

The **Billboard**

SEPTEMBER 9, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

DOLLARS FOR FLACK SENSE

MUSIC

**Air Groaners & Thrushes
Rated for First 7 Months**

LEGIT

**Advance Indications Point
To Top Stem Drama Season**

TELEVISION



BILLIE ROGERS

The Girl With the Horn Now Fronts Her Own

(See page 4)

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DOLLARS FOR FLACK SENSE

Brazil Again Buys U.S. Acts

Names get best dough but warblers booked, too—six-week contracts

NEW YORK, Sept. 2.—Brazil, which to all intents and purposes has been out of the talent market since the war started, is interested again in a big way. Before the war Brazil, and more specifically Rio De Janeiro, was interested in novelty acts. From time to time some singers were bought, but chatterers were out. Primary interest, however, was in names.

Few months ago L.A. talent buyers began nibbling in the American show market. Interest, however, was still on names. Argument was that with the expense involved and the difficulties of getting plane priorities only name acts would be booked. In the past few weeks all this has changed.

For while the basic demands remain the same, the Casino De Urca group, which runs six spots in Rio, is now asking for almost any kind of talents. Group still prefers novelties but where it hesitated to buy warblers a few months ago, it now wants them.

Biggest dough, of course, will still go for names. Any act which has acquired a radio rep or has sold disks is in greatest demand, but standard turns are also being dickered for. Swing organists, for example, can practically write their own tickets.

Financial lure is a six-week contract with options. Plane transportation, both ways, is paid before the act leaves the U. S. Pay is in American currency and tax is 8 per cent.

Where props are too heavy or cumbersome to be taken along, the Urca group will arrange for blueprints to be copied in New York, these will be sent down, props will be reproduced.

Herman Halkoff, New York per center, with a long-established branch office in Rio, seems to have the edge on the available business and is currently dickered with acts to start immediately.

G. I. Peacetime Entertainment Conference

NEW YORK, Sept. 2.—With victory looming in the European theater of war, the army is going into motion to set up an entertainment program for the men who will be rendered static by the end of hostilities.

Brig. Gen. Joseph W. Byron, director of the Special Service Division of the War Department, will stage a two-day conference here for the purpose, beginning September 7. The huddle will take place at the Harvard Club, and about 20 key figures from the entertainment industry, believed to include the officials of various theatrical unions, agents and showmen, are being invited to the chn-fest.

The purpose of the conference, as stated in a confidential memo being circulated among those invited, is to advise the Special Service Division on the formation of an entertainment program for the armed forces. Byron's memo states that the present amusement set-up will have to be readjusted "concurrent" with the cessation of fighting. Presumably the army envisions the possibility of keeping enough troops in various places to require the development of a formal program for their recreation.

Hub Censors Help Flacks Get Space for Two Shows

BOSTON, Sept. 2.—The one way to be certain of front-page publicity in Boston is to get your show (or book) banned or censored. Advice to flackers: If you can't plant this, you can be fairly sure that sooner or later some one of the guardians of the Hub's morals, official or self-appointed, will obligingly step in.

Banned this week was *The Drunkard* famed 100-year-old meller, skedded to open at Jack Brown's Casa Manana nitery Thursday night. Heavily scissored was Meyer Davis's production of *Wallflower* opening Monday at the Plymouth Theater. Hub papers and the national wire services obliged by splattering the stories all over the front pages, with pictures. It was a press agent's dream.

It was the Boston licensing board which pointed a puritanical finger at *The Drunkard*. Altho never before presented here in a nitery, the old-time temperance drama has been produced time without number here since its first opening at the Boston Museum in 1844. But Chairman Mary E. Driscoll said that the board "does not approve" presentation of the drama in "a place licensed to sell alcoholic beverages."

It was off again on again Finnegan

for the play Thursday. At first only a title change was requested or "there will be trouble," said Miss Driscoll. But finally the board banned it altogether. Then members of the cast got together under Producer Russ Offhaus's direction and cooked up a series of vaudeville acts, including the olio from *The Drunkard*, and the finale.

At that point Lee Ryan, AGVA representative, stepped in. The performers, he said, had been rehearsing four weeks. They were in danger of being put out of a job by the board's arbitrary ruling. A hearing for Tuesday was requested. When questioned, Miss Driscoll admitted that none of the board members had seen the play, and that was basis for a number of editorials which appeared in Friday's papers. Both *The Herald* and *The Globe* soundly lambasted the licensing board for its "pruriencey."

Political Slants

There were whispered political repercussions to all this, too. It was said that gubernatorial candidate, Mayor Maurice J. Tobin, frowned on the banning, especially since the board members had not seen the production. But it also was re-

(See *Censors Aid Flacks* on page 31)

Minn. State Fair Board Has Accuser Arrested, Alleging Libel Over Midway Charges

Directors Declare Talk "Irresponsible"

ST. PAUL, Sept. 2.—Rev. Henry J. Soltau, crusading head of the Minnesota Good Government League, who caused arrest of 18 midway workers at Minnesota State Fair here this week on charges of operating gambling devices or presenting off-color shows, yesterday was arrested himself on a warrant signed by Raymond A. Lee, fair secretary, accusing the clergyman of making untrue, false and libelous statements about the fair.

Arrest of Soltau climaxed a week of maneuvering during which he demanded the arrest of concessionaires after he and the secretary of his Good Government League, O. H. Chader, had allegedly spent \$9 at bingo and blanket booths "without winning anything." Soltau also caused the arrest of Pearl Biegen, 19, Duluth, who enacted a Lady Godiva role in a midway Girl Show, charging her with off-putting on an indecent performance.

Criminal warrant against Soltau, served on him by a deputy sheriff as he entered the fairgrounds police station, alleged that he did knowingly, willfully and maliciously state, deliver and transmit

to certain reporters . . . untrue statements concerning the complainant and others constituting the management of the Minnesota State Fair . . . in violation of the State law."

Soltau told Twin Cities newspaper reporters on Thursday that the fair management was making the fair "a den of thieves" and that "minors by the hundreds play gambling devices, look at partly nude women and pictures in Arcades and Slide Shows, where they get their first lessons in crime and immorality."

When arrested, he is said to have told William G. Parker, chief of police at the fairgrounds: "You gentlemen can put me in jail, but I'm not furnishing any ball." Whereupon Parker ordered Soltau jailed. "This isn't anything new to me," reportedly said Soltau, who, police said, several years ago served a prison term on a perjury charge growing out of his crusades.

A short time after Carl J. Sedlmayr, general manager of the Royal American (See *Minn. Board Hits* on page 32)

Space Payoff Stunts Tabbed

Editors tell likes and dislikes in The Billboard's night club flack poll

By Paul Ross

NEW YORK, Sept. 2.—Patriotism, giving the underdog a break, using a novel approach even if costs plenty dough, and suiting one's practices to the times—these are the four payoff nags which any flack, night club or hotel, ought to ride to win in the publicity sweepstakes of 1944.

That is the major conclusion to be drawn from *The Billboard's* Sixth Annual Night Club-Hotel Publicity Poll, first results of which appeared last week.

It is a conclusion which is not necessarily new in itself. Certainly, the smartest flacks have realized at least part of it as shown by their work. But, thru its poll, *The Billboard* has proven the truth of this conclusion. It is a conclusion with implications for all of showbiz, not just the night club-hotel industry.

The fact is that there are beaucoup dollars in good flack sense. This is important now as never before, for showbiz must fight for newspaper and magazine space and radio time.

Despite alleged cynicism, the boys who (See *N. C. Flack Stunts* on page 23)

St. Louis Muny Opera Turns In A Top Season

ST. LOUIS, Sept. 2.—St. Louis Municipal Opera, which closed the 1944 season Sunday (27), drew a total of 832,429 patrons for 83 performances. This was the second largest take in the 26 years of the Forest Park amphitheater history, being exceeded only by the attendance record established last season, when 835,363 people witnessed 86 performances. The season just closed was notable for having no performance canceled because of rain. On two nights the performances were stopped by rainfall after the rain-check deadline. The only other season where all performances were given without rain cancellation was in 1936. The season will show a surplus, which will be used for necessary repairs and improvements at the Forest Park plant.

One thousand seats nightly were set aside for members of the armed forces without charge, the 88,000 tickets being distributed thru the USO. A total of 30,000 underprivileged adults and children also were guests during the season, in addition to the 1,700 free seats at the topmost part of the theater which again were made available to the public.

The Open Road, a new vehicle, which opened the season, drew a total of 83,319 in 11 nights. Victor Herbert's *Naughty Marietta* drew the largest weekly attendance, 73,877, while another Herbert work, *The Red Mill*, was second with 72,606. Attendance for the other productions were: *The Vagabond King*, 71,089; *Maytime*, 70,128; *Rio Rita*, 69,532; *Irene*, 68,284; *Hit the Deck*, 66,702; *The Bohemian Girl*, 66,291; *Eileen*, 66,263; *Good News*, 62,648, and *Music In the Air*, 61,690.

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Amuse. Ad Lineage Down In War Areas But Up in Nation's Play Centers

N. Y., Chi, L. A. Up; Detroit, Cleveland Down

NEW YORK, Sept. 2.—Amusement ad lineage, following the trend of the wartime hubs toward increased population and increased spending, shows an up-beat in papers published in the major coastal cities, fronting or near the oceans, and shows a drop in the inland sections of the country for the first six months this year.

Media Records, Inc., is the info source

providing the comparison for 15 cities from different sections of the country. As expected, the Eastern Seaboard leads the nation, topped, of course, by New York's 4,012,216 total that was broken down in last week's issue of *The Billboard*.

Manhattan's total is followed by the Windy City's aggregate of 2,263,353. Chi jumped 686,851 lines over last year's January-June figure. Los Angeles is next in line and tops the Pacific Coast section with a jump of 59,787 lines to a 1944 aggregate of 1,886,606.

Chief drops were taken by Detroit and Cleveland, the former slumping off from

	1943	1944	Increase	Decrease
New York	3,863,246	4,012,216	148,970	
Boston	1,295,639	1,317,919	22,280	
Philadelphia	1,018,587	1,044,675	26,088	
Atlanta	380,488	361,658		18,830
Baltimore	690,152	661,308		28,844
Miami	411,076	427,878	16,802	
Washington	1,017,049	1,061,305	44,256	
New Orleans	946,109	986,539	40,430	
Chicago	1,576,502	2,263,353	686,851	
Detroit	1,228,028	954,701		273,327
Cleveland	937,815	756,330		181,485
Dallas	398,817	319,740		79,077
Fort Worth	377,186	338,057		39,129
Los Angeles	1,826,819	1,886,606	59,787	
San Francisco	1,364,011	1,409,041	45,030	

1,228,028 lines last year to 954,701. Cleveland went from 937,815 to 756,330, while Atlanta, Baltimore, Dallas and Fort Worth also dropped. In all, nine of the 15 cities tabbed in the six-month chart increased showbiz lineage over the corresponding period in 1943.

MBS Snags Your America Via Sun. Slot

Net Going After Travel Biz

CHICAGO, Sept. 2.—*Your America*, Union Pacific's weekly salute to the industries of the United States, will move from NBC to the Mutual Network October 8. Show has been on NBC since January, 1944, and is said to be moving because MBS is able to clear Sunday time. NBC now carries the half-hour program, Saturdays from 4 to 4:30 p.m. (CWT). When it goes Mutual it will be heard on 110 stations Coast to Coast Sunday from 3 to 3:30 p.m. (CWT).

Sale of Mutual time, calling for a 52-week contract, was made by Dan Orth, of the net's Chicago office. Caples Company, of Chicago and Detroit, will remain as the agency in charge of the account. The Mutual program will continue to originate in Omaha. Net's station in that city, KBON, will originate the program. No change in format is contemplated.

Moving of the Union Pacific's show to Mutual has been seen by the trade as the beginning of a concentrated move on the part of the net to sell more time to the transportation companies, which will be looking for radio time in the post-war era (*The Billboard*, September 2). It is known that Mutual has a couple of more transportation companies nibbling at the hook, and it is expected that one will sign up in about a month.

BILLIE ROGERS

The Girl With the Horn Now Fronts Her Own

SHE'S been tooting her horn since she was nine, but it took a Columbia pic to get Billie Rogers her big-time opportunity with Woody Herman. Billie was fronting her own small combo when a pic scout saw her and sold her into doing a short for the Columbia Studios. Woody gave her the eye while they were shooting her tooting and within 24 hours after he signed her she was waxing her first Decca recording and playing with the Herman band at the Palladium, Los Angeles. She's good with that horn.

She stayed with the Herman ork for two and a half years before she got the yen to front her own bunch of men, and now, because she's solid as a musician as well as decoration in front of a band, Billie Rogers, her trumpet and her orchestra are on their way to places—key location spots. They're spots she's known when she played with Woody and they'll be welcoming back the first girl sideman they ever featured with a name band.

She's U. of Montana and knows what the campus crowd wants. She sings as well as she plays that trumpet and the band really rides with her. Yes, Billie Rogers is on her way to prove that a top band can be and will be fronted by a fem.

Uncle Will Whip Old Sidemen Into Shape and Train New Ones

NEW YORK, Sept. 2.—Uncle Sam's going to do all right by musicians now in the armed forces when that post-war era rolls around.

When Johnny comes marching home the Veterans' Administration will be on the job to give him a musical education—return him to his former skill is the phrase—and if Johnny is under 25 he may get up to four years of instruction, with \$500 a year to pay the school and 50 bucks a month for his board and keep. Those over 25 get only one \$500 school donation under present interpretation of the G.I. Bill of Rights. Those with dependents can collect \$75 for food and rent.

Under the terms of the G.I. Law, 52 Veteran Administration offices are today drawing up lists of "approved schools" where refresher courses are to be made available for musicians coming out of uniform. Flock of schools is expected to spring up much as aviation schools blossomed in early days of the war when need for pilot training was greatest. Requests for inclusion in these approved school lists are likely to pour in on Vet Administration in next few months.

Two Years To Start

Discharged G.I. tooter does not have to apply for training as soon as he gets his discharge, but may begin any time within two years after he becomes a civilian, or two years after end of war, whichever is longest. While emphasis is on former talent and "returning men to skills," it is obvious four years of musical instruction would carry most under 25 years far beyond their proficiency at the time of shouldering arms.

Transmitters Involved In Peacetime Gov't Disposal

WASHINGTON, Sept. 2.—Radio biz has a big stake in surplus property disposal bill now headlined in congressional debate, as nine short-wave OWI outlets are at stake as well as several in stage of processing, in addition to unscored army and navy air holdings.

OWI outlets alone run into \$5,000,000, while Defense Plant Corporation has estimated stake of \$1,500,000 in same field.

Policy has not been determined regarding OWI short waves once shooting stops and guesses here range from immediate disposal, as Congress seems to favor for all war acquired props, to State Department control for democratic re-educating into Nazi Germany, and good will south of the border.

East Coast outlets involved: WOOC, WOOW, WNRA, WNRI, WNRX, WLWK, all 50 k.w. West Coast: KGEX, KWIP, both 100 k.w., and KWIX, 50 k.w.

All transmitters are government owned tho located on private premises.

Training for musicians before leaving the service is also forecast in plans now in the making under the guidance of the Special Service Division of the army. Orks and bands will be organized during the demobilization period and every opportunity given men to come back in their chosen professions. For the violinist who left the first chair of a symphony ork to fight for his country and has fingered only a tommy gun in the interim, this will be of considerable advantage. Many of the 30,000 now playing in uniformed musical units will doubtless be anxious to get back to earning (*See Uncle To Whip 'Em on page 31*)

L. A. To Be NBC Tele Key Point

WASHINGTON, Sept. 2.—NBC shift in West Coast tele plans now call for Los Angeles outlet instead of San Francisco and Denver and mean that net has reached five outlet limit ruled by FCC in May.

Application for L.A. outlet was filed with FCC by NBC Wednesday (30) when San Francisco, Denver outlet requests were withdrawn.

L.A. filing gives tip-off on NBC Coast-to-Coast set-up if FCC persists in rule-of-five. NBC now has WNBT in New York and would add others in Washington, Cleveland, Chicago and Los Angeles.

CBS, still experimenting in higher frequencies, looks dwarfed, on paper at least, by NBC plans. CBS has WCBW in New York and is asking for experimental channels in Chi and New York only.

Processing now includes two West Coast Defense Plant Corporation-owned properties with one 200 k.w. each and also one 50-k.w. dual output transmitter.

Army and navy air communications holdings are closely guarded secrets, naturally, and hence no dope will be available to industry until peacetime inventory. Guess here is that plenty will be turned back to private channels once the army and navy has completed its number one assignment, victory.

Mr. Whiskers Gets More From Radio And Platter Sales

WASHINGTON, Sept. 2.—Collections of documentary stamp taxes for radio sets, phonographs, components, etc., amounted to \$281,758 for July, 1944, as against \$245,153 for July, 1943.

Collections on phonograph records for July totaled \$124,562 as compared to \$84,354 for same month in 1943, indicating a heavy upage of platters distributed to retail trade.

ASCAP Bd. to Mull Visual Music Usage

NEW YORK, Sept. 2.—ASCAP board of directors will meet in a special session in September to discuss television rights for publishers. At the regular monthly meeting of the board, Thursday (24), it was decided not to form a special committee under Deems Taylor to study television, but to have the board serve as the committee.

At the meeting, according to reports handed in, during July, had the smallest percentage figure for overhead in the history of the society. Usually the figure runs around 20 to 22 per cent but last month, figure was under 17 per cent. Financial report for the month showed unusual high collections for summer.

Hampton-Russel 1-Nighter

ST. LOUIS, Sept. 4.—Lionel Hampton and Snookum Russel orks played for Dance Promoter Jessie J. Johnson here today at Dance Auditorium.



Names and addresses of all music publishers throughout the country (and their affiliations) will be printed 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 everyone in music from the boogie-woogie boys to the Bach-lovers will be talking about the '44 MYB.

<p>STOCK TICKETS</p> <p>One Roll \$.75 Five Rolls 3.00 Ten Rolls 5.00 Fifty Rolls 17.00 100 Rolls 30.00</p> <p>ROLLS 2,000 EACH. Double Coupons. Double Prices.</p> <p>No C. O. D. Orders. Size: Single Tkt., 1x2".</p>	<p>You Loan Your Money — They Will Give All!</p> <p>For</p> <p>TICKETS</p> <p>Of Every Description</p> <p>THE TOLEDO TICKET CO. Toledo (Ticket City) 2, Ohio</p>	<p>SPECIAL PRINTED Cash with Order. Prices:</p> <p>2,000 \$4.29 4,000 4.83 6,000 5.87 8,000 6.91 10,000 7.15 30,000 10.45 50,000 13.75 100,000 22.00 500,000 88.00 1,000,000 170.50</p> <p>Roll or Machine Double coupons. Double prices.</p>
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Ad Agencies Prepping Biz Battle

Basin St. Life Said To Be Cut Just 8 Weeks

NEW YORK, Sept. 2.—Blue's Chamber Music Society of Lower Basin Street will go off the air in eight weeks, according to reliable trade sources. It is said that the show, which has had several format changes in the past year, is a dead duck because no formula has been hit upon that consistently makes the high-rating brackets.

The trade says that the show had a high hoop as a sustainer, but failed to come thru once it went commercial and the basic idea, hot jazz and sophisticated comedy, was junked. Loss of funnyman Zero Mostel started the downward swing, it is said, and no amount of guest star hypes or style changes has been able to perk up the poor scripting job, according to radio men here.

Many program men say that if the show had been left as it was, a lively session of hot jazz, it would have stayed up with the leaders. Real tip-off on how poorly the show was doing as far as the agency, Lennen & Mitchell, is concerned, says the trade, are recent ratings during Walter Winchell's lay-off when the show went way down, proving that it was riding, in part, on Winchell's listeners.

Two Men Shift Out of Y&R

NEW YORK, Sept. 2.—Paul Rickenbacker, talent head for Young & Rubicam, moves next week to a top executive post at Foote, Cone & Belding. Rickenbacker will handle radio and other media at the agency.

He has been replaced at Young & Rubicam by Stanley Joseloff, who was his assistant there. Joseloff will work closely with Joe Moran, associate director of the Y&R radio department.

At the same time, it was announced that Eugene L. Bresson, radio producer and supervisor for Y&R, had resigned to take over as radio director for the New York office of Sherman K. Ellis & Company. He moves in September 15.

It's a Racket

NEW YORK, Sept. 2.—The early days of broadcasting, when certain top execs were guilty of collecting three ways to the center, are on the way back in. This time the double-take racket is tied up with South American radio. Stations are submitting for payment statements of broadcasts made that never hit the ether. Radio execs of agencies are collecting for "translations" from the authors who are selling scripts for export, in at least one case, getting a 50-50 split. Add to this the fact that, in some agencies, more than half of the spot announcement material sent to S. A. stations is so bad that it's thrown in the waste basket and the ache is fairly evident. As at least one export manager pointed out, export radio, in certain cases, is working toward a beautiful bust-up.

Key agencies, realizing that they may also be caught in the bust-up despite their own clean slates, are planning elaborate cost records which will be submitted to clients with their monthly invoices. With no standardization of billing or Four A control only the tightest of agency controls can keep ad orgs in the clear.

Editorial

Won't Radio Ever Learn?

The radio broadcasting industry has always been particularly inept in its approach to the public relations angle of the industry's various and sundry problems. For a business dealing in public appeal, radio has consistently muffed the ball when it came to handling itself in public appeal affairs.

Typical of radio's fumbblings is its actions recently in the matter of the women's army corps advertising campaign. As most everyone knows, the new WAC recruiting drive called for paid ad copy in newspapers, not on the air.

Radio, thru the NAB, its trade association, raised a rumpus and won commercial status for its airings of WAC plugs. Now, having won it, radio doesn't know what to do with it.

Stations are loaded with commercial business, need the WAC dollar like a hole in the head since: 1. They don't have time available to spot the business. 2. Won't keep much of the dough they get for it, not after the excess profits taxes get to work.

In addition, and even more important, radio for the first time has lowered itself to the level of its newspaper and magazine competition. Radio has thrown away one of its prime assets. Here's why:

The broadcasters, fearful of government station operation, have repeatedly said to Uncle Sam, "Just tell us what you want and we'll get it for you." And time and time again radio has come thru. When every other media failed, radio has stepped in and saved the day.

Radio did a job in recruiting, in War Bonds, in the scrap drive, in wastepaper, in this, that and the other thing. Everything and anything that the government wanted for the war effort radio did and delivered. And radio did it as a public service in wartime.

And by so doing radio put the newspapers and magazines to shame. We not only did it, we did it better—in fact, best of all—and we did it freely and willingly and all the time.

Now, because its competitors are shortsighted and hungry, radio lets itself get sucked into the same position. Mind you, you broadcasters, radio will do a job here just as it has done in the past—it damn well has to. But radio now is no longer the public servant.

Sure CBS and NBC and probably others have gone on record against taking dough for a war-effort assignment. But the damage is and has been done. So far as the record is concerned, and the record has a way of coming out in the open at embarrassing times, the radio industry is no better than its competition. It's a situation that smears the full field, not just the greedy ones.

What some people in the trade want to know is, "What did radio gain by this spectacle of greed?"

The answer is, "Money they don't need and won't keep; business they don't need and can't handle." It all adds up to just one simple word, "nothing."

Bendix Radio Set To Invade Radio-Set Field

NEW YORK, Sept. 2.—Bendix Radio, part of the General Motors industrial set-up, is going after the post-war civilian radio set market. MacManus, John & Adams, Detroit ad agency, have the account and are working up programs.

General Motors has been in radio for some time, mostly via Delco, which makes the radios installed in the various GM autos. Also on the record are a couple of none-too-energetic attempts, in the last decades, to market a consumer radio set.

The coming Bendix campaign stacks up as the full-blown attempt, by GM, to scale the competitive walls of retail radio set production, distribution and sales.

G. E. Offers Equip't To Video Committee

HOLLYWOOD, Sept. 2.—Use of General Electric's television apparatus was offered by a company spokesman to any group seriously interested in the new medium at meeting of Affiliated Committee for Television. This is the org set up by AFRA, American Society of Cinematographers, Radio Directors' Guild, Radio Writers' Guild, Screen Cartoonists' Guild, Screen Directors' Guild, Screen Writers' Guild and Society of Motion Picture Film Editors. Each guild has contributed a certain sum to maintain offices and research department.

Offer was made by the company in view of the shortage of video equipment for study, due to the war.

Farm Is Delivered To Farmer Via WHCU P.S. Airing

CHICAGO, Sept. 2.—One of the best success stories bandied about the Palmer House lobby, during the NAB convention, was about WHCU, Cornell University station at Ithaca, N. Y., and CBS affiliate. This particular job was in its public service field.

Farmer walked in one afternoon last month. He walked in complete with his wife, mother and a brood of youngsters. He walked in and explained he was a farmer and a good one but didn't have any place to farm; would the station mention on the air that he wanted to farm on shares?

It was an incongruous situation. All these people in denims and overalls in the plush reception room of the station's offices. But they put the announcement on the air and within 20 minutes the farmer had three offers to farm on shares.

He took the first offer that came in and is now doing all right.

Longhairs for CBS

NEW YORK, Sept. 2.—Readers of the long-hair mag, *Musical America*, have tipped the mit to three CBS shows: Philharmonic Symphony, premier of Dimitri Shostakovich's *Eighth Symphony* and *Gateways to Music*, musical portion of the *School of the Air*. All three shows were voted first-place awards in the sheet's annual balloting of its readers for, respectively, the "outstanding program of the year," "best symphony work" and "programs with an educational flavor category."

Lush Times Near the End

Fifteen percenters dressing staff with merchandisers, direct mailers, everything

By Lou Frankel

NEW YORK, Sept. 2.—Several of the smarter ad agencies are quietly stocking their man power and idea arsenals in preparation for the fight for business that is expected in the not-too-distant future. As one top exec put it, "The good times are about over. It won't be long before we're back in the highly competitive selling days of the pre-war world. Right now with the client having very little to sell and no problem in selling what little he has, being an agency man is a cinch.

"We've already brought in, on the quiet, of course, a crackerjack merchandise and mail order exec. When the time comes for commercial instead of institutional commercials we want to be ready to do a complete and integrated sales job."

What these agency men are not saying, for public consumption, is that the return of keen competition will also mean the resumption of the biting and gouging and sniping that makes the ad agency biz so "interesting." Already accounts are beginning to shift from one agency to another for no apparent reason.

No apparent reason, that is, except that someone has sold the client a formula for handling his post-war sales problems. Along these lines a soap product, one of the oldest names in the business, and a duo of drug products have already shifted; even tho their former agencies have done a prime wartime advertising job.

Where they failed, and where the smarter ad men are taking no chances, is in not anticipating the return of cut-throat competition. Not only are the shrewd cookies expecting flank attacks upon their list of clients, but they are readying attacks of their own.

"We're going back to the days of box-tops, coupons, two-for-the-price-of-one, and all the other tried and tested merchandising devices as well as a number of new tricks of our own," smiled one exec. "Anyone that guns for our clients is going to have to top the plans we've made and already discussed with our clients."

Ace up the sleeves of the advance planners in the agency field is the need for keener selling and merchandising within the confines of the cleaner, shorter and fewer commercials now used by radio; and to which the public has become accustomed.

One thing is fairly certain, key agency and advertising radlomen anticipate a rousing revival of "offer" plugs keyed to merchandising and more merchandising. Likewise they look for a rat-race in commercial copy that will run continuity acceptance execs ragged until the agency men and clients remember that the war has changed, among other things, the listeners' taste in commercials.

D-F-S Expands Its ET Dep't

CHICAGO, Sept. 2.—Dancer-Fitzgerald-Sample ad agency had hired E. J. (Al) Eisenmenger to handle management and direction of the outfit's recording studio. Eisenmenger for the past 14½ years was a studio engineer at NBC, Chicago.

The appointment was regarded by trade figures as part of the agency's plan to do all its own waxing and perhaps go after some biz from the smaller boys.

Eisenmenger will work out of Chicago.

NAB CHI CONCLAVE A BUST

Back Pat and 2 Panels Okay

Not enough to pay off the more than a thousand who left station and home

NEW YORK, Sept. 2.—The 22d annual meet of the National Association of Broadcasters which concluded yesterday at the Palmer House, Chicago, was a bust—a big, bouncing, beautiful bust in so far as producing anything of value for the 1,200-odd radio people that jammed the trains and the hotels. Nowhere was there anything that would give a broadcaster, agency exec or station rep an opportunity to start his report to the people back home, with "Here's something interesting (new) (unusual) I learned at the NAB convention."

There was none of that and there was nothing else that required a national conclave. Everything of importance could, and in the opinion of most, should have been handled by mail or regional meets.

Tip-off on this sentiment was the passing, by the membership, of an amendment to the NAB by-laws which enables the board of directors to cancel any annual meeting by a two-thirds vote. Had this amendment been in force this annual meeting would have been canceled.

The single most important development was the approval, by the membership in a unanimous vote, of the uniform station coverage method. This had been a bane to radio for years. Now finally the industry has a uniform coverage technique.

The modus operandi is based on the mail ballot procedure developed and used by CBS. Oddly enough, the NAB finds itself in the position of following, instead of leading as it has in the past, the Canadian Association of Broadcasters.

The CAB recently put the same CBS-type of uniform coverage research for station in operation. There, as here, the advertisers (ANA) and agencies (AAAA) join with the broadcasters (NAB) to set up a bureau to handle this research. NAB research committee figured the overall U. S. nut would be \$1,000,000.

Battle Over Procedure

In committee the big fight was over the adoption of the CBS-mail ballot procedure. Not until the agency men showed they would not be swayed by any other plan, unless it was also shown that the plan was feasible, did the opposition melt away. Next fight was over what became known, on the floor before the delegates, as full vs. partial disclosure.

Opponents to the mail ballot plan fought for the right of keeping the results of the research to themselves. Majority of the committee and the agency men were for full disclosure, by the bureau, of all returns. Once the problem came before the floor the will of the members was apparent and the unanimous vote for both the plan and full disclosure was the answer.

Elsewhere the convention got some benefit from a report (see adjoining columns) on how stations in small markets could get a bigger cut of the national advertising dollar. But the other pregnant committees never gave birth.

Hash and Stall Dep't

Code and legislation groups did nothing but hash and stall, even tho the CIO had shattered the NAB code. There was some sentiment, outside the committee to be true, for revising the membership clause of the code so as to draw the sting from the CIO's needle. But nothing happened, except for an agreement to meet again in New York sometime in October. Other rehash sessions were labor, AFM, engineering and post-war.

Later was particularly well attended even tho this was the day most of the delegates were preparing to check out.

