer 412 Amplifiers	30.00
7 Wurlitzer 616 Amplifiers	35.00
3 Wurlitzer 24 to 500 Amplifiers	50.00
2 Wurlitzer 700 to 950 Amplifiers	75.00
1 Wurlitzer 61 Amplifier	35.00
2 Rock-Ola Amplifier	25.00
7 Wurlitzer 412 Speakers	10.00
6 Wurlitzer 616 Speakers	15.00
20 Wurlitzer P12 Speakers	12.00
1 Wurlitzer 61 Speaker	9.50
1 Rock-Ola Speaker	12.00
3 Wurlitzer #304 Stoppers	22.50
8 Wurlitzer #300 Adaptors	25.00
2 Wurlitzer #130 Adaptors	32.50
7 Seeburg Motors	22.00
3 Wurlitzer Motors	17.50
2 Rock-Ola Startling Motors	17.50
100 Wurlitzer Record Tray Holders	1.00
Wurlitzer P12 Speaker Cones	4.50
Panoram Splicer Kit	25.00
1 Wurlitzer Coin Divider	20.00

SPECIAL FOR THIS WEEK!
500 Wurlitzer Casters for All Models, 12 Record to Model 700. Per Set of 4\$1.25

WRITE FOR ANY PARTS YOU DON'T SEE LISTED!
All Mds. Subject to Prior Sale!
50% Certified Dep., Bal. C. O. D. or Sight Draft.

AMERICAN COIN MACHINE COMPANY
437 Elizabeth Ave., Newark 8, N. J.
Phone: Waverly 3-1500

CENTRAL OHIO QUALITY BUYS

"THERE IS NO SUBSTITUTE FOR QUALITY"

5c BLUE FRONTS, Late, Knee Action, C. H.	\$229.50
10c BLUE FRONTS, Late, Knee Action, C. H.	269.50
10c EXTRAORDINARY, LATE, Knees, C. H.	269.50
5c CHERRY BELL, 3/10 P. O., Late, Knees, C. H.	249.50
25c CHROME BELL, Original, 3/5 P. O., A-1	Write
25c WAR EAGLE, Late, Knees, C. H., 3/5 P. O.	315.00
5c WAR EAGLE, 3/5 P. O., Knees, C. H.	189.50
2-5c MILLS CLUB CONSOLES, 3/5 P. O., Drill Proof	Write
2-5c JENNINGS SILVER CHIEFS, 3/5, A-1	239.50
1-5c JENNINGS CLUB CHIEF, 3/5, A-1	219.50
10c CHROME BELLS, Original, Late, A-1	Write
40 LOCKED BOX STANDS, Keys, Bars	19.50
5 COLUMBIAS, Cig. Reels or Fruit	69.50
2 HEAVY SAFES, Double A-1	79.50
1 DOUBLE SAFE—2 Doors, A-1	79.50



Woolf Solomon

CONSOLES

50 JUMBO PARADES, C. P., Late, New Finish	\$129.50
15 JUMBO PARADES, F. P., Very Clean	99.50
10 SUPERBELLS, Convertible, F. P.-C. P., A-1	339.50
7 BALLY CLUB BELLS, Comb. F. P.-C. P., Coin Mult.	299.50
4 KEENEY KENTUCKY CLUBS, 7 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

ZOMBIES	\$59.50	HOME RUN, '42	\$89.50	SEA HAWKS	\$52.50
A.B.O. BOWLERS	59.50	MIAMI BEACH	69.50	SPOT POOLS	79.50
SHOW BOAT	59.50	VICTORY	99.50	SPOT A CARD	89.50
STRATOLINER	49.50	SILVER SKATES	59.50	WORLD SERIES, Conv.	79.50
SPORT PARADE	55.00	BOLAWAY	79.50	MILLS OWL	109.50
ZIG ZAG	69.50	HOROSCOPE	55.00	SUNBEAM	65.00
ALL AMERICAN	49.50	SKY RAY	49.50	SPARKY	99.50

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

CENTRAL OHIO COIN MACHINE EXCHANGE
514 S. HIGH ST., COLUMBUS 15, O. Phones ADams 7949, ADams 7993.