Fly Auditions

CLEVELAND, Sept. 2.—It happened here last week during the AFRA convention. James Lawrence Fly, chairman of the FCC, came to talk to the delegates, was standing outside the ballroom chatting with Emily Holt, exec secretary of AFRA, and meeting members of the union.

Up came Minerva Plous for an introduction, a bow and a bit of pater, which went something like this: "Mr. Fly, may I interview you for *Stand-By*, our New York union paper?"

Said Fly: "Why not wait until after you hear my speech? By then you may not want an interview," obviously referring to the topic of his talk.

Asked Minerva: "You mean you're gonna do an audition for me?"

In fact, the meeting started with about 200 broadcasters in their seats and 500 others lined up downstairs preparing to check out. By the time the meeting ended, three hours later, there were better than 500 broadcasters in attendance.

From what they heard they could only deduce—and so said most of those queried—that everyone of the speakers had his idea of what was going to be the post-war panacea for radio. Video, FM and fac-simile all got plenty of plugs, but no one had any definite plan or suggestion—at least none that send the NABers out thinking and planning.

Party Okay

As a party the convention was quite a thing. As a news story it was something that the newspapers stayed away from in droves; and not because of any anti-radio feeling. All of the papers had reporters around the meet but none of them could get anything in the way of a story; nor were the NAB flacks of any aid or assistance.

Even FCC Chairman Fly was off his normal pace as a newsmaker. His talk was in the tempo of an uncle talking to his nephews and nieces; no fireworks and not even a good belly laugh.

Sum total of Fly's words were, "We're doing all right, fellas, and we're gonna continue to do okay even in the post-war days of FM and television. Let's remember to play fair in the coming political campaign. And remember, children, you're in a peculiar business. When you get old and wanna retire don't leave your business to a trust or a bank or a board of directors. Train someone to take over when you check out. This business is built on the willingness of outstanding individuals to shoulder responsibilities and cannot work as well under the direction of an impersonal trust estate. But, as I said afore, wars may come and political campaigns will go, but a free radio must stand."

No Fly Harshness

Which was a break for the radiomen. They came expecting to get their heads bashed in and instead got a nice pat on the back, plus some good advice on how to handle the problem of continuing their business when the end of the trail comes in sight.

But the pat on the back and the uniform coverage plan and the small market station panel still didn't take the onus out of what this conference did to the transportation facilities of a country at war. Nor did it take the edge off what this conference cost the delegates in time, money and travel.

Rinker and Crosby

HOLLYWOOD, Sept. 2. — Al Rinker teams up with Bing Crosby again for the first time since the old Rhythm Boys days when he takes over the production reins of the Kraft Show. Appointment was made by J. Walter Thompson Agency this week.

Small Stations Actually Get Something Out of Chi 22d NAB Confab

Percolaters Warned on Continued Can Sitting

CHICAGO, Sept. 2.—The small stations of the United States will be out with a new vigor to capture the national advertisers' dollars in the near future and especially in the post-war era. This was made apparent this week at a small market station panel at the 22d annual convention of National Association of Broadcasters in Chicago's Palmer House. Whereas the NABers at the convention admitted that most of the sessions were a waste of time, many agreed that the small station panel gave them something to think about. Something that gave them a picture of one of the most important developments in radio that they can expect in the future.

The small market stations' panel considered in the main three lines of development to be expected by its group, representatives of approximately 400 stations of less than 5,000 watts power in towns of 50,000 or less population. These three were the future need for better programing by these stations, the position they would occupy in the radio industry particularly in the post-war period, and the ways by which small stations ought to band together in groups selling their services in a package and using the same reps for a group of stations.

The panel took the small stations to task and then pointed out ways in which they could achieve the important position they deserve as an important segment of the radio industry.

After a speech by Bourke B. Hickenlooper, governor of Iowa, Marshall Pengra, chairman of the panel, got the session under way. Pengra got right to the crux of the small station problem—revenue. Many small station operators, he said, were complaining that they could not do better programing because they could not afford it. The only way they will ever be able to afford it, he said, would be for them to get more dough—and from the national advertisers.

How To Get Dough

Avery next came up with some suggestions as to how the small stations, which serve a population of more than 30,000,000 people, could go out and snare some of that money. One of his main points was that small market stations should sell in groups of three, five, ten or more, using the same reps for each station in a group. He cited one case which proved the need for a small station standard of rates. He said that one station he contacted while making a survey listed quarter-hour national rates daytime of \$30. The same period on this station is sold by the net with which it is affiliated for \$10 and could be purchased locally for \$5.

Fur Flies

It was during the discussion of need for better programing and the position small market stations would occupy in the future that the fur really began to fly. Right now, it was pointed out, stations in small markets in the main have a monopoly in their cities. But after the war, watch out, was the warning. Undoubtedly new stations would spring up—some of them FM, and then the small station operator would be in for some competition. Then programing would be the deciding factor. Now, it was said, when small stations are making money, is the time for them "to write an insurance policy on future earnings"—dough spent for programing. And, it was said, small station operators had better start taking an active part in community life and civic affairs to build up the confidence which would result in increased earnings.

It was also brought out by the panel that one of the reasons why small stations are not hiring more programing

personnel now is that the FCC requires them to put on the pay roll too many engineers. Panel four of the radio technical planning board is considering that problem now and is expected soon to make a recommendation which will result in the changing of this condition.

Package Idea Okayed

But above all else, during the meeting the need for the grouping of small market stations to capture the national advertising dollar received the most attention. The way this subject received the attention of the panel, and the response of the audience, gave a significant indication that this would be one of the new radio trends in radio sales. It was pointed out that New York and Chicago advertising agencies have received with favor this plan, which calls for the purchase of time on the stations within the group on one contract and one billing, with a discount on the total cost allowed for each package. Pacific Northwest package, with one group of stations in Northern California, Oregon and Washington, is now being set up and is getting ready to beat the drums.

Program With Platters

Pengra and his fellow panel members did not only point out what to do, they pointed out, and with plenty of zip, the mistakes of the small stations to date. They said, in many cases, small market station managers were just too lazy. They programed with platters; they didn't give their reps any co-operation; they didn't even bother to standardize their rates. They were just coining money without any effort now. The consensus was that the small market station could get a hell of a lot of business from here on in if its manager mended his ways of laziness and began to smarten up to a realization that he would have to do some top-notch programing and begin to join with fellow station managers into a group trying to sell a number of stations in a package.

FCC Has 236 FM Applications On Pending File

WASHINGTON, Sept. 2.—Applications for FM licenses now outstrip standards (AM) by two to one ratio, FCC reveals with 236 FM's now in pending file.

Significant fact is that some half are from newspapers eager at least to catch up with rapidfire communications developments. Virtually all big dailies are seeking licenses or are on the verge, reports here say.

Since June 1, FCC has received 65 FM requests, 35 AM, and 23 tele apps. Teles and FM's are going into pending file. When they will come out is question that industry would give eye tooth to know. Inscrutable FCC Chairman Fly never bats an eye on topic but others close to inside say watch January 1 deadline.

Marshall Dane to WOC

DAVENPORT, Ia., Sept. 2.—Marshall Dane, former free-lance announcer-producer in New York, working on such programs as Gabriel Heater's and Boake Carter, has been appointed program director of Station WOC here. Dane has produced and announced for WBAL, Baltimore, and WOR, New York, in addition to his free-lance work. He has specialized in news, special events and long-hair music shows.

Gardner No Like Idea of Extra Sidemen for Duffy

NEW YORK, Sept. 2.—Ed Gardner is currently feuding with Young & Rubicam about the dough that he is to get for next season's edition of *Duffy's Tavern*. Chief bone of contention is not the agreed upon sum, but Gardner's feeling that adding more sidemen to the ork will mean less dough for him.

Y&R feels that the ork (Matty Malneck will front it) should be at least 10 or 12 pieces in order to provide proper

R&R Loses Emerson

NEW YORK, Sept. 2.—Emerson drug biz, now with Ruthrauff & Ryan, switches to McCann-Erickson November 1. Radio programs affected are *Vox Pop* and *Ellery Queen*, formerly on CBS, later on NBC. Russ Johnstone, of CBS Hollywood program staff, has joined McCann-Erickson to handle these shows.

musical background, fanfare and arresting opening signature. His belief that it would cut his earnings despite the agency's insistence that the ork building was for his own good.

Trade says that the problem will be solved shortly by the elimination of the as yet unsigned but planned upon singer.

Thompson Agency Goes To Work On Daytime Segs

NEW YORK, Sept. 2.—J. Walter Thompson Agency last week completed the set-up of a daytime program study board designed to analyze the daytime situation, develop new ideas, and further strengthen the agency's position in the field.

Board has members of the radio department, the head of the creative commercial copy department and non-radio ad men as its members. Radio men will

Fly to Cornell for Talk

ITHICA, N. Y., Sept. 2.—James Lawrence Fly, chairman of the Federal Communications Commission, will lecture at Cornell U. here September 20. His topic, "Civil Liberties." Lectures are financed by a grant from Edward L. Bernays.

concentrate on further development of standard-type shows. Those from other departments are expected to provide a "fresh" approach in dreaming up new program ideas.

Several audition records of various ideas have been cut. They will be returned to the board for consideration and final polishing before being offered to clients.

It's a Blue Program at the Top of all programs on the air



CAB JULY-AUGUST RATINGS GIVE BLUE THE LEAD AMONG LEADERS

The CAB report for July-August places the Jergen's Journal at the top of all programs on the air. This emphasizes two points which we on the BLUE have long pointed out:

PEOPLE TUNE TO PROGRAMS... meaning that people will seek out a show which appeals to them — no matter what the network.

THE BLUE DELIVERS RATINGS... the BLUE'S program policies in the past two years have created for the Network an increasing listening habit. Given a popular program, the BLUE delivers ratings that mean listeners and sales.

Here you have further proof that *there is a change in the broadcasting picture*... with the BLUE's role assuming increased importance... day by day.

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.

Prima Donna Spielers Hit Chi

Sandlots Gets 'Em Post-War

They're riding the waves—
not giving a continental
about the tomorrows

CHICAGO, Sept. 2. — Conversation among station, net and agency producers is that the present crop of bush-league announcers who have invaded the Windy City as a result of wartime man-power shortages will be sent back to the hinterlands when the big battle is over—sent back without even love and kisses. Up to now the announcers from the smaller cities have missed a chance of a lifetime, the producers say, and unless they suddenly mend their ways they won't have a chance in the world of staying in the big time when the boys come marching home. These same producers say they would like to give the boys a chance—if they begin to show signs of being willing to co-operate and get down to business. But even as they say that, they add that only a miracle, or a sudden shaft of intelligence penetrating into the skulls of the Main Street contingent, could possibly bring about that co-operation. In the main, they can't wait until their old reliables don civvies again.

No Beef at Mutual

At WGN-Mutual, however, Milt Newton, in charge of announcers, has no beef about the staff of spielers he has been able to recruit from smaller towns. He considers himself fortunate in this respect, for he knows that many an incompetent spelier has tried to invade the city, and some have succeeded. Newton, nevertheless, has a few things to say about some bush-league announcers who have tried to crash the major leagues. He has auditioned plenty who should have "stood in bed." His advice to them, and to any more who might be thinking of leaving home in search of a gold mine, is that they better forget about hitching up their team of oxen for that trip across the plains. He says it would be much better if they remained at home for at least a year to learn the fundamentals of radio announcing. He said that many announcers he auditioned didn't know beans about announcing. They couldn't handle news, commercial or dramatic work. These, he says, would have saved themselves money if they had stayed in their own back yards. To any now in small towns thinking of going to Chicago to look for employment, he gives the advice that they had better stay right where they are until they are ready. And by ready he means until they have become thoroly experienced in all ramifications of announcing.

Bush-League Plague

Judging by what other station, net and agency men who have to use announcers say, Newton is in the fortunate minority. These others say they are now plagued by a crop of bush-leaguers, and there is not much they can do about it except pray for tomorrow and in the meantime try to pound home lessons that should have been learned long before the "newly famous" ever thought of coming to Chicago. Some cite the cases of announcers who suddenly have become overcome by their large weekly pay checks and have become prima donnas. This type muff their lines, don't seem to know whether they're on or off mike and don't give a damn. They think they have the producers where they want them, and thus don't try to improve. They seem to have the attitude that "I am what I am, and if you don't like me, to hell with you. Where can you get anyone else?"

Producers who formerly would shove a script into the hands of reliable announcers with the knowledge that the spielers would come up with a bang-up job even with only a short amount of rehearsing, now are quietly (and sometimes not too quietly) tearing out their

hair. They have to baby their announcers, coach them line by line; all of which takes up time, time which they formerly could spend polishing their shows.

"The Voice?"

One case in town is typical of the prima donna tendencies of the wartime catch of announcers. An announcer who came from a small town and broke into the big time one day got himself a chance to sing at a concert. From then on he was no good. From then on he

was an artist (with a capital A) and his work became worse than it was before. No old-timer, the agency man who cited this case said, would have allowed something so unimportant to ruin his work. If an old-timer became a Lawrence Tibbett overnight he still could have been counted on to do a bang-up job when he got a script in his hands the next morning—and for many mornings afterward.

So the producers and account executives here are working themselves into a lather about the incompetency of bush leaguers who have crashed the big time

long before they were ready for it. Each night, figuratively, they are getting down on their knees to pray for the end of the shooting. They have given the bush leaguers a chance, and most of them haven't come thru. More than anything else it's the lack of effort upon the part of announcers to take advantage of the opportunities given them that has the users of announcers burned. It's this lack of effort, they say, that is going to make them happy to pass out pink slips all around town to bush-league announcers when the war is over.

crop report on . . .

acres in the air



Get the gleam in this farmer's eye... the happy mixture of pride and awe.

He is a sales cultivator; an advertiser who began, four years ago, transplanting his crops to network radio acreage. He has just reckoned up the yield of his fields during this period. Hence his pleased expression.

Prior to 1940, his harvests were only so-so. Up one year; down the next. Then he sampled the soil of network radio. Every year since, he has prospered mightily. By 1943, his sales had risen 324%; profits were up 775%!

Bergen To N. Y. For 8-Wk. Pitch

HOLLYWOOD, Sept. 2.—Edgar Bergen show moves to New York following the October 8 broadcast for an eight-week pitch, with Ray Noble and key ork members only others of present cast to make the trek.

No replacement has been set as yet for Bill Godwin, who has four more shows to do before he goes exclusively with Burns and Allen. The King Sisters will do six more shows but whether they will return to the cast when show moves back here or not was not known at J. Walter Thompson Agency.

Hodges Gets MBG Football Slot

WASHINGTON, Sept. 2.—WOL's Russ Hodges, taking over Mutual football sports cast spot again this fall, will continue to pitch over WOL daily, jumping to big spotlight games week-ends.

Appointment of Hodges means Mutual is discarding practice of letting local sportsmen handle nationwide football hook-ups. Former system was spotty, some turning in A-1 jobs, others bringing groans from listeners.

Hodges works smoothly, knows the spot, and has a finished style that is easy on the listener. Vet sports listeners, especially, like Hodges's delivery.

NAB Missed Opportunity For Good Press Via Nixed Bid for Frankenstein Talk

Time and Brasshats Fail To See It as Good Publicity

NEW YORK, Sept. 2.—The CIO made a strong bid for permission to have Richard Frankenstein, v.-p. of the United Auto Workers, largest affiliate of the CIO and largest trade union in the world, put on the NAB war conference

agenda last week but NAB brasshats hemmed and hawed and couldn't decide. Time finally took them off the spot since, by Tuesday night, with the agenda falling behind schedule, due to revisions, it was impossible to find an opening; this since exodus began Wednesday afternoon right after Fly's speech.

It is understood that CIO wanted its representative to explain its attitude and stand with reference to free-speech on the air and a break for labor. Presumably Frankenstein would also have explained the Political Action Committee's radio approach. And quite possibly he would have agreed to answer questions from the floor.

Several important broadcasters felt that NAB missed a golden opportunity in not putting a CIO rep on the dias before its members. Their thoughts ran thus: "Not knowing the ins and outs and language of radio and broadcasters it is quite possible that CIO man would have put his foot in it; thus redeeming the NAB position with regard to its code."

"But either way no harm could have been done the industry. And in return we would have made the front pages and gotten quite a play on our 'fair attitude' by putting someone with whom we had been in court on the platform to talk to our members. We really missed a bet. I'm certain that had the membership here been asked they would have agreed."

Over all, he's been sowing lots more seed every year, with more and more and MORE of it in radio—and every network penny of it in MUTUAL. First a small hookup, then more and more and MORE stations. Up to 182 today. And here, in tabular form, are the reasons for that pleased gleam in his eye. (All four years showed gains, and 1944 is producing even better).

	1940	1943
NATIONAL ADVERTISING	\$388,000	\$892,000
PERCENT IN MUTUAL	39%*	65%
NUMBER OF STATIONS	10	178
NET SALES	\$991,000	\$4,206,000
NET PROFIT (before tax)	\$209,000	\$1,831,000
HOOPERATINGS (same period each year)	4.4	10.3

*Including non-MUTUAL spot campaigns in two cities in 1940; the entire radio dollar has been devoted to MUTUAL since 1942

We're withholding this man's name at his request. But we can tell you this: he's not really a farmer (except in the sense of raising profitable sales); he's not a war baby (no war contracts, and a scant tenth of his goods go overseas); he's not unlike other MUTUAL clients who have found "the more MUTUAL, the more sales" (you should see the happy glint in their eyes, too)!

There's more to this story than fits this space. The rest of the facts would fill a book. So we're filling such a book now. Watch for it—and learn what you can raise from MUTUAL'S air acres.

This... is MUTUAL



Battle Brewing For Utica Slot

WASHINGTON, Sept. 2. — Frank E. Gannett's plans to expand into the Utica, N. Y., area are meeting scrappy opposition from Midstate Broadcasting also seeking same outlet, 1450 k.c.

Gannett, with outlets in Rochester, Elmira, Hartford and Danville and part interests in WOKO-WABY, Albany, and WHDL, Olean, N. Y., plans a 250-watter tied up with the Gannett-owned Observer - Dispatch. Gunnar Wiggs, WHEC, Rochester, manager, and Bernard O'Brien, WHEC engineer, would be "loaned" to Utica to set up operations.

FCC, thru Examiner P. W. Seward, took data on both Gannett and Midstate plans at hearing here and reserved his decision.

Upstate Broadcasting, also seeking same field, was barred from hearing Monday (28). Up-State voluntarily withdrew application in 1942 and could not re-enter proceedings now, examiner ruled.

Bryson Joins Hicks For Blue Overseas

CHICAGO, Sept. 2.—John Bryson, former special events reporter and announcer for the Blue's Central Division, has been accredited to the European theater of operations as war correspondent. Bryson leaves New York, where he has been studying overseas reportorial methods, September 15.

Move is considered by many in the trade to be part of the web's bid for news leadership over the other nets. Bryson will be part of George Hicks's London staff until he goes to the Continent.

'Fashions' Gets New Scriptor

HOLLYWOOD, Sept. 2.—Nancy Hamilton, scriptor on the CBS Billie Burke Fashions In Rations show (Saturday 11:30-12 noon) has left the Coast on her way to London. Miss Hamilton, a former associate of Bea Lillie, is said to be planning a legit deal with the British comedienne. John Lund will replace her on the program.



The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" HOOPERATINGS for evening programs

Vol. 1. No. 18E

(REPORT AUGUST 30, 1944)

PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
TAKE IT OR LEAVE IT	14.0	226	CBS 122	H. of Charm—NBC Life of Riley—Blue Good Will H.—MBS Cedric Foster—MBS	Blow	Eversharp (Pens, Pencils)	\$ 3,500	\$ 250.00
MR. DISTRICT ATTORNEY	13.5	272	NBC 128	Spotlight Bands—Blue Coronet Story—Blue First Nighter—MBS Mildred Bailey—CBS	Pedlar, Ryan & Lusk	Bristol-Myers (Vitalis)	\$ 4,500	\$ 333.33
YOUR HIT PARADE	10.9	433	NBC 137	News—CBS Pearson—Blue Old Fash Rev—MBS Mon. Morn Headlines—Blue	Foote, Cone & Belding	American Tob. (Lucky Strike)	\$11,500	\$1,055.04
GRACIE FIELDS	10.6	10	NBC 135	Locals—CBS Greenfield Choir—Blue A. L. Alexander—MBS	J. Walter Thompson	Stand. Brands (C. & S.)	\$ 8,500	\$ 801.89
KOLLEGE OF MUSICAL KNOWLEDGE* (Phil Harris) (Second half hour)	10.6	330	NBC 136	Moments in Music—CBS Gunnison—MBS R. G. Swing—Blue Lone Ranger—MBS Pages of Melody—Blue Locals—CBS	Foote, Cone & Belding	American Tob. (Lucky Strike)	\$ 6,500	\$ 613.20
KOLLEGE OF MUSICAL KNOWLEDGE* (Phil Harris) (First half hour)	10.0	331	NBC 136	Moments in Music—CBS Gunnison—MBS R. G. Swing—Blue Pages of Melody—Blue Locals—CBS Lone Ranger—MBS	Foote, Cone & Belding	American Tob. (Lucky Strike)	\$ 6,500	\$ 650.00
MAN NAMED X	10.0	7	CBS 72	Vacation Serenade—NBC Spotlight Bands—Blue Coronet Story Teller—Blue Music of Worship—MBS	Foote, Cone & Belding	Lockheed	\$ 5,500	\$ 550.00
GABRIEL HEATTER (Tues., Thurs.)	10.0	574	MBS 162	NBC-CBS-Blue (Various)	Erwin, Wasey	Zonite (Forhans)	\$ 2,100	\$ 210.00
WALTER WINCHELL	10.0	568	Blue 168	M-Go-Round—NBC R. Digest—CBS W. Hampden—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 5,000	\$ 500.00
SCREEN GUILD THEATER	9.7	210	CBS 123	Contented Hour—NBC R. G. Swing—Blue Ted Malone—Blue Gladstone—MBS Locals—MBS	Blow	Lady Esther (Face Powder)	\$10,000	\$1,030.92
MAYOR OF THE TOWN	9.5	91	CBS 57	Telephone Hour—NBC Counter Spy—Blue G. Heatter—MBS Screen Test—MBS	Ruthrauff & Ryan	Noxzema Chemical	\$ 5,750	\$ 605.26
EVERETT E. HORTON	9.2	7	NBC 71	Corliss Archer—CBS Spotlight Bands—Blue Starlight Serenade—MBS	McKee & Albright	Sealtest (Milk and Ice Cream)	\$10,000	\$1,086.95
CAN YOU TOP THIS?	9.1	101	NBC 128	CBS-Blue-MBS (Various)	Ted Bates, Inc.	Colgate-Palmolive-Peet	\$ 3,500	\$ 384.61
FRANK SINATRA	9.0	35	CBS 132	Alan Young—NBC Dunninger—Blue G. Heatter—MBS Screen Test—MBS	J. Walter Thompson	Lever Bros. (Vimms)	\$13,000	\$1,444.44
WORLD NEWS PARADE	5.9	101	NBC 130	Philharmonica Symp—CBS Listen, the Women—Blue This Is Fort Dix—MBS	Russell M. Seeds Co.	Sheaffer Pen Company	\$ 4,000	\$ 677.97
JOHN CHARLES THOMAS	5.4	80	NBC 135	World News—CBS Nat'l Vespers—Blue Pilgrim Hour—MBS	McCann-Erickson	Westinghouse	\$ 8,500	\$1,574.07

*Included computed measurement for Eastern Area portion of this network Hooperating. The average evening program rating is 5.8 as against 5.3 last report, 6.7 a year ago. Average sets-in-use of 20.1 as against 18.8 last report, 21.1 a year ago. Average available audience of 71.4 as against 71.3 last report, 73.7 a year ago. Sponsored network hours reported on number 78 as against 76% last report, 66% a year ago.

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Fitch B'dwagon Plans To Carry Weight vs. Smith

NEW YORK, Sept. 2.—Fitch Bandwagon, which will compete with CBS's Kate Smith show in the Sunday, 7:30-8 slot in a few weeks, is going to get a fast shot in the arm, trade says, at NBC's instigation. It's understood that the web has nudged the Fitch people to get hot on the program. Smith show will be on from 7 to 8. NBC is not worried about Jack Benny, who precedes Fitch, but they do feel that the second half needs pep.

Bandwagon has been in an enviable position in the past, sandwiched in between Jack Benny and Charlie McCarthy, but it's felt that the advantage will be counter-balanced by the Smith draw. Net biggies, it's said, want the program to stand up on its own legs and the only way that it can be done is to build the production. Some in radio say that there might be substantial format changes with comedy added to the guest band formula.

It's definite that bigger band names will be used.

Centerville Map To Macy's for Aldrich Teen-Age Tie-Up

NEW YORK, Sept. 2.—Deal is currently cooking between Young & Rubicam and Macy's department store here to use relief map of Centerville, locale of the Henry Aldrich show as part of a tie-up with teen-age clothes.

Map, originally developed by Jim O'Bryon, former Y&R flack now heading up the press department at Mutual, was planted in Life mag last week by Les Gottlieb, new radio publicity man at the agency.

If the Macy deal goes thru, the gimmick will be toured around the country at other stores.

ONE FOR THE BOOKS

SWEEPING the NATION

FOX-MAYA MUSIC CO.
54 W RANDOLPH ST. • CHICAGO 1, ILL.

FELIX MILLS
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BURNS & ALLEN PROGRAM
and other Musical Directors use this 3x5 VISUAL record of song hits of over 100 publishers, plus old favorites. Includes lead sheets and lyrics of chorus.
Samples free.

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TUNE-DEX

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165 Church St., New York 7, N.Y.
BArcly 7-5371

"Best Buys"

AUGUST 30

Program	TCI	Hooperating
Gabriel Heatter (TT)	\$ 210.00	10.0
Take It or Leave It	250.00	14.0
Mr. District Attorney	333.33	13.5
Gabriel Heatter (M. W. F.)	357.95	8.8
Can You Top This?	384.61	9.1
Walter Winchell (sub.)	500.00	10.0
Man Called X..	550.00	10.0
Mayor of the Town	605.26	9.5
Phil Harris (2d Half Hour) ..	613.21	10.6
Phil Harris (1st Half Hour) ..	650.00	10.0
World News Parade	677.97	5.9
Gracie Fields ..	801.89	10.6
Screen Guild Players	1,030.92	9.7
Your Hit Parade	1,055.04	10.9
Edward Everett Horton	1,086.95	9.2
Frank Sinatra..	1,444.44	9.0
John Charles Thomas	1,574.07	5.4

AUGUST 15

Program	TCI	Hooperating
Gabriel Heatter (Sunday)	\$ 119.32	8.8
Gabriel Heatter (Tues.-Thurs.)	238.64	8.8
Mr. & Mrs. North	261.90	10.5
Thanks To the Yanks	277.77	9.0
Gabriel Heatter (Mon.-Wed.-Fri.)	321.43	9.8
Album of Pam Music	329.54	8.8
Take It	364.58	9.6
Mr. D. A.	378.15	11.9
Dr. I. Q.	500.00	9.0
Walter Winchell	520.83	9.6
Man Named X..	539.21	10.2
Kollege Musical Knowledge(Phil Harris 2d half)	613.20	10.6
Kollege Musical Knowledge(Phil Harris 1st half)	722.22	9.0
Screen Guild Theater	909.09	11.0
Your Hit Parade	1,045.45	11.0

TELEVISION REVIEWS

B. & K.

Reviewed Thursday (31) 7:30 to 8:30 p.m. Style: Variety, home economics and news. Sustaining on WBKB, Chicago.

June Merrill's *Food for Thought* home economics session was a television natural. It had interesting subject matter, a world-renowned guest who proved himself a perfect video personality, and before-show planning that made everything go smoothly.

June's guest tonight was Henri Charpentier, author, philosopher and world-famed chef who originated crepe suzettes and many other dishes that have for years been the greatest pleasures of gourmets around the world. Monsieur Charpentier, a tall, obese, white-haired, white-mustached gentleman of the famous French school of good living, carried with him an air of Paris at its best and managed to project it right into the home. Monsieur Charpentier made some of his famed crepe suzettes, he showed how to make Peaches Victoria, and he gave a demonstration of the best way to carve a duck. Camera work was so excellent the flames shooting up from his frying pan as he lit the crepe suzette sauce was plainly discernible. It was easy to follow his hands as he carved the duck and the audience got a number of good pointers.

Too often, however, the cameras showed a distant view of the chef at work, and then some of the finer points of his technique were lost. More close-ups should have been used. Henri's vocal explanation of his work was enough to set the scene; numerous fullview shots for that purpose were not necessary. Cameras should have been focused on his hands more often. A few times Miss Merrill committed the cardinal sin of television by saying that she hoped the audience could see what the chef was doing with the pans. If they could see it (and sometimes they could not) then there was no need to make that statement. If they couldn't, then there was no need to call their attention to the fact that they were missing something.

Tonight's news commentator, Ann Hunter, did something we have been hoping she would do for weeks. She used a map to explain the geographical location of the regions she was discussing. Tonight they were in China. However, Miss Hunter a few times pointed to the map when the camera was not focused on it but on her. This gave the impression that she was just pointing into space and made one want to say: "Come on, let me see what you're pointing to now."

Musical portion of the program spotlighted Patty Burke, former Chicago singer, who has just returned from a USO tour. Miss Burke has the figure, the face and gestures needed for television, but she did not have the voice. After all, air-pic shows are not optical

DuMont

Reviewed Wednesday (30), 8:15-10:30 p.m. Style: Variety and film. Sustaining on WABD, New York.

Air-O-Quiz was apparently a sincere attempt to successfully blend audio and video into a half-hour of entertainment and product selling. The qualifying term is used because lighting and camera work was so bad that much imagination was required to follow the scanning.

Watching the Dumont screen tonight gave the impression that a flashlight with a nearly exhausted battery was lighting the studio. Occasionally a picture of some clarity came up and created a hope that quickly died. Studio equipment must be to blame because experienced technicians such as WABD's couldn't turn in such a sour job themselves.

Quiz show, produced and directed by Norman D. Waters, assisted by television workshop, had Dr. Sigmund Spaeth as emcee and Claire Luce, Jerome Meyer, Elizabeth Janeway and Edwin McArthur as guest contestants. The doctor conducted guessing games, using visual material—period costumes, acted-out headlines, and ship and service uniform identification.

Guests were a well-chosen group that Spaeth kept animated by having them examine and comment on the items. Hassen the Magician handled commercials for Daly Bros.' Air-O Shoes. Fade-in and fade-out of product at the will of the Hassen wand was an idea that under normal technical conditions would probably help sell shoes.

Lever Bros. gave up their regular commercial time for a playlet, *You Give What You Got*, presented by an American Theater Wing group for the Red Cross. The 10-minute skit was simple and eloquent in its appeal for blood donation. Eleven watchers called in, offering blood during the show.

Company's products were shown at program's beginning and end where they (See *Television Reviews* on page 12)

only. Her voice cracked a few times just when perusal of her face and gestures were giving entertainment pleasure. Immediately attention was called to her singing only, and members of the audience winced.

Jim Whitehurst, magician, rounded out the program. Jim knew the value of sight and sound and got off some good ones while going thru his paces. His magic work was good for television because it used large props that were easy to see. B. & K. seems to be using too many magicians. Even a good thing loses its enjoyment if presented too often. Two magicians a week, the WBKB average, is telecasting one too many.

Cy Wagner.

JERRY WAYNE



Singing Star of the New

ED WYNN PROGRAM for BORDEN'S

Starting This Friday, September 8, WJZ-Blue 7:00 P.M.

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Recently Completed 52 Weeks

LUCKY STRIKE "ALL TIME HIT PARADE"

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GULF-SPRAY SHOW
U. S. MARITIME SERVICE PROGRAM

(36 Weeks)

GROVES BROMO-QUININE PROGRAM

(13 Weeks)

REGENT CIGARETTE SHOW

(13 Weeks)

RALEIGH CIGARETTE SHOW

★ Personal Appearances

LA MARTINIQUE, N. Y.
COCOANUT GROVE, N. Y.

Just Completed Record-Breaking
Theatre Tour

Television

Currently

SPRY PROGRAM

Personal Mgr.: DELL PETERS, 521 5th Ave., N.Y.C.

Publicity: ARTHUR PINE

Booking Office: GENERAL AMUSEMENT CORP.

Ouch! Commercials Overboard

Biz Not Hot On Regulation

Temptation great to make medium all ad and no entertainment already seen

NEW YORK, Sept. 2.—The overboard boys may be at it again, this time in commercial video. Fear has been expressed by several tele execs here and in other parts of the country that some elements in the video picture, those lacking long and hard show experience, may go slightly nuts with their commercials and decide to make shows little more than straight plugs.

The fear, based on the tremendous selling impact of the medium, seems to be grounded on two factors. First, a lack of strong continuity control and codes of acceptance in the early years; the need for biz that will be so strong for a long time that nearly anything may be allowed to go. Second, the unlimited opportunities that tele presents to the advertising mind. It is said by video men with long experience in radio that visual air ad potentialities are limitless, and the temptation is almost certain to be too much for some of the boys.

What they fear is such a deluge of commercial copy that the viewer may be alienated, thus retarding the advancement of new showbiz. They think along these lines: Telecommercials will fall into three categories—separate commercials (similar to the radio in technique); the "carrying" commercial, which will be an integral part of the script, and the "billboard" commercial, which will mean little more than a sign over the stage telling who the sponsor is. The separate commercial doesn't worry these execs, and, to a great extent, neither does the "billboard" type of tele credits. But the carrier plugs with their myriad possibilities worry them very much.

Commercial Tags

A long play that builds up the listener to a big letdown with a buy Ziltch's Pills punch-line is not going to make friends for stations. Nor is a technique already used by one station, where an interesting drama is presented which ends with the tag: "To find out what happened to this couple, read page — of Soandso's magazine this month." That, say tele showbiz personalities, is a swell way to lose an audience. But quick constant use of a brand name in a script, or constant repetition of the value of a product thruout a show, is bound to make many people lay off a station using the gimmicks.

The "billboard" idea is just a slight headache because it will be offensive only in certain cases. If, for instance, CBS tele sold its *Opinions On Trial*, it is hardly conceivable that a large sign with the sponsor's name on it would look too good in the courtroom set used nor would it look in place in the set for an NBC opera seg. Again, it is felt by some that brand names prominently

B. & K. Has No Censorship Over Commercials

CHICAGO, Sept. 2.—At WBKB, B&K television station here, no definite plan for the handling of video commercials has been formulated. Elmer Upton, B&K comptroller, and chief of the movie chain's television station, said that right now WBKB personnel was more interested in obtaining technical perfection of operation than in planning possible forms of commercials.

"The day of commercial television," he said, "figuratively is a million miles away. We have no plans on the subject. We want to get our technical problems ironed out first."

Altho WBKB at present is not selling its time, it telecasts experimental programs using commercial announcements. When asked about what he demanded commercial programs on WBKB to have now in the way of commercial announcements, Upton said that he allowed the company putting on the show to determine its own commercial policy.

A new series of commercial programs started Wednesday (30) on WBKB might give some indication as to future trend of commercials on the station. New series, presented by the Commonwealth Edison Company to sell electric appliances and promote the general use of electricity, uses an indirect commercial in its dramatic stanzas. During each dramatic episode, mention of brand names and the word "electricity" is woven into the script. No straightforward commercial is read, and the insinuated splels are not too frequent.

displayed behind a newscaster may be offensive to people looking in for trouble. The separate commercial, except in the cases of news, special events and music shows, may be doomed, according to one trade figure. He says that an announcer standing in front of a camera will be a dead duck when stacked up against the values of the "carrying" and billboard commercials.

Overboard Gang Certain

That some may go overboard is a foregone conclusion, it is said, because of the lack of continuity control that video will suffer from in the first post-war days. When there is a scramble for accounts, a scramble for audiences and no trade association really strong enough to put into force high standards, anything may happen.

The impending ache has been of sufficient importance to prompt one exec to send a memo to his staff, telling them to get percolating on commercial ideas, but to make sure that they "are well within the bounds of good taste." He told his people that the sky is the limit as far as unique ideas are concerned, but to be very careful that no one can be offended at the way they are used and the amount of time they consume.

He points out that there are five factors influencing telecommercials. The first is the value of live material as opposed to films. The second (he doesn't hold completely with the idea that the announcer is a dead duck) is whether separate or integrated copy will be the most effective. Coincidental with that question is the difficulty of adjusting the two techniques to different products. Which will be best for what merchandise? Readjustment of radio thinking to tele is another poser, and the answer to just what is good taste. In other words, what will actually offend the viewer has still to be worked out. And even this exec, who has long experience to guide him, is worried that he will go too far.

No matter along what lines the video commercial situation works out, it is still said that there will be excesses. Only limitation and gradual elimination will be possible say those who have ridden the same horse thru broadcasting.

Amer. Tele Labs May Branch Out Into Production

HOLLYWOOD, Sept. 4.—Conference of execs of American Television Laboratories here this week will decide future status of company in regards to keeping the organization as a training school for video engineers exclusively or branching out into the production field.

Confabs will be held between U. A. Sanabria, company prexy; S. R. Rabinoff, chairman of the board, and Dr. Lee DeForrest, director of research, and it is expected that some definite policy will be established.

New head of public relations for the firm was appointed this week when J. Frank Shea was given the post. Shea has been connected with the film industry for some years in the distribution field.

Station Application Filed For Bridgeport, New Haven

BRIDGEPORT, Conn., Sept. 2.—Connecticut Television Company has filed an application for a station to cost approximately \$207,250 to be located at Greenfield Hill, which will serve the Bridgeport and New Haven metropolitan area.

Station will operate on a minimum schedule of 15 hours a week, presenting motion pictures and live shows, using local talent. It will also rebroadcast network features and local events by means of a mobile unit operating between Greenwich and New Haven.

TELEVISION REVIEWS

(Continued from page 11)

turned on a circular disk to the accompaniment of musical ditties.

Sam Cuff's *Face of the War* was almost meaningless because maps were improperly illuminated and much detail was lost. He used a white pointer which was painted black for about four inches from its tip. The portion of the pointer that could be seen was far off the countries described, giving a weird effect. Cuff would mean to indicate France but the stick looked like he was pointing to Russia because the deep gray of the map offered no contrast to the long black tip. It was funny at first but the audience lost interest and buzzed thruout the rest of his commentary.

Charles M. Storm's straight variety show for Tintex had Anne Barrett, emcee; Bernie George, mimic; Sylvia Opert, dancer, and Robert Welsh for vocal chores. Evelyn Juster and Roger Sullivan as jive-jabbering juveniles delivered the dye commercials effectively. The gal told her young boy friend how she'd reconverted an old dress into a practically new dud. Some of the patter may have passed over adult heads but viewers got the general idea and a good shot of Tintex plugs.

Due to poor visibility the watchers' eyes often left the screen in the studio viewing room thruout the two hours and discussion was heard on all sides. By straining and intense concentration it was possible most of the time to see what was intended, but most people are too accustomed to the perfection of movies to invite severe headaches by staring at inferior tele presentations. Station's new studios promise more

CBS

Reviewed Thursday (31), 8-10 p.m. Style—Variety. Sustaining on WCBW, New York.

A bit of mild knuckle rapping with the critical ruler seems to be in order this week to get CBS back in the groove. After getting off to a good start with Vera Massey and her *Will You Remember?* they have fallen into a steadily deepening rut, until Thursday night they reached their all-time production low.

Miss Massey continues to be a fine entertainer, but the lighting and direction have slipped and slipped. Thursday glare on the Massey phiz was intense, shadows popped in a-plenty, and one particular angle, a side shot against the glare of a lit prop lamp and again against one of the baby spots, made the screen look like a rather poor radio-photo. The major function of the production *Remember* is to provide an easy, graceful and, this is most important, natural background for the Massey chirping and chatter. Trying for Orson Wellesian effects doesn't help at all.

The Massey gal is trying a new hair do which is intended to eliminate shadows on her forehead. Altho it does get rid of the shadow, it adds 10 years to her video appearance.

Director Leo Hurwitz premed a new program that will alternate with *They Were There*. This one, called *On the Home Front*, follows the same general interview formula and deals with domestic problems. It's pretty routine stuff, but it may perk up with livelier personnel. The subject under discussion was methods of utilizing disabled veterans in an industrial plant. Two experts from the Sperry Gyroscope Company were quizzed by Margaret Miller. They explained some important ideas. And yet, no matter how important a message may be, it cannot be put over videoally without showmanship. An attempt was made to dramatize the issue thru the use of photos and diagrams, but it failed to hold much interest, principally because still pix simply do not utilize the full, active value of the medium.

If Hurwitz had gotten hold of the veterans themselves, had them tell part of their service records, how they were wounded and how they were adjusted to civilian life, it might have been a show. Handled delicately by a quietly competent interviewer, such an idea would not be in bad taste.

CBS added another to its pleasant list of musical programs with *Sweet and Loud*, a Gay Nineties affair with Bibi Osterwald, last seen in the ill-fated *Broken Hearts of Broadway*, a beer and pretzles legit melerdrammer and the Empire State Quartet. It was sometimes amusing, sometimes foot-tapping entertainment. Miss Osterwald sings well and looks quite pretty on the screen. CBS might be wise to use her in some modern song sequences. She seems able to jazz it up well.

The Missus Goes a-Shopping gets cornier and funnier each week, and Ev Holles' news analysis is still tele tops. *Marty Schrader*.

space, better lighting and all-round improvement. Continued delay in moving prolongs the admittedly unhappy situation for everyone concerned. Latest report is that it will take another two weeks to get set in the enlarged and better-equipped studios. *Wanda Marvin*.

WASHINGTON TO BE NATION'S No. 1 CITY

According to the Wall Street Journal, Washington, D. C., will be America's number 1 city . . . with possibly the highest buying power per capita in the country. Washington's boom will increase for years after the war.

WOL SHOULD BE FIRST ON YOUR LIST OF WASHINGTON STATIONS
Spot Sales, Inc., National Reps.



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FOR STARS AND COMING STARS

Come to Moss, headquarters for photo service, with all your picture problems. Many years of experience available to you. Any size, any quantity, made quickly, sent everywhere. Glossy 8x10's as low as 5¢ each. Postcard size, 2¢. Write for pamphlet, How To Sell Yourself; free samples, price list B.

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BRYANT 9-8482-3

8 x 10
50...\$4.13
100...\$6.60
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THE BILLBOARD AFRA CONVENTION PIX



CONVENTION HEADMEN were George Heller, assistant national executive and national treasurer; Emily Holt, national executive secretary; Virginia Paine, prexy of Chicago local, chairman; Herb Mann, of Racine, Wis., secretary to the convention.



REST OF THE WINDY CITY delegation: Virginia Paine, prez; Marylou Newmeyer, Ed Prentiss, Eloise Kummer (what wonderful eyes!), Charles Irving, Harry Elders. Ken Morrow is in picture above so we won't mention him again.



FIRST CHICAGO CONTINGENT to arrive included (standing) Norm Pierce, Ray Jones, Ralph Camargo, Ken Morrow; (seated) Hellen Vantuyl, Al Stracke, Vincent Pelletier, Robert Graham.



WEST COAST CONTINGENT in action—Lou Merrill, Georgia Backus, Carlton Kadell (the chairman'd the convention for the first day while Virginia Paine was en route), William Berger, Claude McCue and Florence Allen, the last named from San Francisco.



THE BUNCH FROM NEW YORK included Felix Knight; Mort Becker, attorney; Donna Keath, Paul Mann, Alan Bunce, Ann Shepherd, Ed Blainey, Ann Seymour, Ed Merritt, Adelaide Klein, Minerva Pious, Hester Sondegard, Carl Eastman.



REPRESENTING LOCALS from all over were (standing) Burt Metcalf, St. Louis, who also brought along the frau and son to the meet; Hal Newell, Boston; Lee Vickers and Larry Beckerman, Washington; Boaz Siegel and Austin Grant, Detroit; Bill Mayer, Cleveland; Evelyn Freyman, Washington; Walter Davis, prez of Cleveland AFRA and host to the convention; Andre Carlon, Cincinnati, and Ted Ross, Boston. (Seated) Bob Donley, Pittsburgh; John Todd, Sylvia Maquite and Barbara Kline, Detroit; Nellie Booth, exec secretary of St. Louis, and Fred Bennett, Cincinnati.

AFRA Calls 3-Way Meet on Renewing Codes

NEW YORK, Sept. 2.—American Federation of Radio Artists yesterday invited signatories to its sustaining, commercial and transcription codes to meet September 27 at Hotel Biltmore here and negotiate renewals.

For first time AFRA has asked all signers of all codes to one over-all meeting which will set negotiation machinery and subsequent conclave dates. Idea is to simplify procedure, as signers of one code, in many instances, are also involved or interested in other codes.

Separate negotiations for each pact would tie up most, if not all, of the execs of both the union and the employer groups. This way the one big meeting will probably appoint committees to tackle each problem and subcommittees to handle each headache. Thus everyone will be able to keep posted on relationship of one code to another and, quite possibly, all contracts can be processed and completed in time normally required to agree on one contract.

For Free

CLEVELAND, Sept. 2.—And then there was the newspaperman, calloused around the flanks from sitting and waiting for the delegates to the AFRA convention here last week to conclude their meetings, who said, "They talk more here, for free, than they do back home, all year round for dough."

Archie To Get Plenty Pic Aid

HOLLYWOOD, Sept. 2.—Most of Paramount's top-bracket players will get walk-on roles for *Duffy's Tavern*, with Bing Crosby being the latest assigned to the musical, in addition to Ed Gardner, Charlie Cantor and Eddie Green, of the air show.

Cast will include Bob Hope, Dorothy Lamour, Betty Hutton, Veronica Lake, Alan Ladd, Ray Milland, William Bendix, Paulette Goddard and Brian Donlevy.

Soap Air Battle Getting Groomed

NEW YORK, Sept. 2.—The Big Two (Lever Bros. and Procter & Gamble) expect to have plenty of soap competition come peace. Both are grooming brands that will fight the new lines coming on the market. New lines will be so designed that, while they battle the interlopers, the regular P&G and Lever products will still hold their own. Radio will be used all along the line.

One of the top orgs to come out in the open with a competitive line is Armour & Company. Not being able to clear the time they'd like, they're using black and white newspaper lineage to start the items going. Trade says that Armour is trying to catch a slot opposite a successful show. Idea is that it can build a show to take some or all that audience away, and as the audience is paying off by buying soap and by-products (Crisco, Spry, etc.), it's the cream of the listening crop for a manufacturer out to clip some of the business for himself.

No sponsor likes to pay for build-up time.

Cinderella Story?

NEW YORK, Sept. 2.—This may be just another man-power story. We don't know. We're just passing it along to you.

One Joseph Scibetta has been appointed an assistant producer at Young & Rubicam. For the past year, Mr. Scibetta has been a member of the Y. & R. messenger department.

This appointment makes Scibetta more important than Lester Gottlieb, Y. & R. radio flack head, said Lester Gottlieb in an exclusive statement to *The Billboard*.

WCAU's Gottlieb to WMCA

PHILADELPHIA, Sept. 2.—New York continues to grab off the local leading lights to hypo its own theatrical luster. Latest Philadelphian to join the Quaker throng in Gotham will be Joe Gottlieb, production manager of WCAU, CBS outlet here. Gottlieb will take over a similar spot with WMCA, New York.

Groaners and Thrushes Air-Rated

Bing, Smith, Simms, Sinatra

Pipes alone don't pull 'em; stars need plenty air show-biz to their \$\$ audiences

NEW YORK, Sept. 2.—Groaners and chirpers make sock contributions to big-time air shows (witness the fact that no high Hooperated show is without a voice) but big or little, on their own, they sink or swim on the same factors that make or break a band on the ether.

There was a time when a singer on a 15-minute spot all by himself could build a rated following. That's the way Kate Smith first sold herself at 7 p.m. on CBS and the way others like Little Jack Little, Whispering Jack Smith and the Street Singer, to mention three, hoisted themselves up into the payoff coin. But those days are gone forever. The eight-month singers' Hooperatings compilation published here is proof positive of this fact, for not one voice above the rating of five carried a show with its own warbling. However, not one of the shows would have rated the chart if it wasn't for the voice which it frames. Evidence of this is the fact that every time Bing Crosby steps out of the *Kraft Music Hall*, which he runs, the show takes a downward smack the next week. It holds up the first week he's out because of the fact that a great part of the Crosby audience tune to the show regularly without checking up on the time-tables (and even the newspaper listings are often incorrect since it frequently isn't until the last minute that Bing makes up his mind not to sing).

Bing Heads the List

The greatest groaner of them all naturally heads the list for the first six (See *Air Rating for Singers* on page 64)

Music in Bales

NEW YORK, Sept. 2.—Ork leader Bill McCune has hired a truck to go over to the Brill Building to pick up music. His present agent, Bill Treadway, thought it would be a good idea to collect music in bales—for the wastepaper drive. Truck calls Wednesday (6).

U. S. Employment Service Forces Leader To Fire Bass Who Left War Job

All Male Workers Must Get USES Okay

TOLEDO, Sept. 2.—An interpretation of present regulations that may discourage any further move of musicians or other talent toward war work was invoked by the United States Employment Service at Toledo in the case of George Lage, musician. Under the interpretation it would be difficult, if not impossible, for an act or musician (or any other showman, for that matter) to return to his profession if he once went into war work, regardless of how unsuited he might find conditions. This could seriously affect hundreds of artists who have patriotically turned to factory jobs in the Detroit industrial area in the past two or three years but planned on returning to show business when the time was ripe.

The USES, over the signature of Charles A. Newman, compliance officer, ordered Warney Ruhl, leader of the band at the El Dorado Room in Commodore Perry Hotel, Toledo's top swank spot, to discharge Lage, whom he had hired as bass player about three weeks earlier.

Lage worked in a war plant at Ann Arbor, Mich., for several months but complained that he had found factory work made him so nervous that he could not continue it, and quit to take the post with Ruhl. He neglected to secure a certificate of availability from his former employer for the reason that he did not understand it was necessary when he went into officially designated non-essential employment.

According to Newman's ruling, it is "mandatory for all male workers to be referred from USES," and this is stated to be the rule, regardless of the type of employment.

Newman's letter stated further that the band leader was obliged to fire Lage because the employment stabilization plan "requires that workers hired in

violation shall be released by the employer."

Under the interpretation, apparently the only course open to Lage would be to return to his factory job in Ann Arbor, unless he chose to stay out of work entirely, in which case his draft status might be subject to question. In the meantime an appeal is being filed in the case by Ruhl and Lage.

Procedure that should have been followed by Ruhl and Lage, of course, in accordance with War Man-Power Commission ruling for critical areas such as Detroit, is that Ruhl should have made application with the WMC stating that he wanted to hire Lage and his reasons for needing the bass man. Lage also should have made application for a release from his war job and request that he be permitted to go back to music biz.

Daillard Quits Dorsey Dancery

Sells interest to brothers —Ed Jameison to manage Casino Gardens

HOLLYWOOD, Sept. 2.—Wayne Daillard, who recently purchased an interest in Casino Gardens, Ocean Park, with the Dorsey brothers, has sold out his share to the brothers and will go back to handling his Pacific Square Ballroom, San Diego.

While no reason was given for the sudden move on Daillard's part, it was understood on good authority that he was dissatisfied with the way the spot was being handled. Ed Wakeland, who has been managing Casino Gardens, will return with Daillard to San Diego and confine his activities to Pacific Square.

Dorsey brothers this week named Ed Jameison as manager of the Casino.

Prima To Strand July, 1945

NEW YORK, Sept. 2.—Louis Prima goes back into the New York Strand week of July 13, 1945. He recently completed stint at theater, where he doubled from the Astor Roof. Prima is now at the Frolies Club, Miami, thru September 3, then moves to New Orleans, his home town. Prima's hit disk of *Robin Hood* is selling well, especially platter with vocal, which Prima put on some three weeks after disk originally appeared in May.

Goodman Denies He Will Play Dorsey Dancery

NEW YORK, Sept. 2.—West Coast rumor has Benny Goodman and ork slotted into the Dorsey brothers' Casino Gardens starting October 20 and doing some work on the new Walt Disney pic. Casino spokesmen are said to have verified the date, while admitting that no figure is yet worked out nor a contract signed.

The Hollywood office of MCA denies that the engagement is set, and Goodman states that he is not planning to leave New York and points out that he is sans band.

Hooperating Air Shows Built Around Singers

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	6 Mo. Rating	8 Mo. Rating
Bing Crosby	25.5 22.2	24.2 24.0	19.6 20.3	19.4 18.1	17.2 18.0	14.9 15.1	12.2 14.5	S6.8 S8.6	19.9	17.5
Dinah Shore	7.3 8.6	8.0 10.0	8.1 7.3	6.4 6.4	6.5 6.2	5.7 5.4	— —	— —	7.2	—
Frank Sinatra	19.6 12.4	13.8 14.1	11.5 12.2	11.4 11.3	11.5 9.2	9.9 —	— —	— 9.0	12.4	12.2
Ginny Simms	14.0 13.7	14.9 14.2	13.2 12.7	12.6 12.1	10.6 9.8	D-Day 9.2	6.6 7.5	7.0 7.8	12.5	11.1
Gracie Fields	— —	— —	— —	— —	— —	— 11.4	9.7 10.9	8.4 10.6	—	10.2
Kate Smith	17.0 16.8	16.2 16.1	14.7 15.1	13.9 13.7	12.6 11.0	8.0 —	— —	— —	14.1	—
Mary Small	— —	— —	2.3 4.2	3.5 3.2	2.4 3.0	1.9 2.5	1.9 2.5	1.1 2.2	2.9	2.5
Hildegarde	— —	— —	— —	— —	— —	— 12.2	6.3 6.2	8.3 7.7	7.1	8.1
Dick Haymes	— —	— —	— —	— —	— —	— 6.1	5.1 3.6	5.7 4.9	—	4.8
John Charles Thomas	— —	9.7 9.0	7.8 8.9	6.9 8.5	9.1 5.8	5.7 4.9	4.7 6.8	— —	7.6	—
Keepsakes	5.4 5.0	5.0 6.0	4.5 5.2	5.7 4.2	3.0 4.3	2.8 2.6	2.7 2.2	3.5 3.2	4.5	4.1
James Melton	— —	— —	— —	— —	— —	— —	5.9 5.0	5.4 5.1	—	5.4
Kenny Baker	— —	— —	— —	— —	— —	— —	— 4.0	5.4 5.7	—	5.0
DAYTIME										
Irene Beasley	1.8	3.1	2.0	2.4	3.0	3.2	2.4	3.1	2.6	2.6
Songs by Morton Downey	3.9	4.4	3.8	3.3	2.5	2.7	3.1	3.1	3.4	3.3

— — — — Not on the air.
S—Substitute Show.
D-Day—Off the air.

Race Orks Get New House in Met, Cleveland

Sock Race Biz Points Trend

NEW YORK, Sept. 2.—October 6 opening of 1,500-seat Metropolitan, Cleveland, will increase to six the theaters catering largely to Negro audiences that offer week-long engagements to race bands. Harry Lineska, of the Moe Gale Office, is assisting E. Jay Stutz, manager of the Metropolitan, in booking orchestras.

Lucky Millinder will open the Metropolitan October 6, to be followed by the Sweethearts of Rhythm October 13, and Tiny Bradshaw, October 20. With a week to fill, Billy Eckstine comes in November 3, and Buddy Johnson the week following (10). Erskine Hawkins plays the house sometime in January.

Other similar houses are the Apollo, New York; Paradise, Detroit; Royal, Baltimore; Howard, Washington, and Regal, Chicago. At last-named house Billy Eckstine ran up gross of over \$30,000 just a week ago.

To this list may be added the Roosevelt, Pittsburgh, which occasionally plays an ork, and the Lincoln, Los Angeles, where race vaude is presented. Orks are brought in only on the rarest occasions. Lafayette, in Harlem, was shuttered some years ago after a short try, when orks decided against playing the new house (See NEW RACE HOUSE on page 17)

Mgrs. Burn as Orks Use Airtime to Intro New Untried Tunes

NEW YORK, Sept. 2.—Managers of a number of the newer orks around town are raising the roof with their maestri for introducing too many brand new tunes on their remote air shots. Contact men who give the leaders that "this is the greatest number ever written it'll make a big man out of you if you introduce it" routine are also coming in for a share of the ork pilots' wrath.

Theory, according to managers who are doing the yelling, is that a new and young band in order to fully cash in on its build-up air time must play established hit tunes, numbers which the listener can readily identify as pop chart and Hit Parade material. It's okay, say these band mentors, for the Jameses, the Dorseys, et al, to intro the maybites, but for a newie it's sure death. One band manager, for instance, who has a new property playing a Westchester spot, claimed that he tuned in on one of the ork's remote quarter-hour segs and didn't hear a single tune he could identify.

If pluggers discover a new resistance to introing tunes on the part of younger orkmen who may have been a pushover in the past, they'll know this manager resentment has something to do with it.

Zuccas Converting French Casino Into Sagebrush Terpery

HOLLYWOOD, Sept. 2.—New Western dance hall will be unveiled on Sunset Boulevard here soon, according to the Zucca Bros., who will turn their French Casino into a sagebrush spot. Different types of nitery fare have been dished out by the Zuccas, with spot running colored shows and then going burlesque.

Operators hope to be able to garner some of the Sunset Boulevard biz, grabbing off the ticket buyers who go for the Western jive and some who formerly patronized the Palladium down the street.

Spot will shutter a few days and then have premiere opening as Gower Gulch Dance Hall.

Heywood Newest Robbins Band

NEW YORK, Sept. 2.—Eddie Heywood's ork is being added to the Jack Robbins Artists' Bureau stable of bands. Jack Gale will continue as Heywood's personal manager. Ork, currently playing Cafe Society, goes into Three Deuces on 52d Street Thursday (7).

Last week it was reported that Bobby Byrne and Del Casino had been signed by the Publishers' Management Company and that deals were in the wind for inking Ziggy Elman and Randy Brooks.

Lawrence Welk Signs With MCA

CHICAGO, Sept. 2.—Music Corporation of America here has signed Lawrence Welk to a year's contract, with a three-year option clause. Deal calls for the maestro to report to MCA camp July 1, 1945, at which time he will terminate a seven-year exclusive management contract with Frederick Bros. Agency here.

Before leaving on his fall tour in October, Welk will practically have a new group set-up with the replacement of six men. Jayne Walton, songstress, and Bobby Beers may also be absent. Singer, if replaced, will be granted a six-month leave, with Beers possibly being called for military service.

Leon Navara Talks New Ork

NEW YORK, Sept. 2.—Leon Navara, former ork leader, out of the baton-waving biz for five years, is discussing the formation of a band. He has been playing solo theater engagements since disbanding his organization. Last date with his 16-piece band took place at the Hotel Roosevelt, New Orleans, almost five years ago.

Summer Wind-Up Big; Hot Fall and Winter Ahead for Gotham Band Hostelries

Kaye, Herman, Long, Hudson, Brandwynne, McCune Big

NEW YORK, Sept. 5.—Hotel rooms featuring orks are getting a heavy play, with all cover-charge totals up for the past two weeks, indicating a big fall season, according to bonifaces. Sammy Kaye at the Astor leads with 4,905 covers charged after 10 p.m. week ended August 26, and a bit over 5,000 for the current week ending today. Considering the season this compares favorably with over 6,000 high set by Harry James early this summer. Room seats 550 customers.

Woody Herman, at slightly smaller Cafe Rouge at Hotel Pennsylvania, ran up 3,400 covers August 26 seven-day stretch, his first week in, and will go slightly over that figure second stanza. James's record here was in excess of 5,000 at height of season. Dinner trade at Cafe Rouge is running far ahead of expectations. Management expected dinner trade would not turn out for Herman, known as a hot band, but contrary has been true, with turnaway crowds several times during the week.

Capacity was reached nearly every night during current week at Terrace Room, Hotel New Yorker, where Johnny Long is featured with an ice show. Totals are in neighborhood of 2,000 each week. Both New Yorker and Waldorf-Astoria report capacity bookings for Labor Day week end, and there are expectations of high grosses in dine and dance rooms. Nat Brandwynne ork opened at Waldorf Starlight Roof last week. Cover count for seven days, ended Saturday (2), will be around 3,100, a bit above average for the room.

At other hotels substantial totals are being clocked. Dean Hudson, at the Lincoln, will climb to around 1,250. This is a distance away from the 2,910 recorded by Harry James in 1942 or the 2,400 of Artie Shaw in 1939, but is above average for the Blue Room this season. Bill McCune, who just moved into the Green Room at the Edison, has reported

turnaway business nearly every night of the past week, with other dance and dine places of lesser degree also admitting the cash register is clocking a bit faster than might be expected for the season.

Aquarium, Childs's Paramount, and other spots in lower-price bracket were crowded with servicemen for the Labor Day period, and East Side spots reported the ropes up without admitting attendance totals. More exclusive niteries suffer in total take on holiday periods, where those with broader appeal rake it in as less swank spenders come to town for a fling. Season seems to be ending with grand flourish and promise of heavier grosses coming fall and winter.