ECONOMY'S REPUTATION IS NATIONWIDE!

WE SUPPLY THE ENTIRE INDUSTRY WITH PARTS AND SUPPLIES!
GENUINE SEEBURG AND BALLY GUN LAMPS IN LOTS OF 10 . . . 60c EACH
WRITE FOR SPECIAL PRICE IN LOTS OF 100!

BALLY MOTORS FOR RAPID FIRES	Small Quantity on Hand—Write Immediately for Price!
RESISTORS FOR CHICKEN SAMS. EACH	\$1.50
7½, 15, 25, 40 WATT LAMPS—120 TO CASE, INCLUDING FEDERAL TAX. PER CASE	\$9.50
10 WATT LAMPS—120 TO CASE, INCLUDING FEDERAL TAX. PER CASE	\$10.75

TERMS—1/3 Deposit With Order, Balance C. O. D.
WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.
ECONOMY SUPPLY COMPANY
615 TENTH AVE., NEW YORK CITY (Phone BRyant 9-3295)

C & P SALES COMPANY

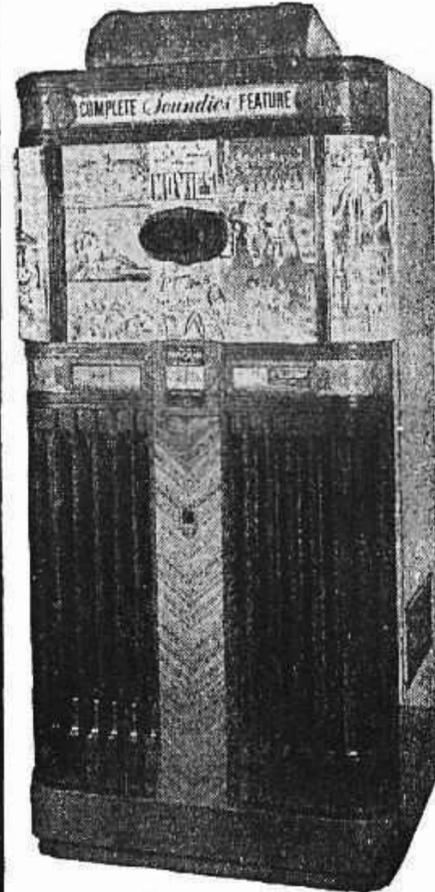
407 Madison Ave. 5-4576 Memphis, Tenn.

CONSOLES		SLOTS	
Keeney's 4-Way Super Bell, 3-5c, 1-25c Slot (Factory Rebuilt & Refinished)	Write	5c Mills Blue Fronts	\$169.50 Up
Paces Saratoga, C.P., Late Model	\$ 99.50 Up	10c Mills Blue Fronts	210.00 Up
Mills Jumbo Parade, High Head, OP	89.50 Up	25c Mills Blue Front	299.50 Up
Watling Big Game, High Head, OP	89.50 Up	5c Mills Cherry Bell	225.00
Jennings Fast Time, F.P.	89.50	10c Mills Cherry Bell	249.50
Jennings Fast Time, C.P.	99.50	25c Mills Cherry Bell	325.00
Galloping Dominoe	325.00 Up	25c Jennings Airplane Silver Chief	289.50
Jennings Multiple Slot Liberty Bell	59.50	10c Jennings Chief	179.50
Jennings Multiple Racer	59.50	5c Watling Rotatop	107.50
Keeney's Kentucky Club	59.50	5c Jennings Chief	149.50
Jennings Silver Moon, C.P., 5c	122.50	5c Pace Comet, All Star	122.50
Jennings Silver Moon, 25c, C.P.	189.50	10c Pace Comet, All Star	179.50
Roulette, Jr.	227.50	Columbia, Jackpot	89.50
Paces Spinning Reels, C.P.	117.50	Columbia, Gold Award, Front and Back Pay	69.50

ALL ABOVE SLOTS HAVE BEEN REFINISHED AND RECONDITIONED
SLOTS OVERHAULED AND REFINISHED FOR \$35.00 EACH
1/3 Cash Deposit With Order, Balance C. O. D.