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TALK ABOUT ORK LEADERS ON THE AIR

Ork leaders and singers who are on network shows will be one of the many valuable musical lists to appear 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 all the pluggers as well as those they see will be talking about the '44 MYB.

Berlin Battle Over; Deal Set

NEW YORK, Sept. 5.—After a five-hour gabfest Friday (1) between principals and attorneys in the Irving Berlin-Saul Bornstein battle over who shall retain which copyrights and how much money should be exchanged in the split-up of the quarter-century partnership, settlement was reported to have been reached and papers are due to be signed today at another meeting between the parties involved and Max Dreyfuss, head of Chappel, Inc. (Dreyfuss has been refereeing the tilt).

As this issue of *The Billboard* went to press final papers had not actually been inked, nor had full details of the settlement been revealed. It is understood that copyrights retained by Bornstein include bulk of tunes in the ABC Music Corporation catalog as well as quite a few on the Irving Berlin, Inc. lists.

It was also reported that Bornstein received a compromise cash settlement from Berlin. Latter will take with him most of his own tunes and will withdraw his name from the firm.

Settlement is said to have put to an end contemplated legal action on the part of Bornstein to get an injunction against Berlin and E. H. Morris, Inc., who published Berlin's infantry tune, *There Are No Wings On a Fox-Hole*, in defiance of Bornstein's claim that Berlin had no right to permit any other company than Berlin, Inc., to publish any of his compositions.

Full details of the settlement are expected in the coming week.

Owens May Replace Martin

HOLLYWOOD, Sept. 2.—Harry Owens and ork will replace the Freddy Martin crew at the Coconut Grove of the Ambassador Hotel, provided Martin's skedded Monday (4) induction into the army takes place.

NATIONAL RECORDS



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RAYMOND SCOTT and Orchestra

VINCENT LOPEZ and Orchestra

DICK THOMAS in Cowboy Songs

Minimum orders, 80 records. Price, 49 cents each net. Includes tax. F. O. B. Phillipsburg, N. J.

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What Billboard Says

FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

DICK THOMAS (National)

A Cowboy in Khaki—FT; VC. *San Antonio Serenade*—FT; VC.
Broken Heart—FT; VC. *You Never Loved Me*—FT; VC.

A new record label, it also brings a new name for the singing of the cowboy songs. In these introductory four sides by Dick Thomas, the lad listens as a real name in the folk field. Not only does he give out with a pleasant and lyrical voice, singing in the true cowboy tradition, but Thomas is equally effective on the yodeling. As a result, there should be an immediate response to the initial spinning of his sides. "A Cowboy in Khaki," which figures as a real prairie hit song, has Thomas singing and yodeling of the cowboy-soldier yearning to exchange his jeep for a pony and once more ride the range. The tempo is slowed up for the ear-pleasing "San Antonio Serenade." "Broken Heart" is a cowboy song of empty dreams and sunshine turned to rain which Thomas takes in stride in effortless fashion at a lively tempo. In the same lively manner is his own "You Never Loved Me," with Thomas singing and yodeling that she gave him kisses but not her heart. Attractive musical accompaniment is provided by a Western-styled band. All four sides, and particularly "A Cowboy in Khaki," should keep the coins piled up high in the music machines.

About These New Cowboy Hit Records

BROKEN HEART
YOU NEVER LOVED ME
Dick Thomas } NATIONAL RECORD #5001

A COWBOY IN KHAKI
SAN ANTONIO SERENADE
Dick Thomas } NATIONAL RECORD #5002

Also Just Released

LET'S GO, JOE · OKEH RECORD #6720
Cab Calloway and His Orchestra

IF I WERE THE MOON NATIONAL RECORD #7004
Vincent Lopez and His Hotel Taft Orchestra featuring Bruce Hayes

CHERIO MUSIC PUBLISHERS, Inc.—RYTVOC, Inc.
1585 Broadway, New York 19



PART 1—The Billboard

SONGS WITH MOST RADIO PLUGS

The following are the leading songs on the basis of the largest number of network plugs (from New York outlets WJZ, WEAF, WABC and WOR) for the past week. Position in the list is no indication of a song's "most played" status, since all songs are listed alphabetically.

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

TITLE	PUBLISHER
A Fellow on a Furlough (F)	Block
A Kiss to Remember	Lincoln
Amor (F)	Melody Lane
An Hour Never Passes	Shapiro-Bernstein
And Then You Kissed Me	Miller
Come Out, Wherever You Are (F)	T. B. Harms
Dance With a Dolly	Shapiro-Bernstein
Every Day of My Life	Paramount
How Many Hearts Have You Broken?	Advanced
If I Knew Then	Williamson
I'll Get By (F)	Berlin
I'll Be Seeing You	Williamson
I'll Walk Alone (F)	Morris
I'm Making Believe	Bregman-Vocco-Conn
Is You Is or Is You Ain't? (F)	Leeds
It Could Happen To You (F)	Famous
It Had To Be You (F)	Remick
Kayes Melody	Robbins
Kentucky	BMI
Let Me Love You Tonight	Robbins
Let's Sing a Song About Susie	Harms, Inc.
Lili Marlene	Chappell
Long Ago (And Far Away) (F)	Crawford
Magic Is the Moonlight (F)	Southern
On My Way Out	World
Pretty Kitty Blue Eyes	Sanly-Joy
Straighten Up and Fly Right	Am. Academy
Sweet and Lovely (F)	Feist
Swinging on a Star (F)	Burke-Van Heusen
Ten Days With Baby	Triangle
The Very Thought of You	Witmark
Time Waits for No One (F)	Remick
Together	Crawford
Up, Up, Up	Broadway
What a Difference a Day Made	Marks

Lucky Strike HIT PARADE

CBS, Saturday, September 2, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. I'll Be Seeing You	Williamson
2. Swinging On a Star (F)	Burke-Van Heusen
3. Amor (F)	Melody Lane
4. Time Waits for No One (F)	Remick
5. Is You Is or Is You Ain't? (F)	Leeds
6. I'll Walk Alone (F)	Morris
7. I'll Get By (F)	Berlin
8. It Could Happen To You (F)	Famous
9. It Had To Be You (F)	Remick

And the Following Extras: Bye, Bye, Black Bird; Beer Barrel Polka, Crazy Rhythm, and Some of These Days.

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.

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(WHEN THE YANKS GO MARCHING IN)

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MUSIC GRAPEVINE

Gene Krupa and band start work in late November on pic, *George White's Scandals*. . . . Oliver Drake has turned out a song called *Monsieur Le Good-for-Nothing* for Universal's *The Mummy's Curse*. . . . Mayfair Music pubbing new copies of *San Fernando Valley* with Roy Rogers's pic for promotion in connection with Republic's film of the same name. . . . George Towne, who opens at the Jefferson Hotel, St. Louis, September 9, took his name from his alma mater, Georgetown University.

Kramer Chain Links

Maria Kramer is eying a hotel in Chicago and another in Boston. If deals go thru she will have a chain of five hostleries, including the Lincoln and Edison, New York, and Roosevelt, Washington. . . . Ken Clark, former Harry James piano player, recuperating at naval hospital

in Philly. . . . Carl Ravazza's *Blackhawk*, Chicago, run extended to October 17.

Art Kassel's former trombonist, Lawrence Martin, leading a swing group somewhere in South Pacific. . . . Eddy Howard is on his eighth return engagement at Aragon Ballroom, Chicago. His new song, *V-Mail*, to be pubbed by Fred Waring. . . . Trudy Marsh is Benny Strong's new thrush, replacing Bea Herold. . . . It's Maj. Glenn Miller now. Leader was upped from captain in England where his flying band is playing.

Himber in Hollywood

Dick Himber in Hollywood to sign talent for his magical-musical comedy skedded for late October opening on Broadway. . . . Tunemith Gladys Shelley has sold *No Life for a Lady* to Universal pix. The play concerns Tin Pan Alley. . . . Kay Kyser at Johns Hop-

Music Popularity Chart

Week Ending
Aug. 31, 1944

BEST SELLING SHEET MUSIC

This compilation is based on weekly reports received from leading sheet music jobbers and dealers in important sheet distribution centers in the United States. (See 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 Last/This Wk./Wk.	NATIONAL	East	Mid- west	South	West Coast
		1	1	1	1
3	2. I'LL WALK ALONE (F) Morris	2	2	2	2
4	3. I'LL BE SEEING YOU Williamson	3	3	4	5
2	4. TIME WAITS FOR NO ONE (F) Remick	4	4	6	4
5	5. AMOR (F) Melody Lane	8	8	3	3
7	6. IT COULD HAPPEN TO YOU (F) Famous	7	7	7	7
9	7. IT HAD TO BE YOU (F) Remick	5	6	—	10
8	8. I'LL GET BY (F) Berlin	—	5	—	8
6	9. IS YOU IS OR IS YOU AIN'T? (F) Leeds	10	9	—	6
—	10. GOODNIGHT, WHEREVER YOU ARE Sahpito-Bernstein	—	—	5	—

Other Sheet Music Reported in Best Selling Lists by Sections
EAST: You Always Hurt the One You Love—Sun Music Company; A Fellow on a Furlough (F)—Block.
MIDWEST: Day After Forever (F)—Edwin H. Morris.
SOUTH: A Fellow on a Furlough (F)—Block; Day After Forever (F)—Edwin H. Morris; Going My Way (F)—Burke-Van Heusen.
WEST COAST: Sweet and Lovely (F)—Feist.

"HARLEM" HIT PARADE

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

POSITION Last/This Wk./Wk.	Record	Artist	Label
1	1. Hamp's Boogie Woogie	Lionel Hampton	Decca 18613
3	2. G. I. Jive	Louis Jordan	Decca 8659
2	3. Till Then	Mills Brothers	Decca 18599
9	4. I'm Lost	Benny Carter	Capitol 165
7	5. Cherry Red Blues	Cootie Williams	Hit 7084
4	6. Is You Is or Is You Ain't? (F)	Louis Jordan	Decca 8659
6	7. I Stay in the Mood for You	Billy Eckstine	De Luxe 2000
5	8. You Always Hurt the One You Love	Mills Brothers	Decca 18599
8	9. Straighten Up and Fly Right	King Cole Trio	Capitol 154
10	10. My Little Brown Book	Duke Ellington	Victor 20-1584

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
 Atlanta: Cox Prescription Shop; Beverly Hills, Calif.: Martindales's; Birmingham: Norlen's Radio Shop; Louis Pizitz Dry Goods Co.; Boston: The Melody Shop; Bridgeport, Conn.: Gilman Music Store; Howland Dry Goods Co.; Whiting Radio Service; Butte, Mont.: Drelbelbis Music Co.; Chicago: Goldblatt Brothers; Hudson-Ross; Lyon & Healy; Marshall Field; Sears-Roebuck & Co.; Wurlitzer's; Cincinnati: Song Shop; Steinberg's, Inc.; Willis Music Co.; Wurlitzer's; Denver: Century Music Shop; The May Company; Charles E. Wells Music Co.; Des Moines: Davidson Record Co.; Des Moines Music House; Fort Worth, Tex.: Kemble Bros.; Furniture Co.; Hollywood: Music Shop; Music City; Hollywood House of Music; Jacksonville, Fla.: Butler's Record Shop; Los Angeles: The May Company; Louisville: Stewart Dry Goods Co.; Miami: Richard's Store Co.; Burdine, Inc.; Milwaukee: J. B. Bradford's Music House; Morton Lines Co.; Broadway House of Music; Newark, N. J.: G. & R. Record Shop; Radio Shop of Newark; New Orleans: Louis Grunewald Co., Inc.; New York City: Center Music Store; Liberty Music Shop; Galety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Strauss, Inc.; Broadway Melody Shop; Philadelphia: Downtown Record Shop; Alex A. Getlin; Highpoint Record Shop; Pittsburgh: Volkwein Bros., Inc.; Portland, Ore.: Meier & Frank Co.; Raleigh, N. C.: O. 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.

kins for treatment for arthritis in his legs. . . . Jack Riley into the Aragon, Hollywood, replacing Duke Shaffer. . . . Clarence Fuhrman, Philly maestro, loses violinist Leonard Frantz to Philadelphia ork.

Joey Martin, Atlantic City's Jockey Club singer, joins Mal Hallett as vocalist. . . . Bob Wills has turned out a new song, *Prairie Flower*. . . . Frank Skinner, composer and arranger, for the past eight years at Universal, did his first conducting at the studio this week. . . . Charlie Barnet guest on Dick Gilbert WHN program Tuesday (5). Gene Autry said to be trying to buy out Dave Gordon, his partner in Western Music.

Ethel Smith and Bing Crosby will wax "My Mother's Waltz" and "Just a Prayer Away" for Decca. . . . Sgt. Dave Rose to baton the army ork for "Winged Victory" when it opens at the Philharmonic, Hollywood, October 9. . . . Tome Terry in third year with his Hammond organ at Tune Town Ballroom, St. Louis. . . . Carlos Castel in town lining up Eastern dates for Benny Carter, who'll hit New York soon.

Darling Show

Denver Darling, hillbilly and folk-song singer, and Dick Brown, baritone, teamed on G. I. songs on WNEW. . . . Dale Cross and ork at Rendezvous Room, Biltmore Hotel, Hollywood, will record *It Had To Be You*, *Blue Moon* and *Buy the Light of the Silvery Moon* for soundies.

Jimmy Dorsey skedded to arrive in New York from the Coast by September 15. . . . Paul Laverte opening at Enduro Restaurant, Brooklyn, marks the ork's New York debut. . . . Helen Martilla, secretary to Johnny O'Connor, on three-week vacation in Rockport, Mass. . . . Marilyn Duke, Vaughn Monroe vocalist, teamed with Teri Josefovits to write *I'll Love You Forever*. Monroe is doing an arrangement.

Peer Opens Rio Office

HOLLYWOOD, Sept. 2.—New office of Peer International has been opened in Rio De Janeiro and will be called Brazilian Music, Inc. Company's first tunes will be Spanish and Portuguese versions of score from Republic's *Brazil*.

Earle, Philly, Million Gross Despite Dearth of Name Orks

Names pull big, but lesser bands go below house average —orks without new disks lose in pulling power in 1943-1944 season

PHILADELPHIA, Sept. 2.—In spite of the dearth of top name bands with heavy marquee value, Warner's Earle Theater, only center-city playhouse with a film-flesh policy, has been able to hold up its head at the box office for the 1943-'44 season. Total gross was not far behind the previous year, and the \$1,150,300 for the 52 weeks ended August 24 compares favorably with the 50-week 1942-'43 season that hit \$1,169,700, the first time that the gate reached over the \$1,000,000 mark.

Week-to-week breakdown, according to the grosses reported by Maurice Gable, Warner district manager, showed that only those bands with name value were able to reach the house par of \$20,000 or over. Of the 52 weeks, with bands holding down the spotlight for 48 weeks, only 26 weeks reached the house par or over. But when a real name did come in, the gate zoomed to keep the year's total in top line.

Only One Revue Hit

Of the four non-band weeks, with unit revues holding forth, only one, *Stars and Spars*, topped the house par. Only six weeks topped the \$30,000 mark, two of which hit above \$40,000. Season's high was chalked up the June 23 week, with Ella Fitzgerald, Ink Spots and Cootie Williams's band sharing the spotlight to the tune of \$46,000. All-time high was chalked up in July, 1942, by Tommy Dorsey who turned in \$46,700. Dorsey was the only one this past season turning over the \$40,000 mark, bringing in \$41,500 for the February 4 week.

Those ringing up 30 grand or more were

Frank Sinatra, with Jan Savitt's band, for \$39,000; Cab Calloway, \$41,000; Benny Goodman, \$31,500, and the coast guard unit show with \$30,000. Season's low mark was made the June 9 week, when combination of Enric Madriguera's band, Bert Wheeler and Bea Wain brought in only \$14,400. Box-office draw depends entirely on the stage, screen show being strictly filler fodder. Admission scale is geared from 50 to 95 cents, and the week only covers six days, State law forbidding stageshows on the Sabbath.

Lack of recording build-up hit many of the bands coming in, as the Earle fans are very platter conscious. This was very apparent many times during the year when bands of note fell short, prominently Charlie Spivak. A heavy fave here in former seasons, lack of disk bally hurt Spivak's stanza here, his March 3 week bringing in only \$23,300. Test of Frankie Carlo's popularity fizzed when the trolley strike blitzed his July 23 week, and \$16,300 was almost found money.

NEW RACE HOUSE

(Continued from page 15)

which was opposition to the Apollo on 125th Street.

High grosses being run up at practically all houses will likely tempt some other theater operators to reopen or switch policy, but no such ventures are far enough along to discuss as yet. Boston and Philadelphia are offered as likely spots.

... Hear ... WOODY HERMAN ... Play ...

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PART 2—The Billboard

BEST SELLING RETAIL RECORDS

This compilation is based on weekly reports received from leading retail record stores in key retail cities. (See Sources in Part 1.) Songs are listed according to their popularity nationally with the sectional listings to the right. Record backing the hit record is in light face. (M) Song in Legit Musical. (F) Song in Film Musical.

POSITION Last This Wk./Wk.	NATIONAL	East	Mid- west	South	West Coast
1	1. SWINGING ON A STAR (F) Bing Crosby—Decca 18597 <i>Going My Way</i> (F)	1	1	1	2
5	2. TIME WAITS FOR NO ONE (F) Helen Forrest—Decca 18600 <i>In a Moment of Madness</i>	3	6	4	3
4	3. I'LL WALK ALONE (F) Dinah Shore—Victor 20-1586 <i>It Could Happen to You</i> (F)	4	2	3	—
3	4. YOU ALWAYS HURT THE ONE YOU LOVE Mills Brothers—Decca 18599 <i>Till Then</i>	5	4	1	—
2	5. I'LL BE SEEING YOU Bing Crosby—Decca 18595 <i>I Love You</i> (M)	2	3	6	—
6	6. G. I. JIVE Louis Jordan—Decca 8659 <i>Is You Is or Is You Ain't?</i> (F)	6	5	9	—
—	7. I'LL WALK ALONE (F) Martha Tilton—Capitol 157 <i>Texas Polka</i>	—	—	—	1
9	8. I'LL BE SEEING YOU Tommy Dorsey-Frank Sinatra— Victor 20-1574 <i>Let's Just Pretend</i>	—	—	7	5
8	9. I'LL GET BY (F) Dick Haymes-Harry James— Columbia 36698 <i>Flatbush Flanagan</i>	—	8	5	—
10	10. HIS ROCKING HORSE RAN AWAY (F) .. Betty Hutton—Capitol 155 <i>It Had To Be You</i> (F)	—	7	—	7

Other Records Reported in Best Selling Lists by Sections

EAST: *Is You Is or Is You Ain't?* (F)—Louis Jordan, Decca 8659; *It Had To Be You* (F)—Dick Haymes-Helen Forrest, Decca 23349; *Amor* (F)—Andy Russell, Capitol 156; *Amor* (F)—Bing Crosby, Decca 18608.
MIDWEST: *It Had To Be You* (F)—Dick Haymes-Helen Forrest, Decca 23349; *Amor* (F)—Bing Crosby, Decca 18608.
SOUTH: *Till Then*—Mills Brothers, Decca 18599; *Going My Way* (F)—Bing Crosby, Decca 18597.
WEST COAST: *It Could Happen to You* (F)—Jo Stafford, Capitol 156; *Patty Cake Man*—Ella Mae Morse, Capitol 163; *Amor* (F)—Andy Russell, Capitol 156; *It Had To Be You* (F)—Betty Hutton, Capitol 155; *Tico Tico* (F)—Charles Wolcott, Decca 23318.

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	ARTIST	RECORD
1	1. Soldier's Last Letter ..	Ernest Tubb	Decca 6098
3	2. Smoke on the Water ..	Red Foley	Decca 6102
5	3. Is It Too Late Now? ..	Jimmie Davis	Decca 6100
2	4. So Long, Pal ..	Al Dexter	Okeh 6718
4	5. Too Late To Worry, Too Blue To Cry ..	Texas Jim Lewis	Decca 6099
5	5. Born To Lose ..	Ted Daffan	Okeh 6706
—	5. We Might as Well For- get It ..	Bob Wills	Okeh 6722

Kaye on Theater Tour After N. Y. Astor Date

NEW YORK, Sept. 2.—Sammy Kaye will do a series of theater dates when he checks out of Hotel Astor here September 16 to build up the income to cover some of the \$12,000 he's reported to be losing on the Astor engagement. Business has been exceptionally good at the roof, closely crowding the grosses run up during spring engagement of Harry James, but Kaye came in on a flat basis that figures about \$2,000 a week under his operating expenses.

Leader doesn't show it in red ink on balance, however, as his current series of commercial broadcasts (three a week) net plenty, but, as has been pointed out, he has those whether he plays the Astor or not.

Main advantage of the New York hotel date to Kaye lies in radio sustaining time when ork can play plenty of dance music. Despite Kaye's commercial broadcasts from coast to coast, he took all available air time during his

Chicago date at the Sherman in July and is doing same thing currently in New York, believing that easiest way to maintain trade-mark is to give fans dance music to swing and sway to, which, of course, can hardly be done on variety commercial show formats.

Kaye will return to New York in February to play the Capitol, and may go to the Coast for a picture during the winter, altho no deal has been set as yet.

Cy Baker May Front Ork

NEW YORK, Sept. 2.—Plans for the formation of a new band to be fronted by Cy Baker, well-known trumpeter, are about ready to jell. Baker, currently playing free-lance, has been with several top orks as first trumpet, and some time back was featured with Bob Chester. Deal is on for a New York hotel spot for early winter. Billy Shaw, of the William Morris office, is engineering the deal.

Music Popularity Chart Week Ending Aug. 31, 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. SWINGING ON A STAR (16)—Bing Crosby (John Scott Trotter Ork) Decca 18597
(Gray Rains, Hit 7088; Freddie Slack, Capitol 160)
2. IS YOU IS OR IS YOU AIN'T? (7)—Louis Jordan Decca 8659
(Bing Crosby-Andrews Sisters, Decca 23350; Cootie Williams, Hit 7108)
3. G. I. JIVE (19)—Louis Jordan Decca 8659
(Johnny Mercer, Capitol 141)
4. YOU ALWAYS HURT THE ONE YOU LOVE (15)—Mills Brothers Decca 18599
(The Three Suns, Hit 7105)
5. I'LL BE SEEING YOU (20)—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)
6. AMOR (10)—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; Vincent Lopez, National 7003)
7. I'LL WALK ALONE (7)—Martha Tilton Capitol 157
(Mary Martin, Decca 23340; Dinah Shore, Victor 20-1586; Louis Prima, Hit 7083)
8. PRETTY KITTY BLUE EYES (4)—The Merry Macs Decca 18610
(Vincent Lopez, National 7004; Art Kassel, Hit 7091)
9. TIME WAITS FOR NO ONE (3)—Helen Forrest (Camarata Ork) Decca 18600
(Sula Musette, Continental C-1149; Johnny Long-Patti Dugan, Decca 4439)
10. I'LL GET BY (21)—Harry James (Dick Haymes) Columbia 36698
(Ink Spots, Decca 18579; The Four King Sisters, Bluebird 30-0821; Jan Garber, Hit 7079; Kitty Carlisle, Decca 23320; Billie Holiday, Commodore C-553)
- IT HAD TO BE YOU (3)—Betty Hutton (Paul Weston Ork) .. Capitol 155
(Earl Hines, Bluebird 30-0825; Artie Shaw, Victor 20-1593; Dick Haymes-Helen Forrest, Decca 23349)
11. HOW MANY HEARTS HAVE YOU BROKEN? (3)—The Three Suns Hit 7092
12. TIME WAITS FOR NO ONE (6)—Johnny Long (Patti Dugan) .. Decca 4439
(See No. 9)
13. I'LL WALK ALONE (5)—Dinah Shore Victor 20-1586
(See No. 7)
14. AMOR (8)—Xavier Cugat (Carmen Castillo) Columbia 36718
(See No. 6)
15. DANCE WITH A DOLLY (With a Hole in Her Stocking) (2)—Evelyn Knight (Camarata Ork) Decca 18614
(Louis Prima, Hit 7107; Tony Pastor, Bluebird 30-0827)
16. LILI MARLENE (1)—Hildegarde (Harry Sosnik Ork) Decca 23348
(Perry Como, Victor 20-1592)
- IS YOU IS OR IS YOU AIN'T? (1)—Bing Crosby-Andrews Sisters (Vic Schoen Ork) Decca 23350
(See No. 2)
17. I'LL BE SEEING YOU (14)—Tommy Dorsey (Frank Sinatra) Victor 20-1574
(See No. 5)
- GOODNIGHT, WHEREVER YOU ARE (14)—Russ Morgan Decca 18598
(Blue Barron's Ork, Hit 7081; Mary Martin, Decca 23340)
- STRAIGHTEN UP AND FLY RIGHT (12)—Andrews Sisters (Vic Schoen Ork) Decca 18608
(King Cole Trio, Capitol 154)

Coming Up

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

1. IT HAD TO BE YOU—Artie Shaw Victor 20-1593
2. A FELLOW ON A FURLOUGH—Phil Hanna (Leonard Joy) .. Decca 4445
3. THE PATTY CAKE MAN—Ella Mae Morse Capitol 163

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.

- HOT TIME IN THE TOWN OF BERLIN—Bing Crosby-Andrews Sisters (Vic Schoen Ork) Decca 23350
(Buffalo)
- ESTRELLITA—Harry James (Fred Lowery) Columbia 36729
(St. Louis)

Waring's Glee Club Into O. & J. "Laughing Room"

NEW YORK, Sept. 2.—Fred Waring Glee Club and some of the Pennsylvanian principals will go into the cast of *Laughing Room Only*, new Olsen and Johnson show. *Laughing Room* is skedded to open in Boston in mid-October and move into the Winter Garden, New York, a couple of weeks later. Waring will not appear in the John Murray Anderson production.

O'Connor To Manage Lyric Soprano; Silsbee Is Added

NEW YORK, Sept. 2.—Johnny O'Connor, who has just chalked up his 17th year as manager of Fred Waring and His Pennsylvanians, is enlarging his managerial activities.

This week he signed Elaine Drake, lyric soprano, to an exclusive personal-management contract, and added Esther Silsbee to his office staff. Miss Drake is a 21-year-old Californian who has done radio work on the Coast. O'Connor plans

to place her in either radio or musical comedy work.

Miss Silsbee recently left General Amusement Corporation, where she was secretary to Howard Sinnott. She has acted as road manager and publicist for bands, including Vincent Lopez and Mel Marvin, and has been connected with various booking agencies, including the Stan Zucker office.

Carle To Make RKO Pic

HOLLYWOOD, Sept. 2.—Frankie Carle and band will go to RKO for a one-picture deal, it was disclosed here this week. Assignment was not named but it was believed that Carle band would be spotted in one of the studio's top-budget musicals.

Lieut. Duchin to School

NEW YORK, Sept. 2.—Lieut. Eddy Duchin, USNR, spent several days in New York last week en route to a Florida naval station where he will take a special eight-week training course. Upon the completion of the training he will be returned to active duty.



Whether you're at the bottom of the sea or leaning on your favorite bar here are four records you'll want to hear over and over again.

HARRY JAMES and orchestra

- col 36738 IT'S FUNNY TO EVERYONE BUT ME featuring FRANK SINATRA
DON'T TAKE YOUR LOVE FROM ME

TEDDY WILSON and orchestra

- col. 36737 OUT OF NOWHERE
vocal by LENA HORNE
YOU'RE MY FAVORITE MEMORY
vocal by HELEN WARD

ROY ACUFF and His Smoky Mountain Boys

- OKeh 6723 WRITE ME SWEETHEART
I'LL FORGIVE YOU BUT I CAN'T FORGET

BIG BILL and his Chicago Five

- OKeh 6724 BAD ACTING WOMAN
I'M WOKE UP NOW





DECCA
presents

GUY LOMBARDO
AND HIS ROYAL CANADIANS

★
The Band That Gave You

DECCA 18573 { TAKE IT EASY
SPEAK LOW

DECCA 18589 { IT'S LOVE, LOVE, LOVE!
CAN'T YOU DO A FRIEND
A FAVOR?

DECCA 18602 { HUMORESQUE
LONG AGO
(AND FAR AWAY)

Now Gives You!

★
TOGETHER
backed by
**COME WITH ME
MY HONEY**
Decca No. 18617

CHELSEA CIGARETTES
Saturday—10-10:30 p.m., EWT
COAST TO COAST BLUE NETWORK



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.

COME WITH ME MY HONEY Guy Lombardo and His Royal Canadians (Vocal Chorus by Tony Craig) Decca 18617-B

This version of "The Song of Calypso Joe" has all the Lombardo sweetness plus the tartness necessary for this type of music. Tony Craig sells it with the aid of the Lombardo trio and plenty of solid special arranging which doesn't hold back the nickel-getting value of the Lombardo band Calypso singing.

I'M GLAD THERE IS YOU... Ginny Simms.....Columbia 36731

This, naturally, is a re-issue, but nevertheless it should sell since Ginny Simms hasn't been around on platters for some time. She really sings this with all the Simms in her. It won't pull in all the spots but it's an ideal nickel tickler in general locations. Also it will sell plenty over the counter where Simms has been having a call for some time with nothing for the disk dealers to offer.

POPULAR RECORD RELEASES

(From August 31 thru September 7)

- BLUE GARDEN BLUES** ... Cootie Williams (Eddie Vinson) Hit 7108
- DON'T TAKE YOUR LOVE FROM ME** Harry James (Lynn Richards) Columbia 36738
- I DREAM A LOT ABOUT YOU** Jimmie Lunceford .. Decca 18618
- I LOVE YOU** Percy Faith Decca 23352
- INKA DINKA DOO** Jimmy Durante (Six Hits and a Miss) Decca 23351
- IS YOU IS OR IS YOU AIN'T?** Cootie Williams (Eddie Vinson) Hit 7108
- IT'S A SIN TO TELL A LIE**. Fats Waller Victor 20-1595
- IT'S FUNNY TO EVERYONE BUT ME** Frank Sinatra (Harry James Ork) Columbia 36738
- JEEP RHYTHM** Jimmie Lunceford .. Decca 18618
- LIGHTNING BOOGIE** Will Bradley Celebrity 7014
- LONG AGO (AND FAR AWAY)** Percy Faith Decca 23352
- OH! FRENCHY** Fats Waller Victor 20-1595
- OPERETTA POTPOURRI** Columbia C-100
- COUNTESS MARITZA SELECTIONS** Mark Weber Columbia 36708
- DIE FLEDERMAUS SELECTIONS** Mark Weber Columbia 36706
- GYPSY BARON SELECTIONS** Mark Weber Columbia 36705
- STUDENT PRINCE SELECTIONS** Mark Weber Columbia 36707
- SUGAR HILL BOOGIE WOOGIE** Will Bradley Celebrity 7014
- UMBRIAGO** Jimmy Durante (Six Hits and a Miss) Decca 23351

ADVANCE BOOKINGS

COUNT BASIE: Paradise Theater, Detroit, Oct. 13; Palace Theater, Akron, 21-23; Auditorium, Cleveland, 24; Chestnut Street Hall, Harrisburg, Pa., 25; Apollo, New York, 27; Royale Theater, Baltimore, Nov. 3; Howard Theater, Washington, 10; Earle Theater, Philadelphia, 17; Stanley Theater, Pittsburgh, 24; Rochester, N. Y., Dec. 1-3; RKO, Boston, 7 (week); Lincoln Hotel, New York, 18 (8 weeks).

BILLY BISHOP: Club Lido, Wichita, Kan., Nov. 4-24.

ACE BRIGODE: Pla-Mor Ballroom, Kansas City, Mo., Oct. 11-29.

MILT BRITTON: Capitol Theater, Yakima, Wash., Sept. 16-17; Palomar Theater, Seattle, 18-24.

BENNY CARTER: Royale Theater, Baltimore, Sept. 8 (week); Peoria, Ill., 16; St. Louis 17; Evansville, Ill., 18; Louisville 19; Cotton Club, Dayton, O., 20; Paris Ballroom, Milwaukee, 21; Regal Theater, Chicago, 22 (week); Paradise Theater, Detroit, 29 (week); Plantation Club, St. Louis, Oct. 6 (2 weeks).

JOY CAYLOR: Center Theater, Norfolk, Sept. 14 (week).

AL DONAHUE: Cottonwood Ballroom, Albany, Ore., Sept. 7; Armory, Salem, Ore., 8; Evergreen Ballroom, Olympia, Wash., 9; Century Ballroom, Tacoma, Wash., 10; Trionon Ballroom, Seattle, 11, 13; Recreation Hall, Bremerton, Wash., 14; University of Washington, Seattle, 15; Jantzen Beach, Portland, Ore., 18-24.

SONNY DUNHAM: Omaha, Sept. 23; Kansas City, Mo., 24; Springfield, Mo., 25; Tunetown Ballroom, St. Louis, 26 (week).

BILLY ECKSTINE: Armory, Akron, Oct. 10; Mosque, Harrisburg, Pa., 12; Renaissance Ballroom, New York, 15; Town Hall, Philadelphia, 16.

DUKE ELLINGTON: Fort Wayne, Ind., Oct. 27; Palace Theater, Cleveland, Nov. 3 (week); Royale Theater, Baltimore, 17 (week); Apollo Theater, New York, 24.

ERNEST FIELDS: Regal Theater, Chicago, Nov. 10-16.

SHEP FIELDS: Coral Gables, Weymouth, Mass., Sept. 15 (2 weeks).

CHUCK FOSTER: Casa Loma Ballroom, St. Louis, Sept. 8-21; Claridge Hotel, Memphis, 22-Oct. 12.

GLEN GRAY: Hastings, Neb., Sept. 12; Omaha, 13; York, Neb., 14; Lincoln, Neb., 15; Herrington, Kan., 16; Danceland, Cedar Rap-

Music Popularity Chart

Week Ending
Aug. 31, 1944

POPULAR RECORD REVIEWS

By M. H. Orodenker

GINNY SIMMS (Columbia)

I'm Glad There Is You—FT; V. *Chinese Lullaby*—FT; V.

Ginny Simms spins as a vocal lovely for these two early-made sides. While her song material may not be up to the minute, her singing is. Enriched by orchestral accompaniment that weaves a particularly colorful background, flavored with harp arpeggios with strings and wood-winds providing the setting, Miss Ginny gives out in full voice and with full expression for the meaningful song stories. "I'm Glad There Is You" is a ballad favorite of earlier vintage yet sounds fresh all over again the way Miss Simms weaves the wordage. Takes it at a moderately slow tempo, keeping within the confines until the final stretch. More tempo liberty is taken to good effect for the familiar "Chinese Lullaby," which is indeed a timely revival when the sympathies are decidedly Chinese. Brightens the spinning in humming an obligato under the solo flute carrying the melody to bridge her vocal refrains.

Both of these sides should carry plenty of weight with the juke box fans, and particularly where the G. I.'s monopolize the music machine.

THE PIED PIPERS (Capitol)

Cuddle Up a Little Closer—FT; V. *The Trolley Song*—FT; V.

The mixed voices of the Pied Pipers turn in one of their better performances on the platters with this mating. Their smooth and rhythmic harmonies make a lush lullaby of the "Cuddle Up a Little Closer" evergreen, singing it at a slow tempo and with a sugary trombone slider banked by their sustained harmonies-bridging the vocal refrains. The tempo is stepped up to lively proportions for a delightful novelty ditty in "The Trolley Song." Contagious in both words and music, heightened by the harmonies of the Pied Pipers, as they sing out rhythmically of romance on a trolley car. On both counts, Paul Weston's orchestra provides stellar accompaniment, which goes a long way to give the platter a high degree of listening polish.

Both of these sides shape up on the strong side as coin-catchers with the contrasting sides each carrying an overflowing measure of phono appeal.

FATS WALLER (Victor)

Oh! Frenchy—FT; VC. *It's a Sin To Tell a Lie*—FT; VC.

Keyed to the front page, Victor is right on its toes in recalling Con Conrad's "Oh! Frenchy." With the fastidious Fats Waller for the delivery, it's a delightful dish all around. Taking it at a fast tempo, Fats fingers the ivories in tinkling manner, makes the most of the wee-wees and la-las when tackling the lyrics, and rings in his small rhythm crew for a bit of jam music to rough it out. The same pace is maintained for Billy Mayhew's waltz fave of yesterday, the late master dipping into a deep jive groove for the singing and playing of "It's a Sin To Tell a Lie," and again calling on the small combo to kick out for a chorus or two.

While the headlines are still hot, "Oh! Frenchy" makes for a topical tune to take in the nickels, particularly with the late Fats Waller in the musical mood best remembered of him.

ANDY RUSSELL (Capitol)

What a Difference a Day Made—FT; V. *Don't You Notice Anything New?*—FT; V.

Swoon with a vengeance characterizes the forceful lyric projection of Andy Russell for these two ballads. As a result, his romantics in the bary range is with much effort and his pipes are not as fluid as they might be. More striking than the singer is the orchestra, with Paul Weston creating an unusually attractive musical bank that makes highly effective use of fiddle frills to give the sides a velvety fringe. "What a Difference a Day Made" is a ballad fave of an earlier year and "Don't You Notice Anything New?" is a new entry in the ballad ranks this year.

Where the juke box fans seek out the singer to thrill them right down to their bobby-socks, these sides by Andy Russell should reap some coinage.

JIMMY DORSEY (Decca)

An Hour Never Passes—FT; VC. *Two Again*—FT; VC.

Neither the ballads nor the band lend any particular sparkle in the spinning of these sides. Jimmy Kennedy's "An Hour Never Passes" is taken at a moderately paced tempo and Gladys Tell doesn't add anything to the song that the band had forgot to do. "Two Again," a slow ballad in which Jimmy Dorsey had a hand in writing, serves as a vehicle for Paul Carey's baritone. But the ride lacks warmth and appeal all around.

Phono play for either of these sides will depend largely on the degree of popularity either of these songs will be able to muster up.

EDDIE MILLER (Capitol)

Yesterdays—FT. *Stomp, Mr. Henry Lee*—FT.

Eddie Miller, long featured with the Bob Crosby band, gets the opportunity here to show off his rich tenor sax tone. He makes the most of it with his full-bellied reed blowing that comes out broad and round. Show-cases his tenoring for Jerome Kern's "Yesterdays," set at a moderately slow tempo with Miller displaying a beautiful and melodic tone rather than his paraphrasings. Rounding up a closely knit band for this dishing, Miller goes riding on his hot horn for "Stomp, Mr. Henry Lee," which the band whips out in true Dixieland style.

It's Dixie parade music that Eddie Miller dishes out for "Stomp, Mr. Henry Lee," which the lads and lassies are sure to seek out in the music boxes.

ids, Ia., 17; Coliseum, Ottumwa, Ia., 18; Elks' Club, Fairfield, Ia., 19; Auditorium, Burlington, Ia., 20; Corn Palace, Mitchell, S. D., 25 (week).

ERSKINE HAWKINS: Club Plantation, Los Angeles, Nov. 2 (6 weeks).

FLETCHER HENDERSON: Club Madrid, Louisville, Oct. 6-19.

INTERNATIONAL SWEETHEARTS: Paradise Theater, Detroit, Oct. 20-26; Regal Theater, Chicago, 27-Nov. 2.

STAN KENTON: Palace Theater, Cleveland, Sept. 15 (week); State Theater, Hartford, Conn., 22-24; RKO-Keith, Boston, 28 (2 weeks).

RAY KINNEY: Palace Theater, Akron, Sept. 17; Circle Theater, Indianapolis, Oct. 20 (week); Adams Theater, Newark, N. J., Nov. 30 (week).

PHIL LEVANT: Muehlebach Hotel, Kansas City, Mo., Sept. 8-Oct. 15.

CLYDE LUCAS: Fort Pierce, Fla., Sept. 26; Naval Training Center, Jacksonville, Fla., 27-28; Emory University, Atlanta, 29; Georgia Tech, Atlanta, 30.

HAL McINTYRE: Palace Theater, Columbus, O., Oct. 24; Palace Theater, Cleveland, 27 (week); RKO, Boston, Nov. 23.

LOUIS PRIMA: St. Charles Theater, New Orleans, Sept. 8-14.

TOMMY REYNOLDS: Apollo Theater, New York, Sept. 8-14.

JOHN PHILLIP SOUSA II: Club Lido, Wichita, Kan., Sept. 8-23.

Columbia to Reissue 16 Hot Jazz Albums

BRIDGEPORT, Conn., Sept. 5.—Another indication of the ever-mounting interest in hot jazz disks, first tabbed in *The Billboard's* 1944 Music and Record Popularity Poll, is the announcement that beginning today the Columbia Records plant here is going to utilize a fair percentage of its productive facilities to press reissues of all hot jazz disks made under the Columbia and Okeh labels.

These were originally issued in hot jazz albums and the reissues will again (See 64 HOT JAZZ on page 63)

CHARLIE SPIVAK: Palace Theater, Akron, Sept. 15-18; Palace Theater, Columbus, O., 19-21; Palace Theater, Youngstown, O., 22-25; Rochester, N. Y., 26; Soranton, Pa., 27; George F. Pavillion, Johnson City, N. Y., 28; Armory, Allentown, N. Y., 29; Cornell University, Ithaca, N. Y., 30.

JERRY WALD: Little Rock, Ark., Sept. 18-19; Martin Theater, Dothan, Ala., 24; Frolics Club, Miami, 26 (3 weeks).

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7105	}	<p style="margin: 0;">I'M MAKING BELIEVE</p> <p style="margin: 0;">YOU ALWAYS HURT THE ONE YOU LOVE</p> <p style="margin: 0; font-size: x-small;">THE THREE SUNS</p>
7102	}	<p style="margin: 0;">JANIE</p> <p style="margin: 0;">SING A TROPICAL SONG</p> <p style="margin: 0; font-size: x-small;">Jack Smith With Orchestra</p>
7100	}	<p style="margin: 0;">IT'S A CRYING SHAME</p> <p style="margin: 0;">A TREE GROWS IN BROOKLYN</p> <p style="margin: 0; font-size: x-small;">CLYDE LUCAS AND HIS ORCHESTRA</p>
7083	}	<p style="margin: 0;">I'LL WALK ALONE</p> <p style="margin: 0;">ROBIN HOOD</p> <p style="margin: 0; font-size: x-small;">Louis Prima and His Orchestra</p>
7089	}	<p style="margin: 0;">WHERE YOU ARE</p> <p style="margin: 0;">TOGETHER</p> <p style="margin: 0; font-size: x-small;">BOB CHESTER AND HIS ORCHESTRA</p>

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Cocktail Unit Shortage Being Felt in Midwest

CHICAGO, Sept. 1.—A shortage of good cocktail combos here is causing many of the agents plenty of thinking and working overtime trying to figure out a way to supply the demand of name attractions for lounge operators. With business increasing in the spots, the owners are now looking for better units and are milking the agencies for their class combos. If and when a good attraction is inked in their locations they immediately sign options to assure themselves that they will be able to hold them. Another reason which is causing the shortage is the many cocktaileries increasing their budgets by replacing their single attractions with anywhere from three to five and six-piece outfits. These units are getting fancy salaries.

According to some agents, the shortage may be even greater after the war as their predictions are, the cocktail lounges will see a decided leap in business. Some, however, don't seem to be worried about the post-war period, due to the release of musicians from the armed forces and USO Camp Shows, as well as the possibility that cabaret tax may be removed. If the tax is removed it will offer many of the operators an

opportunity to replace instrumentalists with vocal groups and acts, thus releasing many of them for other spots.

Jack Kurtze, head of the cocktail department of Frederick Bros. Agency here, in eyeing the present as well as the future of the cocktail business has been concentrating on a drive to build up his department. Within the past few months he has stepped out and signed over 46 units under personal management contracts, giving the firm an assurance that they will have enough instrumentalists to supply the demand.

Mutual Entertainers Agency, here, is another org that is stepping out and grabbing combo talent. The firm, which was organized only a few months ago, has signed over 28 units to personal management contracts, which are handled by Jack Russell and Bookle Levine. Music Corporation of America, on the other hand, have been laying low in signing units, feeling that there are not enough good combos floating around at the present time to warrant their signing.

With the heavy drive put on by Kurtze and MEA, the other agencies, with the exception of Consolidated Radio Artists here, who have a good stable, will either have to scour around for new combos for their stables or will have to resort to the bigger agencies in securing outfits to be booked into spots handled out of their offices.

N. Y. Duane May Switch

NEW YORK, Sept. 2.—Gothic Room at Hotel Duane, New York, which opened a few weeks ago with Dale Belmont working one show nightly, is mulling a new policy. Spot, which is trying to attract an after-theater trade, is figuring a budget that will permit house to buy additional acts, a new combo (plus the one there) and run shows every hour. A piano-voice may also be bought to give out during the lulls.

J. Daly Opens N. Y. Office

NEW YORK, Sept. 2.—Jimmy Daly, Albany, N. Y., personal manager, will open offices in New York October 1. Daly's Albany offices will be continued. He will represent bands, acts and cocktail units.

OFF THE CUFF

Chicago:

FOUR BLIND MICE current at Arden's Lounge. . . . AL BARNETT TRIO now at the Preview. . . . NORMAN SEELIG (3) booked for the Town Casino. . . . FOUR RED JACKETS are heard at Villa Moderne. . . . PONCHA VILLA now in his eighth week at the Garrick Bar. . . . WE THREE TRIO set for the Kentucky Lounge. . . . TONY SCARNOA TRIO current at Cowboy Lounge. . . . LUCRETIA DIX playing piano at the Beritz. . . . DAN GERTZ TRIO appearing at the Town Club. . . . FOUR STEPS OF JIVE skedded for Riptide. . . . PAUL JOHNSTON, pianist, opened at the Admiral Cocktail Lounge. . . . VIVIEN GARRY TRIO to do six disks for Premier Recording Company. . . . SAUNDERS KING (6) into Cafe Society for an indefinite run. . . . MURRAY AND SIMONS at the L'Aiglan.

East:

JOE MARCELLO draws a holdover ticket for his pianologs at Wilson's Cocktail Lounge, Philadelphia. . . . DON RENALDO QUARTET, with Gloria Mann, goes into the Casablanca, Merchantville, N. J., before heading for the West Coast. . . . FORREST SYKES takes his pianology to Philadelphia's Swan Club. . . . BETTY KING winds up a summer stay at Marty Bohn's Nut Club, Wildwood,

VOCAL INSTRUMENTAL MEMORY LANE QUARTET

Currently

Victorian Room, Hillcrest Hotel, Toledo
Personal Rep. LEO SCHOENBRUN
Set by Vio Abbs of G. A. O.

Review

Bob Hardy

(Reviewed at Victory Room, Hotel Lenox, Boston)

Pleasant music for dancing or listening is the keynote of Bob Hardy's trio. Quiet manner, easy-flowing rhythm and good ensemble make the combo ideal for this small spot. Hardy plays a sweet and mellow sax. He usually carries the melody in smooth, lyric style, or tosses the ball to Joe Upling at the piano. Harry Millen's bass supplies a solid rhythm beat.

A complement to the Hardy outfit is thrush Ruth Carey, WCOB's *Singing Lady of Romance*, who is doubling at the Lenox. Intimate, personal style suits both pops and oldies. A lilt in her voice gives them all a sparkle. *Bill Riley.*

New Wildwood Lounge To Use Three Acts

WILDWOOD, N. J., September 2.—Jack Diamond, who introduced the musical bar vogue at this South Jersey summer resort at his Martinique Cafe, is branching out with a second cocktail lounge for next summer. Work has already started on his new spot, converting an old bank building into a cocktailery to be known as the Bolero, and will get the room going during the off-season months.

Diamond is the biggest unit buyer in this resort area, and plans for even bigger names for his new Bolero, in addition to unit names at his Martinique, which featured this summer the Three Peppers, Owen Sisters and the Royal Palm Trio. Bolero bill will also call for three units in season. Bookings thru the Jolly Joyce Agency, Philadelphia.

Jimmy Evans Moves From Cincy to Detroit

DETROIT, Sept. 2.—Jimmy Evans, musical arranger, who specializes in arrangements for night club artists, has opened offices in the Hofmann Building. Evans was formerly located in Cincinnati.

Rollini to Copa

NEW YORK, Sept. 2.—Adrian Rollini goes into Monte Proser's Copa Bar. Outfit opens there September 14 on a two and two-week paper.

New Cocktailery For Broadway

NEW YORK, Sept. 2.—A new outlet for combo units will be opened in a few months when Joe Howard and Carl Erbe, operators of the Zanzibar, take over a spot at 46th Street and Broadway. Spot is now occupied by a Childs's restaurant against which Howard-Erbe recently won a legal decision for ownership of the premises.

New place will consist of two floors with an escalator leading to second floor. First floor will have a large circular bar. Upper story will have private dining rooms and after 10 o'clock will use musical units.

Plans for talent policy are still nebulous. So far no dancing or vocals are contemplated. Good musical units are preferred but Joe Howard says plans are open to change.

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Sweetheart of **S**
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AUDREY THOMAS
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S "Comedy Bombshell of Song"
MARIA LOPEZ
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N. C. Flack Stunts Tabbed by Eds

Editors Tell Likes and Peeves In Night Club-Hotel Flackery

Patriotic stunts, tear-jerkers and brochures get the most attention from editors in *The Billboard's* Sixth Annual Night Club Poll

(Continued from page 3)

wield the blue pencils and write the think-pieces are pushovers for a smartly executed publicity gimmick with a patriotic tinge, such as an assist to the servicemen or a War Bond angle.

The proof is this: The 25 editors and columnists who participated in *The Billboard's* poll this year were asked to name the outstanding publicity-promotional or advertising stunts of the 1943-'44 season. They came back with 22 specific answers, of which eight dealt with flag-waving doodles. Eight out of 22 is a high percentage of success for the red-white-and-blue type of gimmick, and makes this the best kind of payoff stunt.

The balloteers gave no less than four mentions to Carl Erbe's and Spencer Hare's spring brochures on the 30 per cent night club tax. They also picked out the Governor Clinton's stunt of urging men to keep their hats on in elevators to conserve space; the New Yorker's long-range (three years old) goodwill campaign among servicemen thru which the hostelry sends the boys maps of New York, gives them discounts on room, and stages receptions for returned heroes; the mass debut staged at the Ritz-Carlton last winter at which the lifted pinky-gals came out together and tossed the savings to a charity, and the Park Central's exclusive serviceman nights in its Ocoanut Grove Room, since closed.

Tear-Jerkers Pull

How telling a good sympathy-jerking stunt can be is shown by the fact that the editorial lads and lassies went for the Park Central and Ritz-Carlton gimmicks, calling them outstanding, and yet neither hotel received a single vote in the "most effectively publicized hotel" division of *The Billboard* poll (September 2).

In taking its poll this year, *The Billboard* also asked a series of questions designed to bring out editorial opinion regarding the flacks, night clubs and hotels ability to tie their publicity and public relations to war conditions. For example, *The Billboard* asked the voting editors to state which press agent, which night club and which hotel showed the "most awareness of the times we're living in," and to state which flack, nitery and hotel did the "most for the war effort and/or servicemen."

The eds dug down in their memories and came up with some meaningful answers. For instance, they gave four mentions to Sidney Ascher Associates, the same number they gave Erbe-Hare, on the basis of "awareness." The significance of this is that Ascher tied for fifth place in "most effective press agent" division, while Erbe-Hare waltzed off with first place.

And the reason for the heavy Ascher vote on "awareness" is that he has been doing the drum-beating for the Henry Hudson, a relatively obscure hotel which, however, has an elaborate program of entertainment and facilities for the boys in khaki. It is a simple case of the patriotism, underdog and timeliness paying off in the flackery race.

On the score of doing the "most for the war effort and/or servicemen," the voting typewriter-pushers kicked in three mentions for the Henry Hudson; two each for the Park Central, Edison and Waldorf-Astoria, and one each for the Delmonico, Plaza and Barney Josephson (Cafes Society). The common characteristic of all of them is that they give men in the armed forces a break on prices, accommodations or rates.

Votes for Reuben

Not satisfied with this, however, two editors singled out Arnold Reuben, of

the restaurant bearing his name, for praise altho he is neither a flack, tavern-keeper or inn boss. The two eds said why they liked Reuben, too—he's sold several million bucks' worth of War Bonds on his own.

The greatest single fact developed by *The Billboard* thru its publicity poll is proof—if ever proof was needed—that the fresh approach, regardless of cost, yields a heavy crop of results.

As told above, the voting editors were asked to select what they considered the outstanding examples of publicity-promotion and advertising work in the night club-hotel field. They came thru with 22 replies, and not less than 11 had to do with the activities of Carl Erbe-Spencer Hare for the benefit of the Zanzibar. The preponderance of mentions for this pair shows beyond a doubt that editors and writers are impressed by something novel.

Brochures Big

The Erbe-Hare combo, during the 1943-'44 season, introduced to the night club field the brochure presentation technique which has been used so successfully in radio and advertising. This promotional approval has not been used recently in the nitery field to any degree, and never to the extent that the Erbe-Hare boys hit it.

They produced a series of 10 or 12 "books" at a cost of anywhere from \$250 to \$700 per issue, which they mailed to about 1,000 newspapermen in and out of New York.

The brochures were sometimes facetious, sometimes half-serious but invariably they hammered home the name Zanzibar and the name Erbe-Hare. These presentations undoubtedly account for the walloping scores rolled up by the club and the two flacks in last week's issue. Beyond question, each brochure was a good-will messenger which, perhaps, did not result in immediate space but which caused the editors to remember the authors and their nitery.

Erbe-Hare were able to issue the series, which cost upward of \$3,000, because Carl Erbe is co-owner of the Zanzibar, and hence is not forced to sell some hard-hearted club operator to lay heavy dough on the line for publicity when said op is interested in the maximum flacking for the least coin. In this Erbe-Hare were lucky because most other tub-thumpers have to work under wraps when it comes to expense.

Of all the booklets sent out by the pair, covering such diversified matters as a proposal to build a helicopter port on the roof of the club, awards of merit to the waiters, and a "Wake-Up Girl" to get a guy up in time, their booklets treating the subject of the 30 per cent nitery tax received the most attention. In a period when the trade, as a whole, was sunk with the screaming-meemies, these drum-beaters came out with documents telling how happy the Zanzibar was to help Uncle Sam raise dough for the war thru the tax, and showing how the club proposed to keep going with a \$2 dinner policy under which the spot paid 60 cents tax per diner. At the time there was much controversy in the trade as to whether the \$2 dinner idea was a workable one, but after *The Billboard* poll there is little doubt that the stunt paid off in publicity values. It was a case again of rolling with the punch, of suiting publicity practices to the times.

Are Flacks Valuable?

No report on flackery during the 1943-'44 season would be complete without data on how the boys who sit at the desks feel about the boys who ask them for space. The voting editors stated just how valuable they considered night club

Musical Therapy

BUFFALO, Sept. 2.—Sick kiddies at Children's Hospital here rate a regular entertainment program, according to Ray S. Kneeland, agent, who is putting on shows there once weekly. This is believed to be the first time that any hospital here has allowed a regular weekly budget to performances of variety shows thru a regular booking office. Five to six suitable acts will perform for the kids every Thursday evening, going from ward to ward as part of the occupational therapy set-up under Miss Waldach. Dr. M. Tanner, hospital head, signed contracts with Kneeland, and expects these shows to benefit children's quick recovery. Hospital has been enlarged, due to polio epidemic here, and is jam-packed.

and hotel publicity and to what extent they depended on it in the past and expect to call upon it in the future.

Seventeen balloteers replied to the query on value, 12 stating that they think flackery anywhere from fairly to extremely useful. Only two said it had no value and six indicated they could take it or leave it alone. Not all editors answered every question.

On the second query 23 editors replied like this: 10 said they had used it more during the past season; 9, less, and 4, about the same; 11 said they expected to rely on it more in the future; 8, less, and 4, the same.

Sending in their answers, the editorial fraternity also volunteered a slew of peeves, prejudices and suggestions as to what was wrong with flacks and how they could do better.

Editors' Peeves

Here are some of the private gripes hot off the chests of the writers and editors:

From the night club editor of a news-weekly: "Lacking in slants for specialized feature material. . . The hotel boys might work a little harder."

From the nitery editor of a daily: "Fail to take advantage of news events; their releases rarely have humor; they lack imagination."

From a ditto on a where-to-go magazine: "Aside from Carl Erbe, not a single one has presented a new publicity slant."

From a night club editor on another where-to-go-mag: "Too many of the p. a.'s grab a phone instead of working out a story . . . copy badly typed . . . bad carbons . . . don't bother checking correct spelling of names, etc."

Get a Specialist!

From a club editor on a class magazine: "A night club, hotel or restaurant is foolish to have a press agent who is not a specialist in that line . . . agents should have directed their efforts toward attracting spenders not just customers."

From the nitery editor of a picture magazine: "For the most part, cabaret press agents are ineffective. They show a great lack of imagination."

From the hot spot editor of a daily: "Material very bad, rarely important."

From a syndicated New York columnist: "Deficient in imagination and completely lacking in any . . . technique of promotion. With few and minor exceptions, the handouts from night club press agents are trash and utterly useless. To this generality I except specially written copy from Dorothy Ross and Howard Cagle."

From another syndicated columnist: "Quite a few of them need prodding on ideas . . . the press agents don't seem to try very hard."

Nagging No Go

From a columnist on a daily: "Too many press agents want to fall out of bed at 5 p.m. and substitute telephone nagging for elbow grease and accuracy on a typewriter, with the exception of Saucier and Henkin. . . The remainder of it (i. e., hotel flack stuff) has been inferior and slipshod."

From a syndicated columnist: "Much of it trash."

From a Broadway columnist: "I use scarcely any press agent material . . . very few press agents working today who are even literate, sad to say."

From a society editor: "Overlooked news and feature angles of guests, concentrated on run of the mill social notes that are outmoded in tighter papers."

From the assignment editor of a large news-photo syndicate: "None outstanding from a news picture angle."

Flacks Should Think

From the assistant editor of a picture magazine: "They ought to think a lot harder before trying to sell us anything."

From the picture editor of a photo mag: "Very little thought put to a magazine's needs and trends. . . I'd like to see a trend toward use of good journalistic photographers rather than commercial ones in publicity pictures."

From the picture editor of a large daily: "In a particularly dull season the job done by Joel Rose for Armando's was outstanding."

These comments speak for themselves. They show that while editors value publicity, proven by the 12 who found it fairly to extremely useful as against the two who found it without any merit, they are repelled by slovenliness, inaccuracy, laziness and lack of ingenuity among the night club flacks. This is significant not only for the night club-hotel field but for show business generally.

Need More Friends

The comment listed above also show that the drum-beaters have failed to ingratiate themselves, generally, with photo editors, society editors and many columnists who could be useful to the agents in providing them additional outlets at a time when space is tight.

Putting an especially sharp point on the failure of flacks to utilize their opportunities to the fullest are the comments of two city editors of important New York dailies.

Said City Editor No. 1: "Our contact with night clubs is so slight that I don't have any opinions."

Said City Editor No. 2: "I don't handle any night club news unless it becomes of general interest, and when patrons stage a brawl no press agent wants to be helpful."

The voting editors not only rapped the flacks. They offered ideas for improvement, too. Here are some of them:

"Display a little imagination and common sense. They could learn a lot from their Hollywood brothers under the skin."

"Almost every good night club has a story they could place editorially but it has to have an angle and some picture value."

"A picture story has a theme, a beginning, a middle and an end. Let them think in those terms."

"Try to get up good ideas for pictures, other than arrivals at hotels and people sitting at tables at night clubs."

"Night clubs often can supply pix not available elsewhere when a good story breaks."

"Could be improved if the press agent covered his hotel as a reporter covers his beat."

"Careful study of what magazines are using and, more important, what audiences each particular magazine reaches."

"They are helpful if they can be contacted, but they are generally hard to contact."

Too Much Pressure

"There has been entirely too much pressure from night club press agents and at least one advertising agency to bring about puff reviews."

"I consider any publicity valuable, whether good or bad."

"Let press agents learn more about the business they are servicing."

Such is the story of night club-hotel flackery as revealed by *The Billboard* poll. The several parts of the story are interesting in themselves, but together they show any drum-beater who falls does not so so because the editors are holding him down.

NEW YORK, Sept. 2.—In reporting on the standings and associations of night club agents last week, *The Billboard* inadvertently omitted the fact that Leonard MacBain, chief flack at the Monte Carlo, assumed his duties in March, 1944.

Zanzibar Club Crosses Stem

NEW YORK, Sept. 2.—For probably the first time in the history of the local night club industry an actively operating club has decided to move from one location to another.

Deal involved the turning-'em-away Zanzibar and the shuttered Hurricane across the street. Dave Wolper, owner of the Hurricane, had been looking for a buyer since early summer. Originally he intended to reopen with an ice show but building renovations made this prohibitive. Later various groups began dickering. But what with one thing and another each deal fell thru.