Are You Interested in Additional Income?

START YOUR OWN ROUTE OF COIN OPERATED "SOLO-VUE" Moving Picture Machines Full or Spare Time!



PRICE ONLY \$495.00
Write for Complete Information!
GEORGE PONSER CO.
DEPT. B, 763 S. 18TH STREET
NEWARK, N. J.

SLOT MACHINES

First class condition, mechanically and in appearance

2 5c Mills Futurity, 3-5	\$150.00 Ea.
1 5c Mills War Eagle, 2-4	100.00
1 5c Mills Q.T. Bell	85.00
6 5c Mills Blue Front, Sgl. J.P.	185.00 Ea.
1 5c Jennings Big Chief	160.00
1 5c Pace DeLuxe Slug Proof	100.00
1 10c Pace DeLuxe Slug Proof	130.00
1 5c Pace All Star Comet	85.00
2 10c Watling Rola Top, 2-4	95.00 Ea.
1 25c Mills Melon Bell	Write
1 25c Mills Blue Front, Sgl. J.P.	Write
1 25c Mills Chrome Bell	Write

Terms: 1/3 Deposit, Balance C. O. D.
AUTOMATIC COIN MACHINE CORP.
338 Chestnut St. SPRINGFIELD, MASS.
Phone 4-1109.

HIGHEST CASH PRICES FOR USED SLOTS & CONSOLES
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

CAN'T BE BEAT
1 Challenger A.B.T. \$20.00; 2 A.B.T. Target Skills at \$17.00 each; 1 Black Jack, \$3.50; 1 Spark Plug, P.O. \$12.50; 1 Q.T. Glitter Gold, 5c, like new, \$95.00; 2 Blue Fronts, 5c, at \$210.00 each; 2 Folding Stands, \$3.50 each; 1 Coin Chute, new, for Vest Pocket, \$2.50.
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3147 Locust St. ST. LOUIS, MO. **CALL NOVELTY CO.**

SALESBOARDS

Deluxe Quality Boards — 24-Hour Service.

Holes	Name	Price	Profit
1000	5c Nickel Charley, Definite	\$17.00	\$.98
1000	5c Double Finn, Definite	24.50	.98
1000	25c J.P. Charley, Thlok	52.00	1.55
1000	5c J.P. Home Run	27.00	1.79
1000	5c Jumbo "Big Stuff"	19.91	1.85
1184	5c Jumbo Hole Bingo	20.70	1.82
1000	5c J.P. Big League	25.75	2.11
1000	5c J.P. Jumbo Ten Big Fin.	25.20	2.24
1200	25c J.P. Texas Charley	102.28	2.32
1000	5c J.P. 7 Lucky Dogs	28.00	2.39
850	5c J.P. Jumbo Pin Ups	21.91	2.71

New Wide Variety 1c to \$1.00 Play. Write for List.
DELUXE SALES CO.
BLUE EARTH, MINN.

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 8.50 20.79
AVERAGE PROFIT\$24.71

It's a counter-hopper that really m-o-v-e-s. Five \$50.00 and Five \$25.00 possible winners keep 'em punching.
ORDER AS: 910 JUMBO DOUGH—25¢ PLAY
 TAKES IN: 810 @ 25¢\$227.50
 PAYS OUT: Av. J. P. \$55.55
 Consolations 78.00 133.55
AVERAGE PROFIT\$ 93.95

GARDNER & CO.
 2309 ARCHER • CHICAGO

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.

\$179⁵⁰ SHOOT THE JAP

RAY-O-LITE GUNS
 1/3 Deposit, Balance C. O. D.

The most thorough and complete "Chicken Sam"—changeover to "Jap" Ray Guns. Appearance and performance equal to a brand-new machine. Finished in solid blue lacquer with black trim. Send us your certified check for \$179.50 to save C. O. D. charges, or \$60.00 with your order—balance of \$119.50 C. O. D.