On Wednesday (30) Joe Howard and Carl Erbe, Zanzibar ops, huddled with Wolper and the deal was closed. Sale involved an amount said to be over \$50,000, most of which was in cash, the rest in installments. Spot will be operated under Zanzibar name with the present Zanzibar above the Winter Garden to shutter until Howard and Erbe decide on new policy for reopening old spot. New Zanzibar site will bring a rental of

Thomas Burchill Joins CBO Office, Chicago

CHICAGO, Sept. 2.—Thomas Burchill, who has been conducting his own booking agency here for the past several years, will dissolve his present set-up September 15, when he joins Central Booking Office here.

In his new position he will handle theater bookings, as well as continue to represent the Bert Levy Circuit on the Office here.

\$27,000 for the first three years and \$30,000 for the next three years. Howard and Erbe plan to shell out about \$35,000 for redecorating the old Hurricane.

Talent policy at new spot will continue on Zanzibar lines. Sepia talent will prevail. Erbe says he'll buy Lena Horne or anybody else who can draw.

The name Hurricane now belongs to the Zanzibar. Wolper says he is out of the nitery biz. He intends to stick to the legit showbiz.

STEPIN FETCHIT appearing in a new roadshow which had its preem. recently at Benton Harbor, Mich.

Agents' Assn.-AGVA Confab on Rule B Expected Next Week

NEW YORK, Sept. 2.—American Guild of Variety Artists and the Artists Representatives' Association of New York will huddle within two weeks over AGVA's threat to declare its contract with ARA breached, as reported exclusively in the August 26 issue of *The Billboard*.

Performers' union has been developing a feeling during recent weeks that its "Rule B" pact with ARA, signed January 1, was voided by the agent organization thru failure to properly police its members on certain agreed-upon practices. At the time of *The Billboard's* story AGVA was on the verge of making its belief public by declaring the treaty breached, and hence null and void.

This week, however, a top ARA official approached AGVA officials with a suggestion for a conference. This was agreed upon, and the board of governors of ARA will shortly confab with Matt Shelvey and Mortimer S. Rosenthal, of AGVA.

A factor leading to the planned huddle was the union's recent action in the case of the Eddie Sherman agency. On July 24 AGVA notified the Sherman office that the Howard Theater, Washington, would be declared "unfair" as of August 1. According to AGVA officials, the Sherman outfit continued to book acts into the house thereafter, the union spokesmen claiming they saw the Sherman handle on contracts held by performers working the "unfair" theater.

Two weeks ago AGVA lodged a complaint against the Sherman office with ARA, since booking acts into "unfair" places is one of the things verboten by "Rule B." The union subsequently received notification from Bob Broder, ARA attorney, who is also counsel for Sherman, that the agency had ceased booking acts for the Howard, as of August 23. ARA spokesmen deny that this cessation was brought about by any official action of their organization.

Meanwhile, on another front, ARA changed its mind about meeting with the National Association of Theatrical Agents, the big Midwest organization of percenters. Last week ARA officials reported that they were planning to invite representatives of NATA to come East for a huddle over the disputed 10-5 commission clause in "Rule B." ARA holds to the 10-5 divvy; NATA wants to change it.

This week, however, one ARA spokesman stated that the invite had not gone out as expected and would give no reason for same. The ARA board of governors will have to meet to talk it all over again, he said, before the proposition goes out, if at all.

La Guardia Fights With N. Y. Clubs

NEW YORK, Sept. 2.—Another round in the battle between Mayor La Guardia and the Copacabana and the Stork began last week. The Copa got a letter in the mail from the police department ordering the ops to show cause by Thursday (7) why its license to operate spot should not be revoked. Order stemmed, it is understood, out of 1,000-page report turned over to the police department by Edgar Bromberger, commissioner of investigation, who also collected the evidence for the city's case against the Copa charging tax insufficiencies.

The show cause order is based, it is said, on a charge that various owners of the spot have gambling associations.

Proser, in a prepared statement, said "It is significant that this latest attack on the Copacabana follows our demand made in court only yesterday (30) for a jury trial of the case."

The Stork on the other hand is still in there swinging about the tax breakage charge. Stork lawyers charged the city of trying to "ruin" the spot. City corporation counsel countered that "... it (Stork) will go to any length to defraud the public." Meanwhile the temporary stay granted the club stays in effect until further ruling.

Howard to Todd Show

NEW YORK, Sept. 2.—Willie Howard, the Ross Sisters and Chaz Chase have been signed to appear in Mike Todd's forthcoming second edition of *Star and Garter*. Show is due to start rehearsing late this month.

Summer Comic

NEW YORK, Sept. 2.—Henry Nadell had just finished doing a show at the Concord in the Borscht Belt when he was approached by one of the customers, an old lady.

"Ooh, are you good," she said admiringly. "You're wonderful. Tell me, do you do the same thing in the winter time?"

Many New Clubs In Philly Area

PHILADELPHIA, Sept. 2.—Early-season plans indicate heavy activity for the after-dark zone this coming year, with a number of new spots likely. Among those looking for local sites is Carol Von Aukland, of Cleveland. Dewey Yesner will re-light his Shangri-La later in the month, with the emphasis on a name band rather than the floorshow, and Frank Palumbo's Theater-Restaurant unshutters September 9, with Al Schenk topping the floor revue. Another to re-light is the Yacht Club, which has been taken over by Johnny DeSimone, and gets going again on September 11.

Two spots dark for several years are also expected to return to the fold. Evergreen Casino, just bought by an Atlantic City combine, promises to become a class spot again, and Harry Weinberg is refurbishing his Lexington Casino, originally hit by the gasoline ban, for an early reopening. Both Casinos are removed from the main stem.

Cancel Shows in AFM Dispute

OMAHA, Sept. 2.—Stage shows have been canceled here by the Tri-States Theater Corporation because of a controversy with Local 70, AFM, and prospects for a speedy settlement appear slim. The union is asking for a weekly rate for standby musicians instead of the pro-rata scale based on a yearly price which has obtained for 10 years.

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Loew's State, New York

(Reviewed Friday Evening, September 1)

Fresh vaude offering, brought into this house to support *Bathing Beauty* on second week, is loaded with audience values and, consequently, glides along on repeated laughter and applause.

Most interesting item is Menasha Skulnik, Yiddish comic and radio actor, making his Broadway debut. Skulnik's act, done in English with a heavy herring accent, comprises a line of chatter designed to make him appear a schlemiel. His long experience on the East Side stage serves him handsomely at the State for he grabs the customers and holds 'em right thru, wringing anywhere from titters to yocks. Midway, however, his material goes sour at the point where he presumably tells how he became a citizen, and result is a set of bored expressions among the pew-holders. Next bit, a parody on *Besame Mucho*, doesn't help matters, either, being too idiomatic for Times Square tastes. Total reaction to act is good, chiefly for Skulnik's personality and delivery.

Bill intros with a fast, neat and skillful routine of continuous tapping by three nice looking lasses, Roberts Sisters and White, dancing on a small platform. Gals work ensemble also in twos and alone, interspersing their tap terps with breaks, eccentric bits, acro touches, turns and chorus-line snatches. Hoofery builds to a nice finish, and act makes a nifty opener, garnering really good hand.

Followed by Chester Dolphin in a combo act of mock magic and juggling, plus wheezes. Actor handles his business ably and makes adroit use of gal assistant with statuesque figure. Turn builds well to flash finish where Dolphin balances on head and whirls five hoops simultaneously. Nets good responses.

Rubinoff and fiddle prove hit of the bill. Act is magnificently staged and lit, far out of proportion to Rubinoff's actual importance as a gut-scraper, and act benefits accordingly. Added piece of business is an inspiration, this consisting of the use of a superb, electrically controlled player piano owned by the musicker. Thump-box plays alone at times, giving spectators something to watch and comment about. Fiddler's schmaltz violinistics are too well known to need description, but he socks his stuff across and yanks top hands, whistles and three encores.

Three Sailors follow with their familiar, belly laugh-producing routine of slapstick and tanglefoot. Act provides needed dose of rib-tickles and boys go off to strong hand.

Chucho Martinez closes, a difficult spot to be in after all that has gone before, but warbler overcomes the handicap and acquires himself admirably on mixture of Spanish tunes and pops. Flexible voice with he-man quality, and simple, dignified but able selling bring him to a "thank-you" at the end. Biz capacity when caught. *Paul Ross.*

VAUDEVILLE REVIEWS

Strand, New York

(Reviewed Friday Afternoon, Sept. 1)

Charlie Barnet's new ork in the lead-off spot comes up on a dark stage with just the kettle drum lit up while the skin beater gives out with an Indian tom-tom. Scrim is pulled across and while flickering lights, giving the impression of camp fires, play on the scrim the crew sells its *Cherokee*. Outfit, practically all new, are in there pitching, giving the impression of having worked together for some time. Actually, with the exception of a couple of keymen, all are new. Orchestration consists of four trumpets, five reeds, four trombones and three rhythm. The Peanuts Holland solo, *Straighten Up and Fly Right*, with Peanuts on the vocal as well as trumpet, got the crowd palm beating from the opening note. Lyman Vonk, just out of the service (still sporting a G.I. haircut) worked nicely with Barnet on the novelty back-talk number. Sax section with Barnet in there driving 'em sells the jumpers with plenty of oomph.

There are two new singers with the ork. Phil Barton, a tall curly headed lad, sings a nice song. His *Time Waits for No One* and *It Happened Before* got good hands. Lad is stiff and ill at ease at the mike but experience should help that. Kay Starr, canary, has an appealing voice reminiscent of Ella Logan. Her opener was *Is You Is*, followed by *I Walk Alone* and closed with *Come Out Wherever You Are*. Gal, just in from the Coast, is a good looking brunette with an inclination to plumpness. Potentially she's a seller tho she still has lots of distance to travel.

West and Lexing, new comedy duo who graduated from burley, do okay in their New York preem. West is a tall, skinny drink of water with pop-eyes, who partially straights for Lexing, a short, bald-headed guy in comic make-up. Pair have catch lines and pieces of business which drew some yocks. Most of the laugh pullers are based on Lexing's bald dome, ending in a falsetto "Hello There!" Couple's *Donkey Serenade*, a potpourri of screams, yells, double talk and nonsense rhymes plus a little konckabout, register well. With tightening and sharpening, particularly of punch lines, act should be in the top dough in a few months.

The Edwards Sisters, a couple of sepia fem hoofers, know how to use their feet. Kids sell entirely on heel and toe work. Routines are fast single and double rhythm stuff and shows plenty of zing and know-how. But tho the couple know hoofing they are weak on selling. The trick stuff that gets the hands is kept at a minimum. And seldom is a house packed with people who know dancing well enough to applaud technical ability. Pic, *Arsenic and Old Lace*. Stands when caught. *Bill Smith.*

National, Louisville

(Reviewed Wednesday Evening, Aug. 30)

After some indifferent shows thru the months, the current bill headed by the Mills Brothers was welcome.

Opening were the Three Glens, two well-stacked guys and a svelte iron-muscled blonde, in a honey of a balancing act. Gal was usually in the middle, and the customers loved it.

Nita Norman, a Mae West-y babe, followed and got a good mitt, amazingly. She murdered *My Man* with a part-five arrangement and rhymed carrousel with parasol in *I'll Be Seeing You*, to give you an idea.

The Callahan Sisters, two young and pretty gals, did a brief, pleasant tap, followed by Emsee Jackie Green's featured spot. This guy has a fast patter with frequent ad lib asides. His beef in song about radio commercials sells well, as do his impersonations. However, the act is marred by frequent oldies, including the never-funny gag about Roosevelt gettin' in trouble with a gal named Pearl Harbor.

After all these years, the Mills freres are still as steady as their papa's oompa in the bass. With Gene Smith replacing Harry, who's in the army, and Clifford White as guitarist, they were socko. Sinatra-moans greeted the disk favorites, *You Always Hurt the One You Love*, *Til Then* and *Paper Doll*. Pic, *Dixie Jamboree*. House filled when caught. *Barbara Jones.*

Downtown, Chicago

(Reviewed Friday Afternoon, Sept. 1)

This preem show, which inaugurates a change of policy from burlesque to vaude at Chicago's Rialto Theater, now called the Downtown, doesn't impress as a strong enough bill to attract patrons to the far end of the loop. Show moves at a slow pace, has too much singing and lacks good buff numbers. The billing of Johnny (Scat) Davis and Jackie Green for the opening show wasn't too smart, as these performers appeared at the Oriental Theater only a few months ago. Others on the bill are the Milt Herth Trio, the Callahan Sisters and Ted Travers. Davis was brought in as emcee and front man for the house ork, which is under the direction of Teddy Phillips, formerly concert master with Ben Bernie's last band. In addition to a hot trumpet solo he does two husky throated vocals, *Is You or Is You Ain't* and one of his oldies, *I Can't Give You Anything But Love*, received a fair applause.

Milt Herth Trio hasn't been seen in these parts for quite a few years but holds the spotlight, show-stopping with fine playing on the Hammond organ, which is backed in good style with soft skin beating by Frank Pitchell and excellent pianistics by Herbie Redell.

Herth's arrangement of *Dark Eyes*, which includes a novelty bit on how Rubinoff would imitate Fritz Kreisler, is the highlight. Number leads with a symphonic violin effect on the organ, then breaking into a sharp swing tempo. Other numbers include *It Had To Be You* and *St. Louis Blues* as well as medleys which made Herth a favorite on the air lanes. Betty Westmore, thrush and newcomer with the trio fell short as a singer. Girl has only a fair voice and lacks a selling punch to put her over. When caught she had a difficult time in warbling *Lovey Mine*, due to the high pitch in which the group played.

Jackie Green, comic, dished out with his regular routine of imitations including those of Al Jolson, Durants, Ink Spots and a comical version of Frank

Sinatra. Patter used in the act is clean and sharp. However, he delves too much on old gags, which should be changed as they fall short in getting laughs.

Ted Travers, baritone, doesn't fare well as a warbler, his voice is just ordinary, and lacks personality. When caught he seemed nervous, probably due to the excitement of an opening show. Does three numbers, *Swinging On a Star*, *I Walk Alone* and *It Happened to You*. Applause fair.

The Callahan Sisters open with a neat tap routine. Girls have a cute appearance and do a nice job on the footwork. House ork, consisting of piano, bass, drums and a good reed and brass section (three trumpets, three trombones and five reeds) is a well organized group. For a new organization they know how to dish out sweet swing and hot numbers. Do a great job on an original arrangement *Downtown Boogie*, with Phillips swinging out with a hot clarinet solo. Sidemen also come in for a good share of solos, added by Davis's torrid trumpet solo. With the new policy of catering to bobby sockers and the family trade, this band should carve a niche for themselves as they have the makings to dish out with the kind of music that will appeal to this type of audience. Show when caught had only a main floor attendance. Pic, *Ladies of Washington*. *Jack Baker.*

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NIGHT CLUB REVIEWS

Glass Hat, New York

Talent policy: Floorshows at 8:30 and 12:30. Continuous dancing. Operators: Hotel Belmont Plaza. Prices: \$2 minimum.

Amidst the clatter of falling bandstands, crashing trays, a busy porter who swept up the floor while an act was working, plus a temperamental mike, show displayed was probably the best the spot has had since it decided to make MCA exclusive booker.

Top slotting goes to warbler Dean Martin with his new schnozz. Lad is one of the better stylists around town who can sing and sell a song with the best of 'em. His *Is You Is, Melancholy Baby*, *San Fernando Valley* and two or three more deserved and won hefty milts from those who could hear him. A word of friendly warning to Martin. The boy is good and knows it. But it is weak showmanship to show impatience with payees when they make too much noise.

One of the best fem hoofers for her size was on tap here. Gal, Vivian Newell, new in town, has a cute pixy smile that won a great audience response. Miss

Newell is a shortie, but what she lacks in size she makes up in ability and appearance. The dark-haired youngster gave out with a series of taps, whirls and one leg throwaways that had the customers gasping. Routine while upper-bracket stuff, however, shows a tendency towards disorganization but nothing that can't be mended. Incidentally, Miss Newell should be able to do a bang-up job in anybody's musical comedy.

Jerry Lewis fills comedy job to perfection. Even on the ad lib side when all kinds of accidents seemed to plot against him when he was making like an emcee, the kid showed poise and assuredness. Set routine consists of recordings to which Lewis mugs. Face is pliable and work gets belly laughs. Best bit was his *Danny Kaye* number which panicked them. A Rudy Vallee English madrigal recording also wowed them. Unfortunately latter bit was marred by some blue gestures. Number and delivery good enough to stand as it is and elimination would help.

Cappella and Patricia, held over, do okay. Team has added one new routine, an Irene Castle-Vernon one-step bit, that went over to good hands.

Payson Re's ork does a capable job of show cutting. *Bill Smith.*

Editorial

Muddy Showcase

Performers working in clubs, theaters or any other spots are entitled to enough management consideration to give the acts a chance to deliver to the fullest extent of their talents and ability. Any intelligent and reasonable night club or theater manager will readily admit that faulty public-address systems, noisy carryings-on on the part of waiters and other help should be corrected so that the payees will get the full entertainment value out of the acts they have come to see and hear. That's no more than good business.

In the August 26 issue a *Billboard* reviewer, catching the show at the Glass Hat, New York, pointed out that the p.-a. system in the room made it difficult to hear, without much distortion, singing and talking acts on the bill. Last Thursday (31) this same *Billboard* reviewer went to the Glass Hat to catch the new show. His review, in an adjoining column, plainly indicates that the Glass Hat management has done nothing to make it easier for

the performers on the bill to sell their wares. If anything the condition has become worse.

Frank Law, producer, flack and manager of the room, told *The Billboard* reviewer that he believed the August 26 criticism of the p.-a. system was unfair, that we knew nothing about the problems involved in fixing up the p.-a. systems, that furthermore it was none of our business, that *The Billboard* reviewer would be given the worst seat in the house at the highest possible prices on future occasions, and if *The Billboard* reviewer didn't like it he knew what he could do.

Whenever a night club, thru neglect and indifference, makes it difficult for performers to properly showcase their wares, it is *The Billboard's* business. Criticism of acts themselves, or night club operators, in *The Billboard* is offered in a completely constructive attitude, meant to be of some help to performers and operators. *The Billboard* will not change its review policy.

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Featured Comic

"Ice-Capades of 1945"

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Hotel Statler, Embassy Room, Washington

Talent policy: Dance band and floorshows, 8:30 and 12. Minimum, \$2.50 and \$3.50.

Hildegard is making her second appearance in the Embassy Room and the male customers love her just as you would expect officers to do. The civilians in the rear liked her, too.

Makes dramatic entry to opening chords of her theme, *Darling Je Vous Aime Beaucoup*, and then made the usual regal sweep around the dance floor deftly carrying off standard Hildegard bits of business: Patting the major general on the back, acknowledging a countess, and rebuking a slightly stiff out-of-towner for not watching her. Opening number was *I'm Going to Get Lit Up When the Lights Go Up in London*, which wasn't too hot a choice, but the next, *I'll Be Seeing You*, brought a solid mitt. It was more in the mood of Hildegard, the chanteuse, and she accompanied herself at the piano with the usual Hildegard baby spot the only light in the room.

Went off after doing two French numbers, both in the baby spot, and a medley of State songs in which she joined the band. The customers tore down the house for more. *Caskie Stinnett.*

Armando's, New York

Talent policy: Floorshow at 11, 12 and 1. Operator: Armando Bergo. No cover or minimum. Publicity: Joel Rose.

Current attraction here is Gerry Lester, who sings a fair song. Gal shows lots of technical ability but doesn't stack up too well on selling power. First number was *El Rancho Grande*, followed by a couple of American pops and ending with more south-of-the-border tunes.

Where Latin stuff is concerned, Miss Lester shows promise. She is particularly effective on high notes, but shortcomings appear on American numbers, particularly where ballads are concerned. On latter material, most of which she delivers in the lower registers, voice displays a peculiar quality, almost as if she had a cold in the head.

Costuming also shows lack of imagination. Miss Lester is on the heavy side and conventional evening gowns don't do anything for her.

George Morris (5) give the gal excellent backing. For dance sessions the combo, reed, piano, trumpet, drum, bass, give out with catchy pieces that keep the small floor jammed. Morris's occasional vocals can be dropped. Guy is a good trumpet blower. He's not a singer.

Harry LeRoy working between the lulls and accompanying himself on the piano shows up rather well. His ballads are good enough to rate him a single spot with better billing. *B. S.*

Follow-Up Reviews

STARLIGHT ROOF, WALDORF-ASTORIA, NEW YORK: Nicolai Alexander, Russian singer, brought his guitar and a well-trained voice to the floor of the Starlight Roof to receive a good reception in the new fall show opening last week. Nat Brandwynne ork also opened, replacing Guy Lombardo.

Holdover acts included Frakson the Magician, whose "Imposib'" at the end of each trick drew laughs to mix with the heavy applause, and the Hermandos Williams Trio, whose acrobatic dances have found favor with Waldorf audiences thru several extensions of their engagement. Both have been reviewed here previously.

Alexander made a good appearance both in costume (typical Russian), and in the way he handled himself on the floor. The audience called him back for two encores and a bow. His *Amor Amor* in Spanish and English was good, but in Russian numbers, particularly *Serotse*, his full voice found best expression.

Brandwynne emceed the show and his 12-piece band played both for the show and for dancing. *Larry Nixon.*

COPACABANA, NEW YORK: Back on the Stem after a long absence, working on the Coast and in New England, Connie Russell proved she is still a good seller of pop and novelty numbers.

Working with her hair down (no more upsweep) and in a gown that gives plenty of oomph, canary opens in a pin spot with *Don't Take Your Love From Me*. She follows with a jump version of *What Do You Do In the Infantry?* Latter has a special arrangement which calls for the ork boys to come in on a trick chorus. Result won a hefty hand from the mob.

For final bit Miss Russell did *Little Red Riding Hood*, an Al Siegel original. In this one gal used all her sex appeal and walked off to a juicy mitting. *B. S.*

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CURRENTLY USO TOUR OVERSEAS

Big Grosses For Stem Houses

NEW YORK, Sept. 2.—With long lines in front of Stem houses for almost every show, b.-o. takes play a nice tune for op's ears. Holdovers are still packing 'em in.

Radio City Music Hall (6,200 seats; house average, \$100,000) held up for a nice \$118,000 for the sixth week of Patricia Bowman, Wally West and *Dragon Seed*. Previous figures from opening were \$124,700, \$104,000, \$101,000 and two weeks each \$121,000.

Roxy (6,000 seats; house average, \$75,000) pulled \$113,000 for the fourth week with Fred Waring ork and *Wilson*, as against previous week's take of \$123,000. Preem brought \$124,700, followed by \$125,000.

Capitol (4,627 seats; house average, \$55,000) clicked with \$79,600 for the sixth week of Gene Krupa's ork and *Since You Went Away*. First week count was \$88,000, followed by \$87,000, \$79,600, \$79,500 and \$81,500.

Paramount (3,664 seats; house average, \$75,000) for its third week with Gene Sheldon, Vaughn Monroe's ork and *Hail the Conquering Hero* got \$70,000 as against first two weeks which brought \$77,000 each.

Loew's State (3,500 seats; house average, \$25,000) got a sock \$40,000 for Arthur Tracy, Radio Rogues, DiGatanos, Al Gordon and *Bathing Beauty*. Previous week count was \$30,000. Current bill has Menasha Skulnik, Rubinoff, Chucho Martinez and holdover of *Bathing Beauty*.

Strand (2,779 seats; house average, \$45,000) closed its fourth week with \$42,000. Opener got \$47,000, followed by \$40,000 and \$44,000. Bill was Tommy Tucker ork, Dick Buckley, Rochelle and Beebe and *Janie*. Current flesh show has Charlie Barnett ork, West and Lexing, Edwards Sisters and *Arsenic and Old Lace*.

Wheeler, Bonnie Baker Nifty 36G in San Francisco

SAN FRANCISCO, Sept. 2.—Vaude bowed out at the Warfield (2,680 seats) last week (28). Show did \$27,000. House average is around \$25,000. Edgar (Slow Burn) Kennedy, of the films, headed the stage bill, which also included Sinclair and Leroy, Rey Vaughn and Reba Wright, and Don and Beverly. Pic, *Trail of the Lonesome Pine*. Following the current road show run of *Wilson*, house will establish a flicker policy exclusively.

Golden Gate (2,850 seats; house average, \$27,000) soared to a nifty \$36,000 week ended (29). Bert Wheeler and Bonnie Baker headlined in *Crazy Show of 1944*, aided by Milt Britton and his band and the Three Ross Sisters. Pic, *Casanova Brown*.

Wills High 21G in L. A.

LOS ANGELES, Sept. 2.—Bob Wills and His Texas Playboys continued their program of high grosses by pulling crowds that indicate he will take in \$21,000 at the Orpheum Theater (2,200 seats) here this week. Wills' figure will be grand less than *Florentine Gardens Revue* pulled last week.

Wills headlines, with Lindsey LaVerne and Betty, Senator Murphy, Max Terhune, and Britt Wood the augmenting acts. Pic, *Song of Nevada*. House's charge, 98 cents tops. Thirty shows skedded.

Barnet Gets Philly 26G

PHILADELPHIA, Sept. 2.—Cooler weather tempered with hot music on the stage made a sock box-office formula for the week ended Thursday (31) at the Earle Theater (seating capacity, 3,000; house average, \$20,000; prices: 50 to 95 cents). With Charlie Barnett's band holding up the honor billing alone, week added up to a strong \$26,000. Jean Blanche and West and Lexing, the added acts, with Kay Starr and Peanuts Holland, out of the band, rounding out the bill. Screen showed *Atlantic City*.

Fine 22G for Lyman

INDIANAPOLIS, Sept. 2.—Circle Theater grossed a fine \$22,250 week ended August 24 with Abe Lyman and His Californians, featuring Rose Blane, Frankie Connors and Jack Marlow; Bob Dupont and Chris Cross. (Seating capacity, 2,800.) Pic, *South of Dixie*.

Chi Biz Strong; Spivak Does 67G

CHICAGO, Sept. 2.—Grosses at the two vaude-pic houses here dropped a little week ending August 31, but not enough to cause any worries among the operators. Both houses showed strong box-office receipts, with the Chicago (4,000) hitting a good \$67,000 for the second week hold-over of Charlie Spivak and ork. This take was only \$5,000 short of the previous week which was a long-time high and very close to their second high for the year, when the house grabbed \$68,000 during the week's run of the pic, *Going My Way*, and the stage attraction headlining Harry Richman and Dave Apollon. Entire show will be held over for the third week, and judging from the business at the opening, the spot should hit well over the \$60,000 mark.

Oriental (3,200), which headlined Connie Boswell, with Buck and Bubbles as the added attraction, and Arnie Hartmen, the Whalens and LeRoy's Marionettes supporting, garnered approximately \$35,000, only \$1,000 short of the previous week when the house took in \$36,000. New show, featuring the first p. a. of Frankie Carle and his ork in this city, looks like a winner, and from all indications the house may have another record-breaking week.

Hutton Hot 53G For Record in Hub

BOSTON, Sept. 2.—Betty Hutton hit the gong a terrific wallop. With 85,000 admissions registered for her week's engagement (ended August 30) at the RKO Boston she passed Frank Sinatra's previous top, set last fall, by 6,000. At the same time she grossed a hot \$53,000. This was short of Sinatra's \$61,000, but prices for his run were higher.

Hutton managed to get thru seven performances a day with only two lapses. Saturday morning (26) she could hardly talk. She was rushed to the Labey Clinic here for a minor operation on her throat. Then she felt she could handle two songs, of her skedded four.

They laughed the day before when it was suggested that she do a pantomime with a record playing one of her songs. But Saturday flacker Red King began frantically combing the record shops and radio stations for records. Requests for platter copies were broadcast over WCOP and WORL. For two shows Hutton sang just two songs, then begged off and pantomimed the other two. She apologized to her audience and then, with the record playing, she heaved the mike back and forth, lifted ork leader Boyd Raeburn and nearly threw him into the pit.

Outside the manager had a man with a big roll of refund tickets. But not a refund was asked.

It's Murder, He Says, was Hutton's toughest number, and that's the one her manager asked King to get. After the Saturday shows King told Hutton "I'm sorry I couldn't get that record."

"Which one?" she asked. "Murder," said King. Hutton nearly burst with laughter. It finally came out that she had never recorded *Murder*.

Fio Rito—"Blind Date" 35G Near Detroit Top

DETROIT, Sept. 2.—Double stage bill of the radio show, *Blind Date*, featuring Joy Hodges, plus Ted Fio Rito's band, drew a neat \$35,000 at the Hughes-Downtown Theater (2,800 seats; house average, \$23,000) last week. The use of considerable radio publicity, including air appearances by star, helped.

The \$35,000 figure is second high for the house, beating by \$1,000 figure set a month before by Horace Heidt, and is topped only by peak of \$47,400 set by Tommy Dorsey opening week.

Pic, *The Contender*. Current show, with Rose Marie as headliner plus Del Courtney's band, is off to a big start and looks like a \$30,000 total.

Balto Hits Neat \$16,200

BALTIMORE, Sept. 2.—A fine \$16,200 was registered by Hippodrome Theater, week ended August 31, with bill headlined by Gene Baylos and Carolyn Marsh, and including the Whitney Sisters, the Three Janseys, and Frank and Jean Hubert. Pic, *Secret Command*.



ROUTES

Acts • Units • Attractions

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

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

A
Airlane Trio (Dixie) NYC, h.
Akin's, Bill, Foursome (Indiana) Fort Wayne, Ind., h.
Allen, Paul (Oriental) Chi, t.
Allen Sisters (Ernie's) NYC, nc.
Ames, Jimmy (Slapsy Maxie's) Hollywood, nc.
Arcari, Andy (Steel Pier) Atlantic City.
Arnaut Bros. (Chicago) Chi, t.
Atenos, Original (Fair) Lincoln, Neb.

B
Baker, Bonnie (Golden Gate) San Francisco, t.
Baldwin & Bristol (Riverview) Pennsville, N. J., p.
Ballantine, Carl (Adams) Newark, N. J., t.
Bane, Paula (Shore Rd. Casino) Brooklyn, nc.
Baylos, Gene (Center) Norfolk, Va., t.
Barnes, Ruthie (Steel Pier) Atlantic City.
Barranco, Luis & Diana (La Conga) NYC, nc.
Barry, Gloria (Ball) Brooklyn, nc.
Belmont Bros. (Fair) Du Quoin, Ill.; (Fair) Carthage, O., 12-14.
Belmont, Dale (Gothic Room) NYC, h.
Bellia (RKO-Boston) Boston, t.
Berk, Sammy (Stevens Lounge) Cleveland, h.
Bruce, Ginger (McGough's) Brooklyn, nc.
Blaine, Betty (Club Jinx) NYC, nc.
Blakstone, Nan (Florentine Gardens) Hollywood, Calif., nc.

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Bond, Louis (Tropic Isle) NYC, nc.
Booth, Frankie (Embassy) Brooklyn, nc.
Boran, Arthur (Court Square) Springfield, Mass., 7-10, t.
Borden, Terry (Embassy) Brooklyn, nc.
Borge, Victor (Palmer House) Chi, h.
Brodel, Tony (Embassy) Brooklyn, nc.
Brooks, Sunny (Belmont) Cleveland, h.
Brisson, Carl (Blackstone) Chi, h.
Brown, June (Pastor's Uptown) NYC, nc.
Brower, Anne (Ball) NYC, nc.
Buckley, Dick (Steel Pier) Atlantic City.
Bundy, Jack (Village Barn) NYC, nc.
Burnette, Smiley (RKO-Boston) Boston, t.
Burns Twins & Evelyn (Palace) Columbus, O., t.
Burton's Birds (Copley-Plaza) Boston, h.
Buswell, Billy (Watkins) Warsaw, N. Y., h.

C
Cabin Boys Trio (Brass Ball) Chi, nc.
Caites, Joe, Lou, & Marilyn (Oriental) Chi, t.
Callahan Sisters (Paramount) Chi, t.
Captivators, Three (Babe's Supper Club) Des Moines, nc.
Cardini, George (Aquarium) NYC, nc.
Carlisle, Charlie (Bowery) Detroit, nc.
Carlton, Betty Jane (Tropic Isle) Brooklyn, nc.
Carnegie, Andy (Tropic Isle) Brooklyn, nc.
Charlotteers (Royal) Baltimore, t.
Chatton, Syd (Beverly Hills) Newport, Ky., cc.
Chords, The (Bal Tabarin) San Francisco, nc.
Chiquitica (La Conga) NYC, nc.
Clair, Mae (Caravan) NYC, nc.
Claire, Dorothy (Helsing's) Chi, cl.
Clayton, Jo Ann (Aloha) NYC, nc.
Coffey, Bob (Carman) Phila, t.
Columbo, Lee (Oriental) Chi, t.
Conn, Irving (Paris Qui Chante) NYC, nc.
Cook & Brown (Earle) Phila, t.
Coriez, Florez (Te Pee) Miami, nc.
Cross, Chris (Stanley) Pittsburgh, t.
Curtis, Renay (Ball) NYC, nc.

D
D'Arcy, Ethel (Fair) Waterford, Pa.; (Fair) Lisbon, O., 12-15.
Dainty, Francis (Drake) San Francisco, h.
Dann, Artie (Commodore) NYC, h.
Darol, Helen (Embassy) Brooklyn, nc.
Davis, Murray (Weiner's) NYC, nc.
De Croft, Ann (Astor) Montreal, nc.
Defoe, Al (The Rock) Fish Creek, Wis., nc.
Delahanty, Irene (Pico) Los Angeles, nc.
Delinar & Renita (Tic Toc) Milwaukee, nc.
Dixon, Gaye (Club 18) NYC, nc.
Dolphin, Chester (State) NYC, t.
Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.
Do-Res, The (Fair) Sandwich, Ill., 6-7; (Fair) Beaver Dam, Wis., 9-10.
Doran, Lucille (Ernie's) NYC, nc.
Dorsey, Don (Thrill Circus) Richmond, Va., 5-9.
Douglas, Harold (Edgewater Beach) Chi, h.
Dowd, Tommy (Belmont-Plaza) NYC, h.
D'Ray, Phil (Brown Derby) Chi, nc.
Duffy, Kathryn, Dancers (Beverly Hills) Newport, Ky., cc.
Dupont, Bob (Stanley) Pittsburgh, t.
Dupree & Charlo (Earle) Washington, t.

E
Earls, Skating (Fair) Rutland, Vt.; (Fair) Vernon, N. Y., 11-16.
Eason, Otto (Regal) Chi, t.

Edwards Sisters (Chicago) Chi, t.
English, Ray (Riverside) Milwaukee, t.

F
Fellin, Lillian (Swing Club) NYC, nc.
Felton, Happy (RKO-Boston) Boston, t.
Fields, Sally (Ernie's) NYC, nc.
Fisher, Hal (Tic Toc) Milwaukee, nc.
Fisher's, Bob, Flyers (Fair) Somerville, Mass.; (Fair) Brockton 10-15.
Fletcher, Dusty (Earle) Phila, t.
Fontaines, The (Hipp) Baltimore, t.
Ford, Jane (Tower) Kansas City, t.
Fostaire (Esquire) Norfolk, Va., nc.
Fox, Bebe (Latin Quarter) Chi, nc.
Frances, Helene (Ball) Brooklyn, nc.
Francis, Leo (Fair) Oblong, Ill.
Franks, Perry & Janice (Riverside) Milwaukee, t.
Fraser, Janie (Shore Rd. Casino) Brooklyn, nc.

G
Gaines, Muriel (Village Vanguard) NYC, nc.
Gant, Willie (Fairfax) NYC, h.
Gardner, Grant (Fair) Belvidere, Ill.; (Moose Club) Erie, Pa., 11-24.
Garron & Bennett (Beverly Hills) Newport, Ky., cc.
Gaynor & Ross (Blackhawk) Chi, re.
Geddis, George & Bessie (Fair) Bridgeport, Neb., 4-6; Julesburg, Colo., 7-9.
Glover & LaMae (St. Charles) New Orleans, until Oct. 3, h.
Gray, Paul (Helsing's) Chi, cl.
Guarneri, Johnny (Three Deuces) NYC, nc.

H
Hamilton, Jane (Ernie's) NYC, nc.
Hanneford, George, Family (Fair) Indianapolis; (Fair) Saginaw, Mich., 11-16.
Hart, Margie (RKO-Boston) Boston, t.
Harrison & Fisher (Capitol) Washington, t.
Hartman, Arnie (Riverside) Milwaukee, t.
Hartnells, The (Palace) Cleveland, t.
Haviland, Hal (USO Unit) Topeka, Kan., 5-21.

Hayes, Virginia (Pastor's) NYC, nc.
Hector & Pals (Capitol) Washington, t.
Henry, Art & Marie (Fair) Kentland, Ind., 6-3; (Fair) Lebanon, Tenn., 12-18.
Henshaw, Bobby (Beacon) Vancouver, B. C., Can., t.

(See VAUDE ROUTES on page 30)

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TOP STEM SEASON THIS FALL

No Theaters; Plenty Shows

At least three plays per available house but every producer expects flops

NEW YORK, Sept. 2.—Comes Labor Day and legit shakes off the summer doldrums. It's anybody's guess as to whether the customer coin situation will be the same as last year when flush show fans made every night on the Stem look like New Year's Eve. But evidently producers are putting down their bets that way, for at least as far as volume is concerned the legit fare that is cooking for fall serving trumpets a banner 1944-'45 season.

Looking only as far ahead as the end of October, 26 newies sked to make a Stem bow. It is true that only nine of them have set definite dates and theaters (six for September and three for the following month), but all of the remaining 15 have definite plans for a pre-November unveiling and likely most of them will get in under the wire.

All of which gives rise to the small query as to where Broadway is going to put them when they get here. Even allowing for flops and weakies, there is still going to be plenty of booking headaches on the basis of simple arithmetic. There are currently 22 shows lighting. Since the hot-spell break biz has boomed. Practically all of them look to stick thru to winter, and probably all but one or two will make a play for it. Counting in the nine newcomers who have already set their future housing leaves only the Adelphi, Forrest, Music Box, Playhouse and New Amsterdam Roof available at the moment. Some of them will have to wait on the sidelines or the United Booking Office will have to do the trick with mirrors.

Six September Dates

The six which have set September opening dates include a melo, a drama, two comedies, a vaude and a farce. The Barrymore lights Tuesday (5), with Kay Davis's *Last Stop*, which arrives from a Boston break-in. Minnie DuPree, Catherine Doucet, Seth Arnold, Eda Heineman and Enid Markey head the cast. Victor Hugo-Vidal is presenting the melo about an old ladies' home. Thursday (7) brings Leo Birinski's drama, *The Day Will Come*, to the National. Harry Green is producing and playing the lead. Other players include Brandon Peters, Arthur Vinton, William Pringle, Stephen Roberts, Bernard Pate and Sterling Mace. Monday (11) the Ambassador gets a comedy, *Down To Miami*, Elaine Ellis, Robert Leonard, Lynn Logan, Merle Maddern, Brian O'Marra, Charles Lang, Herbert Hayes, Dora Weisman, Jack Gould, Zach Cawley and Ann Franklin are in this one. Lou Holtz, Benny Fields, the DeMarcos and the Berry Brothers top the line-up for *Star Time*, the vaude show that Paul Small brings into the Majestic Tuesday (12). Max Gordon offers his first newie of the season, *While the Sun Shines*, at the Lyceum Tuesday (19). American edition of Terence Rattigan comedy, currently playing in London, features Melville Cooper, Stanley Bell, Lewis Howard, Alexander Ivo, J. E. Willson, Cathleen Cordell and Ann Hilliard. A week later Bob Reud unveils *Our Fanny*, Harry Segall farce. Players include J. O. Nugent, Marjorie Lored, John Archer, Lew Polan, Betty Maynes, Virginia Reed, Don Darcy, Vinton Hayworth, Nick Dennis, James Fuller, Ben Laughlin and Hildegard Halliday. Reud has no house yet but has been promised one by the Shuberts.

Bloomer Girl Set

Bloomer Girl has a house, the Broadhurst, which would seem to make current tenants, *Ten Little Indians*, due for



BROADWAY SHOWLOG

Performance Thru September 2

Dramas		Opened	Perfs.
Angel Street (Golden)	12-5, '41	1157	
Anna Lucasta (Mansfield)	8-30, '44	5	
Scored a fine passing mark of 89 per cent aisle experts' exam. Yes: John Chapman (News), Robert Coleman (Mirror), Robert Garland (Journal-American), Wilhella Waldorf (Post), Burton Rascoe (World Telegram), Ward Morehouse (Sun), Louis Kronenberger (PM), Lewis Nichols (Times). No: Howard Barnes (Herald-Tribune). Looks to be a hit. Several movie companies reported already bidding for pie rights. Edward Gross has tied up author Philip Yordan's next play, yet untitled. Yordan leaves for Hollywood Sunday (3) for screen scripting assignment.			
Catherine Was Great (Shubert Theater)	8-2, '44	38	
Ray Bourbon will air guest with Adrienne Ames September (13). Gilbert Green replaces Philip Huston in Gregory Orloff role Wednesday (6).			
Chicken Every Sunday (Plymouth)	4-5, '44	174	
May Kling, wardrobe mistress, left Monday (28). Will watch over the Shakespeare suits for the Guild's touring "Othello." Her sister, Johanna Kling, has taken over her chores with "Chicken." Frank Thomas Jr., U. S. Merchant Marine, has been visiting his dad, Frank Thomas Sr. Left this week to rejoin his ship. Carolyn Hummel, who left show Monday (28), will have a part in "I Remember Mama." Tino Valentini is plattering a series of 24 vocal and guitar transcriptions for Birdseye Food Products.			
Jacobowsky and the Colonel (Martin Beck)	3-14, '44	201	
Beginning Sunday (2) Louis Calhern emcees RCA-Victor (Blue) program, "Music America Loves Best." J. Edward Bromberg out of show Thursday (31) mat. Loney Lewis, with afternoon off from "Venus," took over role. Coby Ruskin subbed for Bromberg at evening performance. Latter back in show Friday (1). Guild's trouping "Othello" begins tour Saturday (2) at Trenton, N. J.			
Kiss and Tell (Biltmore)	3-17, '43	620	
Jessie Royce Landis will be unable to accept director's chore for overseas version of "Kiss." She is being propositioned to stage the book of a play with music about the life of Johann Strauss which is being prepped for City Center production. Nancy Carroll and daughter, Pat Kirkland, will likely be the choices for the lead mother and daughter roles in the G. I. troupe of "Kiss." General stage manager, Walter Davis, who also plays "Uncle George," out of show Tuesday (29) to inspect Boston company in			

a move, but opening date is tentative for week of September 25. John C. Wilson and Nat Goldstone musical has *Celeste* Holm, David Brooks, Joan McCracken, Margaret Douglas, Matt Briggs and Mabel Tallaferro in the leads.

Other September starters on the probability list include *A Goose for a Gander*, *Champagne for Everybody*, *If a Body*, *Strange Reunion* and *The White Rabbit*. Jules Leventhal may house *Gander* at the Bijou. Gloria Swanson and Ralph Forbes will head cast of J. Harold Kennedy comedy. *Champagne* is due to arrive after a two-week break-in winding up in Philly Saturday (16). Will Geer, Eddie Nugent, Helen Parrish, Alexander Clark, Eva Condon, Frances Tannehill and John McGovern open in Washington with new Alex Yokel-Robert Richie comedy Monday (4). *Body*, the Jane Hinto melo, which H. Clay Blaney is readying; *Reunion*, a comedy by Ernise Cortelle, and Brock Pemberton's farce about a drunk who has a six-foot rabbit for a pal, round out the rest of the September list.

Franken Play Due October 4

October 4 has *Soldier's Wife*, newest Rose Franken drama, due in town, likely at the Golden. The six characters will be played by Martha Scott, Myron McCormick, Frieda Inescort, Glenn Anders, Lili Darvas and Tito Vuolo. Breaks in via Wilmington, Del.; Philly, Baltimore and Washington. A week later Sam Raphael-

Musicals		Opened	Perfs.
Carmen Jones (Broadway)	12-2, '43	318	
Audrey Graham, dancer, leaves cast Saturday (2). Robert Woodland and Hubert Dilworth, singers, leave show Saturday (9). Willie May Bourne and Mildred Salford, singers, join troupe Monday (3).			
Follow the Girls (44th St. Theater)	4-8, '44	169	
Peter Drambour, stage carpenter, doubles in eats. Daytimes he runs refreshment stand and Walkin' Charlie game at Rockaway Beach. Plans to make his beach front property into an amusement park after the war. Gertrude Niesen on RCA-Victor show September 10. Jeanne DeVol, show gal, joins troupe Monday (3). Show gal Del Parker doubling as featured singer at Amando's since Thursday (31). Used to be Harry James's vocalist.			
Mexican Hayride (Winter Garden)	1-28, '44	253	
Oklahoma! (St. James)	3-31, '43	621	
Betty Garde back in cast Monday (28) after vacation. Air-guests with Eddie Garr's (CBS) program Sunday (3). Mervyn Vye leaves cast Saturday (2). Will take week's vacation and then join Chi company. Barry Kelly will fill in for him thru next week, until Richard Rober comes on from Chi troupe to replace him. Ralph Riggs leaves show today (2). No replacement announced yet. Edna Skinner is organizing a drama troupe among the chorus lads and lassies. They will present "Little Women."			
One Touch of Venus (46th St.)	10-7, '43	383	
John Boles flew down to Texas after show Saturday (26) to attend golden wedding anniversary of ma and pa. Bob Rippy subbed for him Monday and Tuesday (28-29). Boles returned in time to catch the first act Wednesday (30) mat. Harold Stone will be in CBS television drama, "The Two Soldiers," September 27.			
Song of Norway (Imperial)	8-21, '44	16	
Command performance Thursday (31) for H. R. H. Crown Princess Martha of Norway, and Norwegian notables. Danilova Franklin and rest of Ballet Russe leave show Monday (4) for previous commitment. Will be replaced by Roland Guerard, Olga Suarez, James Starbuck, Dorothea Littlefield and other balleters from Monte Carlo group. Robert Wright and George Forrest, who adapted the Grieg tunes to the show's score, gave a celebration party to the cast at the Copacabana Monday (28). Martha Dean air-guested Walter Kingsford and Ivy Scott Thursday (31).			
ICE SHOWS			
Hats Off to Ice (Center)	6-22, '44	105	

son's *A Perfect Marriage* skeds for the Barrymore. If *Last Stop* is still around at that time it will have to move. Victor Jory, Martha Sleeper, Miriam Hopkins, Joyce Van Patten, James Todd, Helen Flint and Evelyn Davis are in the cast. Dick Himer has set October 21 for Stem bow of his magic-circus show, *Abacadabra*. Cantu, George and Gene, Senor Wences, Sir Launcelot, the Blanchards, Clarence Slyter, Frakson, the Great Balandine, Warren William and Himer make up the bill. Joy Hodges and Gail Patrick are also wanted for the show. No house for it is set yet.

Due after three weeks in Boston, beginning October 9, is A. P. Waxman's *Sadie Thomson*. Should be in week of the 30th. Cast includes Ethel Merman, Ralph Dumke, Lancing Hatfield, James Newell, Norman Lawrence, Bob Kennedy, Bert Freed.

Richard Rodgers and Oscar Hammerstein II sked a Broadway preem for *I Remember Mama* for some evening of the week of October 16. This is the John Van Druten stage scripting of Kathryn Forbes's collection of short stories called *Mama's Bank Account*. Mady Christians, Oscar Homolka, Frances Heflin, Joan Tetzel and Adrienne Gessner have the top roles. Plays Philly and follows with two Boston stanzas before Stem arrival. RKO will acquire picture rights by paying in \$2,500 each week for the run until \$150,000 has been reached.

"Men of the Sea" Rehearsing

Dave Wolper's drama about sailors and their wives, *Men To the Sea*, has been rehearsing under Eddie Dowling since August 14. Will come in via New Haven and Boston, winding up at latter city September 30. Joyce Mathews, Frank Etherton, Toni Gilman, James Elliott, Paul Crabtree, Mildred Smith, Tom Noonan, Randolph Echols, Maggie Gould, Michael Strong, Maurice Ellis, Joe Verdi, Grace Mills, James Andrew Phelan and James Alexander make up the cast.

An early October tryout is skedded by the Theater Guild for *Embezzled Heaven*, Ladislaus Bus-Fekete's dramatization of (See STEM FALL SEASON on page 31).

Censor Sheets "2 In a Bed"

DETROIT, Sept. 2.—*Two In a Bed*, which moved into the Wilson Theater from the West Coast, under Jimmy McKechnie's management, closed after one performance Friday by orders of the censor, Lieut. Charles W. Snyder. Production was generally condemned for alleged salaciousness by the local critics, with Len Shaw, of *The Detroit Free Press*, writing that "This play in name only is revoltingly low, dirty and dull."

Special show for the censor was held Saturday when the matinee was canceled. Snyder said the production could be reopened if it were rewritten.

BROADWAY OPENINGS

SLEEP NO MORE

(Opened Thursday, August 31, 1944)

CORT THEATER

A farce by Lee Loeb and Arthur Strawn. Directed by Cledge Roberts. Production designed by A. A. Ostrander. General manager, Chandos Sweet. Stage manager, Louis Cruger. Press representative, Hal Oliver. Presented by Clyde Elliott.

George Slater.....Raymond Bramley
Smithers.....John "Skins" Miller
Harry Foster.....John Kane
Diana Clark.....Patricia Ryan
Millie Jenkins.....Louise Larabee
H. Clifford Gates.....Robert Armstrong
Mr. Riley.....Len Hollister
William Jennings Brown.....George Offerman Jr.
Mrs. Ridgeway.....Doris Underwood
Oscar Ridgeway.....Gerard Martin
Detective Sergeant Krump.....G. Swayne Gordon
Mailman.....Louis Cruger
Laura.....Mary Hull
Mr. McClellan.....Horace Cooper
John B. Timmons.....Ed Latimer

Hinterland reports had *Sleep No More*, farce from screenwriters Lee Loeb and Arthur Strawn, tabbed as needing a re-write job before undertaking a Stem unveiling. Latter was a complete understatement. *Sleep* needs a complete facelift and maybe a whole new body. Seldom has there been a spectacle of a troupe of good farceurs working themselves into more of a lather, trying desperately for chuckles with gags and situations which rate at best a sickly smile. It is pathetic to watch competent players frenziedly trying to juice-up something that isn't there.

Loeb and Strawn can be credited with an intriguing notion—the invention of a pill that would do away with the necessity of sleep. Such a shift in living schedule presents infinite variety laugh situations, which if selected with imagination could make up a screaming farce. Unfortunately, the authors haven't bothered to exercise the imagination, being content to stick to an old formula, dressed up with familiar and unfunny gags and situations that are too far-fetched to be swallowed.

It's the old yarn about the demon promoter—one jump ahead of the police—over-lapping one scheme after another to keep him out of the clutches of John Law. This time it's the non-sleep pills that are to pull the fat out of the fire. He lures three barber pals into backing his play, and from there on the action is fast, furious but, sad to report, not very funny.

The matter puts a terrific strain on the cast. They all work like nobody's business to make things build thru three acts, but the bricks don't fit, nor does Cledge Roberts' uneven direction add much of a pattern. William Brown's revolutionary slumber-chasing pills may keep the actors rushing about the stage, but they have a somnolent effect on the other side of the foots.

Robert Armstrong comes back to the Stem to play the promoter. Armstrong knows his farce onions, as anyone who remembers *Is Zat So* will testify. He puts everything he's got into his job, but it's a losing game. You can't pfizz a stale drink. Good comedians like Raymond Bramley, John "Skins" Miller and John Kane, who are the barbering trio, are under the same wraps. So, too, is Louise Larabee. Air-wave fugitive Patricia Ryan turns out to be nice to look at on a stage, but evidently has been hiding too long behind a mike to project as she should to a live audience. Young George Offerman is pleasant and competent in a juve role. In fact the whole cast is competent—so thoroly so as to make them seem wasted on something like *Sleep*.

A. A. Ostrander is credited with the sets—a barber shop with all the modern trimmings, which is changed to an office by the device of removing the tonsorial fittings for the second and third acts. Neither shows particular originality, but either has as much as what the authors have thought up to go in inside of it.

It doesn't seem likely that *Sleep* will get any ether play. There is so much dependence on goofy gadgets for what fun there is, that it would be a tough proposition to get the ideas across via a mike. In any event, it is very doubtful that *Sleep* will hang around long enough to matter.

Bob Francis.

ANNA LUCASTA

(Opened Wednesday, August 30, 1944)

MANSFIELD THEATER

A play by Philip Yordan. Directed by Harry Wagstaff Gribble. Settings by Frederick Fox. Costumes by Paul Dupont. Company manager, Melville Hammett. Stage manager, Walter Thompson Ash. Press representatives, Jean Dalrymple, June Greenwall and Marion Graham. Presented by John Wildberg.

Katie.....Theodora Smith
Stella.....Rosetta LeNoire
Theresa.....Georgia Burke
Stanley.....John Proctor
Frank.....Frederick O'Neal
Joe.....George Randol
Eddie.....Hubert Henry
Noah.....Alvin Childress
Blanche.....Alice Childress
Officer.....Emory Richardson
Anna.....Hilda Simms
Danny.....Canada Lee
Lester.....John Tate
Rudolf.....Earle Hyman

Beginning last June 16, the American Negro Theater presented a play by Philip Yordan called *Anna Lucasta* at the 135th Street Library Theater. It ran 13 performances thru the middle of July and attracted considerable critical attention. Now John Wildberg offers it to the Stem on a commercial basis. He has brought substantially the same cast and the original direction of Harry Wagstaff Gribble to the Mansfield. *Lucasta* takes the transition from the experimental to the commercial in a sloop. Wildberg has likely got a hit on his hands.

From a b.-o. standpoint, it is perhaps unfortunate that the general public suspects a play about Negroes and played by Negroes to be top-heavy with social significance and out to preach a lesson. This is a handicap that *Lucasta* will have to overcome. However, both the printed and word-of-mouth advertisement ought to obviate any such difficulty in jig time. *Lucasta* poses no problem, racial or otherwise. With the slightest of script changes the *Lucasta* family could belong to any race or creed. It is a simple, homely tale of regeneration thru the triumph of honest love over bigotry and greed. Yordan has written well, with almost no slips thruout. There is a fine mixture of humor, pathos and understanding in it. When the word gets out there should be plenty of customers lined up at the Mansfield window.

For the record, the Yordan yarn is simple and direct. The *Lucasta* family, pa and ma, son and daughter and their respective spouses, are a respectable Negro family in a town in Pennsylvania. Another daughter, Anna, has been tossed out of the house by her bigoted father for a moral slip and has become a Brooklyn prostitute.

Comes a letter to pa from an old friend in Alabama. He is sending his son North with \$800, and wants them to pick the lad a suitable wife. The younger generation, headed by a dopy son-in-law, see a chance to grab the coin. Pa must get an Anna back and marry her off to the dumb cluck. Pa is a sot and a weakling and a bit of physical persuasion overcomes his scruples.

So Anna leaves her latest sailor boy friend and comes home. The lad from Alabama turns out to be anything but dumb. He falls in love with Anna—and she with him. They get married. But on the wedding day the old boy-friend turns up. Anna has just about got rid of him when she discovers that pa hasn't changed a bit. He's not only spilled the beans by letter to her future father-in-law, but he's written to the agricultural college, where her new husband is supposed to get a teaching job. To save the lad embarrassment Anna goes back to her old stand with the sailor who has turned taxi driver.

Of course, it all ends right. The lad comes after her when she's just about to crack up. There is a nice third act curtain to leave the audience with a stimulated belief in human nature.

However, while the bones of the story may sound trite, Yordan has hung plenty of meat on them—meat into which actors can get their teeth. The cast is excellent almost without exception. Hilda Simms, who created *Anna* uptown, makes an auspicious Stem bow. She plays with understanding and restraint—a welcome addition to our ranks of younger Negro actresses. Earle Hyman, a finalist in John Golden's 1943 auditions, does a job in the difficult role of the young husband. He gets force and drive into what could be a namby-pamby part. Canada Lee, of

Comedies and Opera Reopen Houses In London Town

LONDON, Aug. 26.—Three more West End theaters reopened last week, bringing the current total playing up to 14.

Principal new production is J. W. Pemberton's revue, *Keep Going*, at the Palace. Commendable tho its production is during these times the entertainment value of *Keep Going* is well below West End standard. Its principal comedian, Cyril Fletcher, who has a vaude, radio and cabaret rep, is limited in his appeal and definitely an acquired taste. There's a sameness in all that he does that causes his later appearances in the show to be boring. Phyllis Monkman, a West End veteran, is well past her prime but a capable and versatile performer who puts every ounce of ability into her work. Betty Astell (Mrs. Fletcher), who wrote the numbers for the show, again an amateurish achievement, is a mediocre songstress. Outstanding hit in the whole production is the lively work of Billy Tasker, a seasoned performer who is seen more in the "provinces" than in London. Tasker works in a Lupino Lane style but has plenty of individuality. In this show he stands out like a sore thumb. Commendable, too, is easy-to-look-at Roberta Huby. Because of its present lack of opposition and a not too big budget *Keep Going* should "keep going" for quite a while—but it will not be on its merits, if any.

Bright and airy farce, risque in spots but lacking in originality, is *Is Your Honeymoon Really Necessary?* at the Duke of York's. The leads are played by Ralph Lynn and Enid Stamp Taylor, two capital artists in this line of entertainment, and they make the most of every opportunity.

Sadler's Wells Opera Company reopens the Prince's with a series of well-chosen pop operas. Each program is carefully produced and considering conditions the theater is excellently attended.

Bert Ross.

Routes Dramatic and Musical

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

- Bloomer Girl (Forrest) Phila.
- Champagne for Everybody (National) Washington
- Cherry Orchard (Playhouse) Wilmington, Del., 8-9.
- Down in Miami (Shubert) Boston.
- Early to Bed (Blackstone) Chi.
- Good Night Ladies (Goary) San Francisco.
- Kiss and Tell (Harris) Chi.
- Kiss and Tell (High School Aud.) New Britain, Conn., 6; (Academy of Music) Northampton, Mass., 7; (Memorial Aud.) Worcester 8-9.
- Life With Father (Colonial) Boston.
- Men to the Sea (Shubert) New Haven, Conn., 7-9.
- Oklahoma (Erlanger) Chi.
- Over 21 (Cass) Detroit.
- Othello (Court Square) Springfield, Mass., 6; (Bushnell Aud.) Hartford, Conn., 7-9.
- Ramshackle Inn, with Zasu Pitts (Selwyn) Chi.
- Soldier's Wife (Locust St.) Phila.
- Three's a Family (Walnut) Phila.
- Uncle Harry (Shubert Lafayette) Detroit.
- Wallflower (Plymouth) Boston.
- While the Sun Shines (McCartier) Princeton, N. J., 9.

course, turns in a bang-up job as the sailor-taxi driver-sweetheart, and Frederick O'Neal is a standout as the know-it-all brother-in-law. There are fine contributions from Georgia Burke, Rosetta LeNoire and Alvin Childress. A special salute also should be given to the dumb street-walker created by Alice Childress

Subject matter of *Lucasta* leaves it a moot question as to radio adaptability. There is plenty of amusing dialog which could be lifted here and there for airing, particularly in the family scenes. But the story as a whole would need toning down for parlor air-casting. It would probably lose in the rescripting.

Frederick Fox's two sets fill the atmosphere bill acceptably. The first, a middle-class living room, is not particularly distinguished, but the second, a Brooklyn bar and grill interior, is tops. Gribble has added another feather to his cap on the direction side. Given any kind of break, *Lucasta* should build to be one of top sights of 47th Street. E. F.

Out-of-Town Opening

COME BE MY LOVE

(Opened Tuesday, August 29, 1944)

CAMBRIDGE SUMMER THEATER

A comedy by Edward Gouffard. Staged by Arthur Beckhard. Setting by Andrew Mack. Decor and lighting by Paul McGuire. Stage manager, Robert Fryor. Presented by John Huntington and Louise Falk.

Martha Webster.....Dorothy Sands
Miss Spence.....Kay MacDonald
Miss Goggleshall.....Constance Root
Sarah.....Jean Adair
Henry.....Walter Hampden
Phyllis.....Ruth Homond
Allen.....Charles Bowiby
Mr. Fillmore.....Joe Latham
Ada Bennett.....Ann Mason
Lizzie.....Ada Roston
A Visitor.....Edwin Cushman

Between a jellyfish script and a badly misconceived job of casting, there wasn't much chance for *Come Be My Love* on its trial flight here. Nevertheless, within a morass of good, bad and indifferent material there exists a pleasant, if innocuous little trifle about an actor on a sabbatical.