COIN MACHINE EQUIPMENT CO., INC.
 1346 Roscoe St. DIVERSEY 3433 Chicago 13, Illinois

JA/FRE JA/FRE JA/FRE

JA/FRE MEANS "JOE ASH—FINEST RECONDITIONED EQUIPMENT"

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ACTIVE AMUSEMENT MACHINES COMPANY

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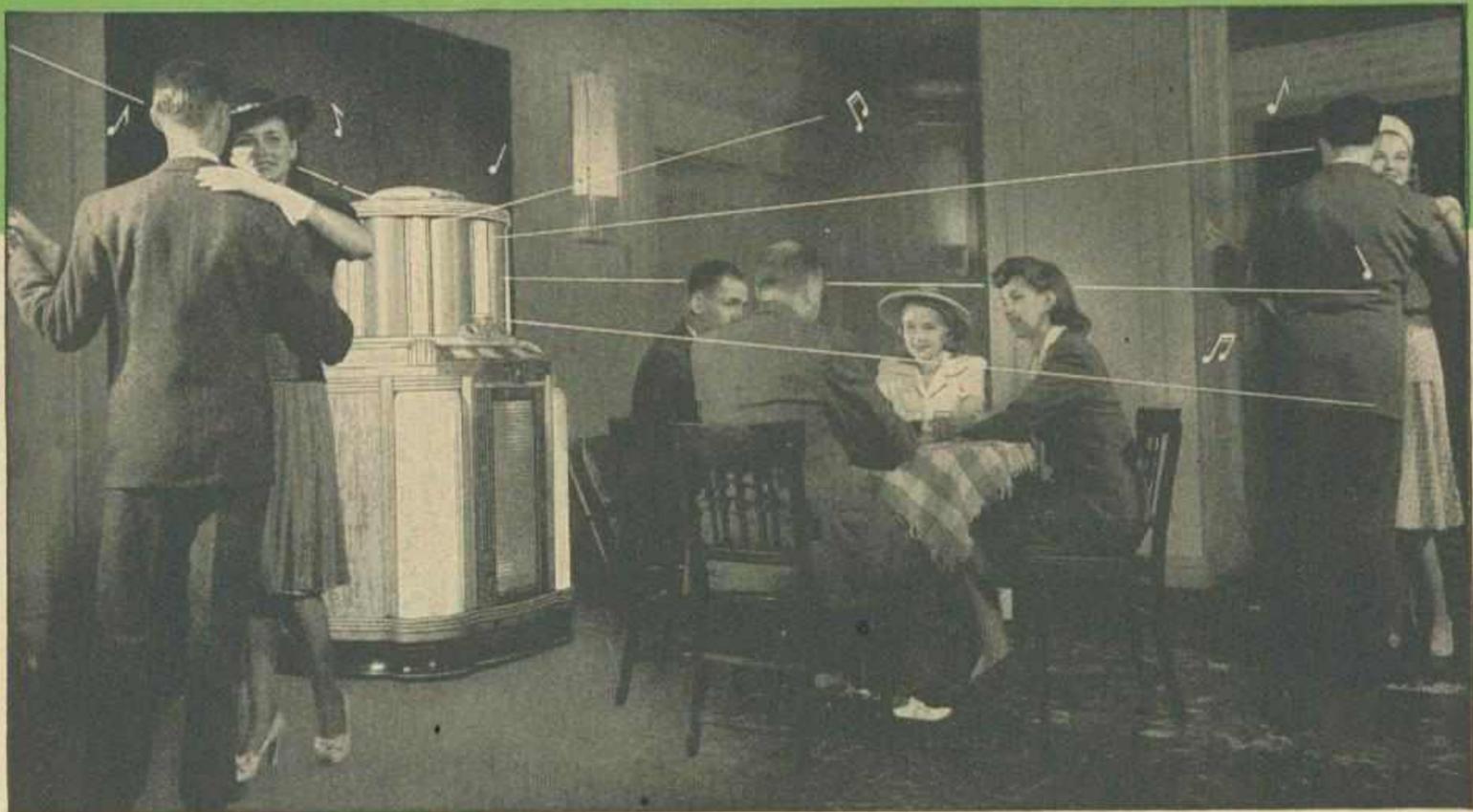
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SPEAKER
WAS
DOWN
HERE**



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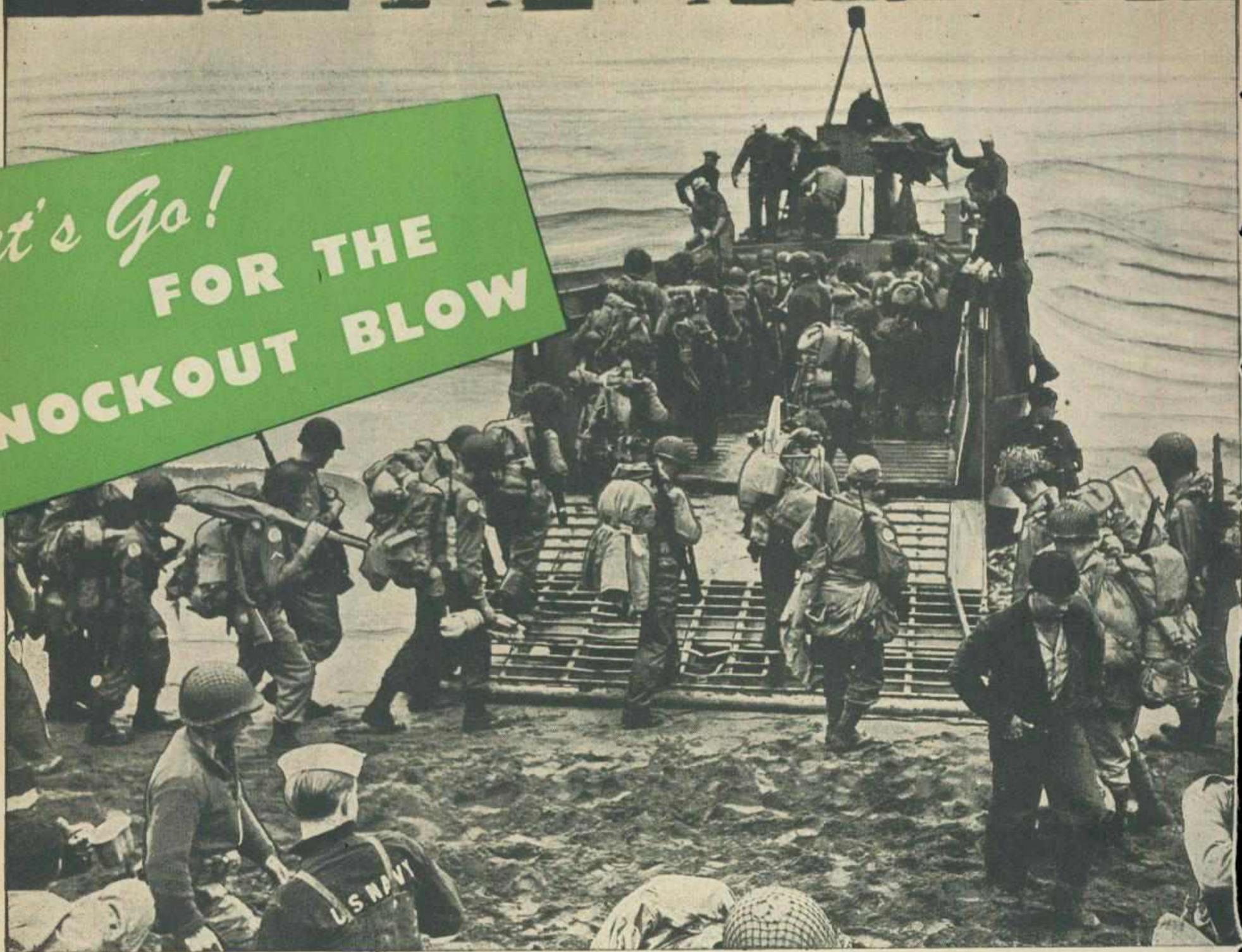
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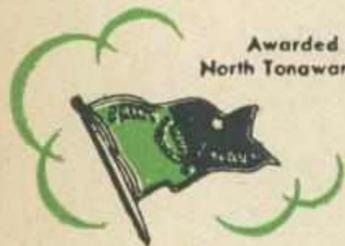
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