Chief fault is the playwright's failure to capitalize on his assets. He started off well when he had two middle-aged people—an eminent lady scientist and a charming rogue—meet at a marriage bureau. Within 10 days they decide on a trial marriage and the rogue has a wonderful time in the country, highhandedly managing her affairs. But then the playwright must reveal that the man is really a great actor who has quit the theater for a quiet life in retirement. Sparks fly briefly when the actor's co-star tries to lure him back. And there are comical complications with the scientist's daughter by an early marriage, who wants also to attempt a trial marriage with her sailor. After wading thru an ocean of words, both couples wind up in the hands of the clergy.

Some of the situations are left dormant. At the same time there are plenty of good lines. Severe cutting, a straighter plot line and clarification of the play's background could save it for a moderate Broadway run.

Best played role is that of the actor's co-star. Ann Mason puts spice into it. Competent are Dorothy Sands as the scientist's spinster sister, and Ruth Homond as her daughter. Disappointing are Walter Hampden, distinguished actor in the right role, who plays the blustery, comic actor like a tragedian, and Jean Adair as the scientist. Each brings a certain fullness to his role. Each is also too staid, too mature. Andrew Mack's single set of a New England living room is worthy of the best Broadway designer.

Bill Riley.

Strawhat Legit Planned For Boardwalk in 1945

ATLANTIC CITY, Sept. 2.—Plans for the return of legitimate plays to the Chelsea Playhouse next summer already are in progress, it was revealed by Harry Mulhern, who managed the hotel playhouse for its first season of Boardwalk legit. Mulhern said the stage scenery had been stored here pending the probable resumption of summer legit in 1945, when it is planned to alter the stage to provide more acting space and to improve and increase seating arrangements.

It was stated that this first summer season's booking of seven plays had been in the nature of an experiment, which had proved successful considering various difficulties which arose. At the outset of the season it was planned to operate the Playhouse for the entire summer, but it was closed earlier when it was found impossible to secure two more shows to complete the contemplated schedule.

Mulhern is treasurer of the Shubert's Forrest Theater in Philadelphia. House was operated by Lawrence Shubert Lawrence, general manager of the three Shubert houses in Philadelphia, with Abe Abrams and Mark Wilson, of the Shubert clan in Philly, also in on it. All bookings were secured thru Jules Leventhal. Weekly changes for the first summer brought in *Arsenic and Old Lace*, *Junior Miss*, *Doughgirls*, *Without Love*, *Three's a Family*, *Abie's Irish Rose* and *Blithe Spirit*.

Burlesque Notes

By Uno

FELISE RIDGEWAY advanced to treasurer and doubling as secretary at RKO Jefferson, New York, which brings her up to the higher brackets of Manager Samuel Rydell and assistant, J. B. Nolan. . . . **JACK ORMSBY**, ex-burly comic, now in charge of the front gate of Endy Bros. Shows. . . . **EVA COLLINS** out of the Hirst Circuit wardrobe department because of illness. . . . **FRANK MACK**, for the last three years manager at the Roxy, Cleveland, when Sam Reiclea was ill, left August 31 for San Francisco to supervise a nitery. . . . **PAL BRANDEAUX** produced the new August 30 show at the La Conga. In his line-up are the DePaul Sisters, Millie, Alicia, Rose, Loretta and Shirlee, who were part of the chorus last season at the Hudson, Union City, N. J. . . . **GEORGE ALLEN**, recently discharged from the army because of injuries sustained in a fall off a truck, is making his debut as a comic on the Hirst Circuit. Opens September 13 at the Troc, Philadelphia. . . . **PAM LAWRENCE**, once a top-notch in burly, has been added to the cast of *Champagne for Everybody*, a comedy which opened at the National, Washington, September 4.

PINKEY LEE, ex-burly comic, now with Earl Carroll's revue, and his six-year-old-daughter, are in a Santa Barbara, Calif., hospital, recovering from injuries sustained when their car collided with a truck August 26, near Santa Barbara. Mrs. Lee and eight-year-old-son escaped with slight bruises. . . . **STEPHANIE STEWART**, singer at Club Caravan, New York, is sporting a Betty Myers costume. . . . **TYLER MASON** is managing West and Lexing, who recently moved out of burlesque into vaude. . . . **SGT. JOHNNY KANE** has undergone a successful operation and expects to remain in Surgical Ward B-18, Army Air Force Regional Hospital, Fresno, Calif., at least two months. . . . **ABE GORE** is a comic opposite Bob Collins on the Milt Schuster Midwest circuit. . . . **HUDSON**, Union City, N. J., managed by Sam Cohen, reopened August 27 with Maxine DuShon, George Murray, Sammy Spears, Lew Denny, Eileen Hubert, Maxine Miller and Eddie Howard. Next show had Benny Moore, Harry Bentley, Bedini and Madden, Dudley Douglas and Betty Brooks. Fred O'Brien again producing. . . . **MILLIE DE PAULL** celebrated a birthday September 4 at her home in New York.

VAUDE ROUTES

(Continued from page 27)

Hobert, Hal (Plaza Club) Biloxi, Miss., nc.
Holiday, Billie (Downbeat) NYC, nc.
Hoveler Dancers, Winnie (Pan American Room) Chi, h.
Hurricanes, Three (Tower) Kansas City, t.
Hutton, Betty (Palace) Cleveland, t.
Hutton, Marion (Steel Pier) Atlantic City.

Jackson, Les (Club 78) NYC, nc.
Jackson & Nedra (Brown Derby) Chi, nc.
Jane, Betty (Club 78) NYC, nc.
Johnson, Gladys (Pastor's) NYC, nc.
Johnson, Maxine (Caravan) NYC, nc.

K
Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h.
Kaye, Claudia (Old Roumanian) NYC, nc.
Kaye, Lionel (Hipp) Baltimore, t.
Kellogg, Laura (Tie Toc) Milwaukee, nc.
Kelson, Lee (Rogers Corner) NYC, cl.
Kidoodlers (Center) Norfolk, Va., t.
Kramer's, Henry, Midgets (Clover) Portland, Ore., 4-17, nc.

L
Labato, Paddy (Borsellino's) Cleveland, nc.
LaDare, Marie (Embassy) Rochester, N. Y., 5-7, t; (Capitol) Toledo, O., 9-11, t.
Lefcower, Harry (Rogers' Corner) NYC, nc.
Lamb, Gil (Palace) Columbus, O., t.
Lane, Loretta (Old Roumanian) NYC, nc.
Lang & Lee (Fair) Washburn, Wis.
LaVola, Don, & Carlotta (Utah Canteen) Salt Lake City.
Layne, Viola (Palace) Columbus, O., t.
LeMoind & Estelle (Fair) St. Paul, Neb., 5-8.
Leonard, Ross (Pastor's) NYC, nc.
LeRoy, Hal (Center) Norfolk, Va., t.
Lester & Irma Jean (Colton) Houston, Tex., nc.
Levole, Pat & Willa: Canton, O., 4-6; Medina 7-8.

Lewis, Ralph (Chase) St. Louis 4-16, h.
Lewis, Ted (Latin Quarter) Chi, nc.
Lillian, Edna (Pastor's) NYC, nc.
Lloyd, Dave (Pink Elephant) NYC, nc.
Lorraine, Lilyan (Ernie's) NYC, nc.
Lowe, Carol (Pastor's) NYC, nc.
Loy, Magda (Swing Club) NYC, nc.
Lucas, Nick (Park Plaza) St. Louis, h.
Lynn, Roma (Pastor's Downtown) NYC, nc.
Lynne, Phyllis (Oriental) Chi, t.

M
Maison, Gil (Paramount) NYC, t.
Marsh, Lew (Red Mill) NYC, nc.
Marshall, Joan (Aloha) NYC, nc.
Maxine (Center) Norfolk, Va., t.
Meade, Gloria (Latin Quarter) Fall River, Mass., nc.
Meadows, Frankie (Swing Club) NYC, nc.
Memory Lane Quartet (Hillcrest) Toledo, O., h.
Miller, Glenn, Singers (Adams) Newark, N. J., t.
Miller & Lee (Regal) Chi, t.
Mills Bros. (Riverside) Milwaukee, t.
Moana (Lexington) NYC, h.
Moore, George (Palmer House) Chi, h.
Morrison, Dave (Ambassador) Chi, h.

N
Nadine (Zimmerman's) NYC, re.
Nash & Evans (Capitol) Washington, t.

O
O'Neil, Danny (Beverly Hills) Newport, Ky., cc.

P
Page, Hot Lips (Onyx) NYC, nc.
Page, Joe, & Nona (Tivoli) Sydney, N.S.W., Australia, until Sept. 23, t.
Paradise, Peggy (Club Jinx) NYC, nc.
Parish, Linda (Red Mill) NYC, nc.
Parker Swing Trio (Flamingo) NYC, c.
Payne, Frank (Washington Youres) Shreveport, La., h.
Perrin, Bea (Piccadilly) NYC, h.
Pickert, Rolly & Verna (Edgewater Beach) Chi, h.
Pitchmen, The (Palace) Cleveland, t.
Powell, Ginny (Sherman) Chi, h.

R
Raridin, Joey (Riverside) Milwaukee, t.
Raymond, Ed (Polack Circus) Portland, Ore., 8-17.

Read, Kemp (Luke's Lodge) Newport Beach, Newport, R. I., h.
Regan, Phil (RKO-Boston) Boston, t.
Renault, Francis (Polly's Gift Shop) Asbury Park, N. J., nc.
Richards, Barney (Ivanhoe) Chi, re.
Richey, Jean (Earl Carroll Theater) Hollywood, re.
Roberts, Naomi (Rio Cabana) Chi 28-Sept. 9, nc.

Robert Sisters & White (State) NYC, t.
Rocco, Maurice (Clover) Los Angeles, nc.
Rochelle & Beebe (Steel Pier) Atlantic City.
Rock & Dean (Ratner) Monticello, N. Y., h.
Rogers, Eddie (Nut Club) NYC, nc.
Rooney, Ed & Jenny: Portsmouth, N. H.; Cranston, R. I., 11-16.
Rooney, Pat, Sr. (Oetjen's) NYC, nc.
Ross Sisters (Golden Gate) San Francisco, t.
Rubinoff (State) NYC, t.
Russell, Lynn (Old Roumanian) NYC, nc.
Russell, Ronnie (Caravan) NYC, nc.
Russell, Slim (Riverside) Milwaukee, t.
Russell & Rene (Earle) Washington, t.

S
Salazar, Hilda (Enduro) NYC, nc.
Sawyer, Nell (Stage Door) Cleveland, nc.
Schultz Sisters (Dutch Mill Supper Club) Baltimore.

Magic

By Bill Sachs

MILBOURNE CHRISTOPHER V-malls from France under date of August 20 that he's still exhibiting his nifties for the hard-to-keep-up-with troops and that the army mail service, with only a delay now and then, brings him the various English and American magic sheets, thus keeping him hep on things magic. . . . **SGT. FRANKIE RUMBLE**, who did his conjuring under the name of Frankie Gallagher in pre-war days, is still at Army Technical School, Sioux Falls, S. D., but expects his overseas shipping orders almost any day now. . . . **DE GRAHAM**, magician-lecturer, typewrites that from Mansfield, O., that Pour-A-Drink Dornfield (not the original Dorny) has been clicking handsomely at the Greystone nitery there with a routine including cig manipulations, pour-a-drink stuff, a salt trick, a couple of gags with cards, the Chinese laundry ticket, Galypso magazine and a torn-magazine-cover-to-War-Bond poster nifty. . . . **PAUL HUBBARD** is still at a Cincinnati hotel nursing a dandy case of yellow jaundice, and denies that he will capitalize on his latest misfortune by doing a Chinese routine. . . . **ART ROBINSON**, of *The Columbus* (O.) Citizen, who was a guest of Bob Nelson, Wally Willis, Joe Kemp, Jim Wheeler, Herb Pinkle, Russ McDaniels, Woody

Scott, Margaret (Cafe Pierre) NYC, h.
Scott, George (McGough's) Brooklyn, nc.
Semon, Primrose (Swan) Phila., nc.
Sharon, Nita (Esquire) Norfolk, Va., nc.
Sheldon, Gene (Paramount) NYC, t.
Sherman, Babe (Weiner's) NYC, nc.
Shyrettos, The (RKO-Boston) Boston, t.
Siemon, Hank (Fair) Lincoln, Neb.; Blackfoot, Idaho, 12-16.

Simpson, Carl & Faith (Town Ranch) Seattle 28-Sept. 9, c.
Slater, Jane (Paramount) NYC, t.
Smith, Stuff (Onyx) NYC, nc.
Snow, Valeda (Tower) Kansas City, t.
Society Debs, Three (Stage Door) Cleveland, nc.

Spears & Gardner (Tondeleyos) NYC, nc.
Stadlers, The (Walnut Room) Chi, h.
Stewart, Slam (Three Deuces) NYC, nc.
Stone, Terry (Club 78) NYC, nc.
Stothard, Iris (Tavern Room) Chi, h.
Sullivan, Gayle (Ball) Brooklyn, nc.
Sumner, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.

T
Tamaya, Norma (Caravan) NYC, nc.
Terrell, G. Ray (St. Regis) NYC, h.
Therrien, Henri (Court Square) Springfield, Mass., 7-10, t.
Thomas, Jimmy (Pennsylvania) West Palm Beach, Fla., h.
Thomas, Joe, Saxotette (Fair) Huron, S. D.; (Fair) Allegan, Mich., 12-16.
Thompson, Wini (Ball) NYC, nc.
Truce, Mildred (Pastor's) NYC, nc.

V
Van, Gloria (Pan American Room) Chi, h.
Varela, Carlo (Enduro) NYC, nc.
Vestoff, Florida (Club 18) NYC, nc.
Viera, Manuel (Edgewater Beach) Chi, h.
Vincent, Villa (Kit Kat Klub) San Antonio, nc.

W
Ward, Wally (Hipp) Baltimore, t.
Walsh, Connie (Ernie's) NYC, nc.
Walker, Janice (Old Roumanian) NYC, nc.
Walker's, Ken, Chinese Follies (Vine Gardens) Chi 4-17, nc.
Ware, Joey (Aloha) NYC, nc.
Warren, Annette (Carter) Cleveland, nc.
Weiss, Sammy (Three Deuces) NYC, nc.
Wences, Senor (Oriental) Chi, t.
West & Lexing (Strand) NYC, t.
Whalen, Maurice & Betty (Riverside) Milwaukee, t.
Wheeler, Bert (Golden Gate) San Francisco, t.
Whirlwinds, Four (Carman) Phila, t.
White, Eddie (Carman) Phila, t.
Whittier, Charles (Latin Quarter) Chi, nc.
Williams, Ava (Swing Club) NYC, nc.
Willys, Six (Center) Norfolk, Va., t.
Whitney Sisters (Adams) Newark, N. J., t.
Winters, Hal (Havana-Madrid) NYC, nc.
Woods, Johnny (Earle) Washington, t.
Woytova, Olga (Old Roumanian) NYC, nc.
Wright, Duke (The Place) NYC, nc.
Wynters & Angeline (Palmer House) Chi, h.
Wyoming Duo (Jacques) Waterbury, Conn., 4-7, t.

Y
Yale, Chick (Fair) Madison, Minn., 7-8; (Fair) Wheaton 9-10; (Fair) Waterloo, Neb., 14-16.
Young, Joey (Oetjen's) NYC, nc.

Z
Zephyrs, Two (Regal) Chi, t.
Zenn, Audrey (Latin Quarter) Chi, nc.

Patton, Earl Moon, Dr. Richard Brashear, Dr. Joseph Chronik, Dr. William Palchanis; Norman Cummins, Wilmington, O.; Howard Strickler and Morris Levy, Toledo; Dr. Walter Grote, Akron, and Bob Fillmore, who served as emcee.

LEON O. GUNN, West Coast magus, scribbles from "Somewhere in New Caledonia" under date of August 17: "It's 10 months since I left New York. Spent six months in New Guinea; then back to Australia, where we performed in Sydney and Brisbane. Met many fine Australian boys who are interested in magic. Met an old-timer, Tom Selwyn, who went around the world with a deck of cards. Prior to 1900, Selwyn had been to places in this world where no other white man had been before. I also met Les Levante, who seems to be Australia's outstanding magician. I still have a bit of island jumping to do but should be back in New York in November or December." . . . **FABIAN, THE MAGICIAN**, signed with the Roscoe Ates unit for an overseas USO jaunt, posts that he's still in New York awaiting shipping orders. He infos that he put in an enjoyable evening one night last week visiting with his old friends, G. Ray, Judy and Jack Terrell, currently holding forth at the St. Regis Hotel, New York. . . . **PFC. HARRY BERGMAN**, Czechoslovakian youngster who came to America a few years before the war and who before his induction made quite a rep for himself in the night club field, is touring Italy with the army show, *Stars and Gripes*. He reports that he recently bumped into Maldo the Magician, showing for USO, and Prince Mendez, of *This Is the Army*. . . . **H. A. MAC KNIGHT**, who bills himself as the "Hypnotic Funmaker," has just concluded four weeks on the Grewe & Fasken Circuit in the Pacific Northwest and Monday (4) began a week's return engagement at the Empress Theater, Spokane.

THE CABINEERS have begun their new season at Tower's, Camden, N. J.

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Hats Off to Ice (Center Theater) NYC.
Lamb-Yocum Ice Parade (Treasure Island)
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Fantasy on Ice (Henry Grady Hotel) Atlanta.
Roller Skating Vanities (Madison Sq. Garden)
New York, 12-17.

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THE FINAL CURTAIN

ALLEN—Lieut. Col. Charles J., 55, circus fan and commanding officer, Eastern Security District, 9th Service Command, following a heart attack at his home in Salt Lake City August 24. Survived by his widow, Dorothy; and two half sisters, Katherine and Emma Lyons, Boston.

BEER—Mrs. Stella May, 58, former vocalist, suddenly August 28 at her home in Royal Oak, Mich. Survived by her husband and three sons. Interment in Oakview Cemetery, Royal Oak.

BIEHL—Fred G., husband of Estelle Ramsey, pianist, at Hines (Ill.) Hospital, August 6.

DOWNIE—Frank J., 53, part owner of Downie Bros. Tent & Awning Company and life member of the Pacific Coast Showmen's Association, in Los Angeles August 27. He was also a member of the Regular Associated Troupers, and his widow, Vera, is prominent in this and the PCSA Ladies' Auxiliary. Survived by his widow and two brothers, Bob and Ernest. Services in Los Angeles August 31.

GRUBERG—Mrs. Rose, 43, wife of Max Gruberg, carnival owner and operator, in Philadelphia August 27 of a heart attack. She had long been active with her husband in ownership and management of Max Gruberg's World Famous Shows, especially in the operation of concessions. Of late years they have operated units in Philadelphia. Survived by her husband; a daughter, Mrs. Nancy Dubrof; two sisters, three brothers and mother. Services were held in Raphael Sacks Chapel August 29, with interment in Montefiore Cemetery, Philadelphia.

Surviving are his widow, Margaret V, a daughter and two sons.

McPRIDE—Daniel M., 67, circus clown, August 29 at Chicago following a heart attack. McPride, whose name in private life was Daniel Pierce, had been with the Ringling show for 20 years. He collapsed at the finish of his act with his foxterrier, Skippy, at the Tuesday matinee and died in his dressing room. Survived by his widow and two children. One son, Daniel Jr., is an army officer overseas. Body was sent to Ripley, Tenn., McPride's home, for burial.

MAJUR—Fred S. (Ralph), Shakespearean actor and stage director, suddenly at his home in San Mateo, Calif., August 23. Survived by his widow, Susie; a daughter, Mrs. Richard Donovan, San Mateo, and a son, Joseph W., Detroit. Services in San Mateo August 25, with interment in Holy Cross Cemetery, Colma, Calif.

MALONE—Thomas J., 61, one of the last surviving members of Dumont's Minstrels, which disbanded in 1919, at his home in Philadelphia, August 23, following a heart attack. He had been with the Dumont troupe for five years. His widow, Mary, and four daughters survive. Services August 28 in Philadelphia, with burial in Holy Sepulchre Cemetery there.

MECHANIC—Julius, carnival man, following a heart attack in Tampa August 25. Services from B. Marlon Reed Funeral Home there.

SHIRLEY—Marion Carl (Gold Tooth), 51, associated with Harry Johnson, cookhouse operator on the Mighty Sheesley Midway, following a heart attack in his room in the Linconda Hotel, Decatur, Ill., August 23. Survived by his widow, two daughters and two brothers. Services at Walken's Funeral Home, Freeport, Ill., with Mrs. Susie Myers, wife of trainmaster Bob Myers, of the shows, offering prayers and more than 80 members attending. Remains were sent to Fort Meade, Fla., for interment.

VASATKA—William, 64, superintendent of Minnesota State Fair greenhouse and grounds for 28 years, August 20 in his home on the fairgrounds following a heart attack. Services August 22 in St. Paul, with interment in Sunset Memorial Cemetery, Minneapolis.

CENSORS AID FLACKS

(Continued from page 3)

ported that he did not wish to rap Miss Driscoll's knuckles, as she is the board's only good Democrat.

Also on Thursday *Wallflower* got a lauding in the hands of City Censor John J. Spencer. Customarily, advance men deliver script copies to Spencer. Thursday he invited members of the play's management to his city hall office, where he presented them with his textual revisions. "I ordered out profane references to the deity," said Spencer, and "insisted that... dialog between two girls having to do with just how far they go in love making should be eliminated." Paradoxical was the fact that *The Drunkard* was presented Thursday night at Tufts College in a sort of soft-drink cabaret.

Marriages

BETTS-STOBERL—Dick Betts, organist at the Pink Elephant nitery, Bridgeport, Conn., to Shirley Stoberl, in Bridgeport August 17.

GIBBS-SIMMONS—Lieut. (j.g.) Mac Gibbs, nonpro, to Hilde Simmons, piano and vocal artist, in Miami in April, 1943. The secret marriage there was revealed last week.

GOLDSCHMIDT-FOX—Lieut. Henry Goldschmidt, USA, to Janet Fox, actress in New York August 25.

MICHALSKI-KERRY—Alfred Michalski, manager of the Circle Theater, Manchester, Conn., to Yvonne Kerry, of the Warner Theater, Lynn, Mass., August 13 in Boston.

UNCLE TO WHIP 'EM

(Continued from page 4)

the high wages now collected by many sidemen, which may make it difficult to establish a complete ork and band set-up now planned.

Included in this group, as well as in the group taking training after discharge, are sure to be many who have never been professionals and who can point to playing with navy or army bands as their chief experience. Youngsters drafted as they leave from high school may come home accomplished performers, particularly if they play their way back from the fox holes to the front porch, and get properly designed instruction for a period after end of the conflict.

Navy reports 474 official bands (253 aboard ship). Army has in excess of a thousand known orks, many of them practice-and-play-your-own-time units. Sizeable percentage of members of these groups have never earned their living from music but look to ork jobs and music as their post-war careers. Government officials and those conversant with treatment of vets after the last war admit it will be impossible to restrict training to men pre-war professionally employed, which can only add up to mean that the number of available sidemen will take a sharp jump when the fight is over, perhaps far in excess of what might be expected.

Training for Allied Fields

Training for disabled men will be an important feature of government plans, with several schedules and proposals already being considered.

Particularly interesting to trade is the proposal that musicians who are injured in war be given special training calculated to give them means of earning a living in the industry, even if no longer able to play. Tremendous demand for men able to manufacture musical instruments is forecast by officials, and equally great call for instrument repair men is indicated. Plans for such schooling are said to be completed and only await final official approval.

Other allied occupations looked upon with favor for ex-musicians are found in the sales field, notably as salesmen in retail stores.

PVT. CHARLES M. JACKSON JR.

Pvt. Charles M. Jackson Jr., 34, one of the last men from The Billboard Cincinnati offices to enter service, was killed in action in France August 7, the War Department has notified his family. He was inducted November 3, 1943.



An infantry machine gunner, he had basic training at Camp Wheeler, Ga., reported at Fort George C. Meade, Md., March 23 and went overseas in June. A graduate of Bellevue (Ky.) High School, class of 1929, he joined The Billboard in August, 1929, later became manager of classified advertising and assumed duties of associate editor in February, 1943.

He is survived by his widow, Mrs. Blanche Caroline Jackson; parents, Mr. and Mrs. Charles M. Jackson, and two sisters, Mrs. Ruth Bauer and Mrs. Olive Eilers all of Bellevue, Ky.

MURPHY—David J., 68, for 15 years vice-president of Minnesota State Fair, August 26 (opening day of 1944 fair) in Abbott Hospital, Minneapolis, of a heart ailment. Services August 30 in Minneapolis. Survived by his widow, son and grandson.

FERDON—James, 74, "silver-crowned prince of the medicine men," following a heart attack in a Baltimore hotel August 22. He started with the Mosleys, of the Healey & Bigelow Show, when he was 16. He gave up high pitching when his eyes went bad, but while a patient at Johns Hopkins Hospital, Baltimore, he went back to the tripe and keister. Following Masonic services in Baltimore, remains were sent to California for interment. Survived by his son, Monty, Dayton, O.

MURPHY-LEE—John E. Murphy, nonpro, to Lila Lee, currently starring in stage comedy, *Kiss and Tell*, in Philadelphia August 30.

Births

A son, Gene, to Mr. and Mrs. Les Paul at the Hollywood Hospital, Hollywood, August 20. Father is guitarist and heads the Les Paul Trio on *California Melodies* over Don Lee-Mutual.

A daughter, Judith Ellen, to Mr. and Mrs. Max M. Korr August 15 at St. Luke's Hospital, Bethlehem, Pa. Father is theater operator in Allentown, Pa.

A son to Mr. and Mrs. Marty Wayne August 16 at Northern Liberties Hospital, Philadelphia. Father is an emcee, and mother is an acrobatic dancer known as Judy Shaw.

A son, William Jr., to Mr. and Mrs. William Webster August 30 at Sarasota, Fla., Hospital. Father is timekeeper on the Ringling show.

STEM FALL SEASON

(Continued from page 28)

the Franz Werfel novel which will star Ethel Barrymore, Albert Basserman, Elsa Basserman and Edward Franz will have the principal supporting roles. Rehearsals start the first week of September for Whitfield Cook's stage combo of his *Red Book* stories, *Violet*. Pat Hitchcock and Harvey Stephens will have the leads. Albert Margolles skeds a two-week road trip before bringing it in.

The rest are more or less in a state of status quo. Blevins Davis plans the Fritz Kreisler-Arnold Sundgaard-Harry Wag-

staff Gribble operetta, *Rhapsody*, for a late October showing, probably at the Century. No cast as yet. Jean Dalrymple debuts as a producer with *Hops for the Best*, comedy by William McCleery. She wants Fanchot Tons for the lead. Forrest Haring will oversee the production of J. B. Priestly's light comedy, *How Are They at Home*, for Dwight Deere Wiman, who is still in England. Rehearsals are due to start early next month. Still another set for post-Labor Day rehearsals is a musical called *On the Town*. Book is by Adolph Green and Betty Comden of the Revuers. Music is by Leonard Bernstein, and choreography by Jerome Robbins. Lyrics are by John Latouche. Oliver Smith and Paul Feigay are the producers. Still another October starter may be *Dear Ruth*, the Norman Krassna comedy which Joseph Hyman and Bernard Hart (in association with Moss Hart) will put into rehearsal as soon as the second rewrite is completed.

Of course there will be some shuffling around and delays. It wouldn't be showbiz if there weren't. A few of these newbies may not live long enough to see Broadway. Nobody can rate the quality in advance, but the quantity looks ample enough to keep Stem show houses burning lights continuously and keep the bookers burning them, too, wondering where they're going to put 'em.

In Loving Memory of My Mother

MOTHER HUNTER

Passed away Sept. 7, 1940

Just a memory fond and true. Just a token of days gone by when we stood side by side till death parted us. Dear mother, how I miss you! My heart aches so.

Daughter—MISS BABE HUNTER
Son—OREL M. KIMBLE

HOLLAND—Frank P., 63, Dallas publisher and fair leader, August 28 at a Dallas hospital. Publisher of *Farm and Ranch* and *Holland's Magazine*, Holland was one of the founders of the Texas State Fair Association and a leader in breeding in Southwest Texas. He was president of the Breeder-Feeder Association of Texas. Two brothers and a sister survive.

IN MEMORIAM

Edward D. Hutchison

September 6, 1943

C. H. TODD, Associate

JEANS—Robert, 40, assistant drama critic of *The Daily News*, New York, found dead of gas poisoning at his home August 28. Before entering newspaper work, he had been a prize-fight manager and free-lance writer. He had written stories of hobo life under the name of Dan Hennessey, and had contributed articles to *The American Mercury* and other magazines. Prior to joining *The News* in 1937, he had worked for *The Detroit Times* and had handled publicity. In 1942, he was inducted into the army but received a medical discharge because of injuries sustained during basic training. Services at Universal Funeral Chapel, New York, August 31. Following cremation, remains will be placed in Arlington (Va.) National Cemetery.

KELSO—Joe, 52, comedy juggler, August 21 at St. James, Minn., as the result of an auto accident. Kelso was playing the Watonwan County Fair for Barnes-Carruthers and was killed by a fall while trying to disengage the bumpers of two cars. Survived by his widow, Florine, and two daughters. Burial in All Saints Cemetery, Maywood, Ill.

McNEILL—James P., 64, stage property master at the Academy of Music in Philadelphia for 20 years August 25 in Roxborough Memorial Hospital, that city.

To My Son FRANKLIN

HENRY FRANKLIN REMMERS
Boatswain's Mate 1st Class, U. S. Navy
who lost his life at Dutch Harbor, Alaska,
Aug. 31st, 1942.

Whom the Japs decreed should go to a new home Aug. 31st, 1942. Just a line to tell you how very much your sister Jerry and I miss you since you went away, but it was so sweet of you to come to me the days I was so ill. I suppose you know your brother Fredrick has gone overseas. I am so afraid Our Dear Savior and His Holy Mother will think it best for Fredrick to be there with you, but maybe, dear, if that should happen they would be merciful and let me go there with you, too. You shouldn't be lonely there, for I am sure by now you have visited with so many of mother's friends. There's dear old Uncle Jim Bonnell, Al Hartmann, Charlie Blue and, oh, so many others that I know besides a host of relatives and friends of your father's and I. I'll soon be going up to the little place in Florida, so I'll say good-bye until you come to me there, which you so often do when I'm on my knees in prayer. Good-bye now, darling; you are still my baby, you know, and always through life and eternity I will love you so.

YOUR MOTHER AND SISTER JERRY.

MINN. HITS BACK AT ACCUSER

Arrest After Fair Charges

Soltau is held in bail on false talk warrant—midway workers are booked

(Continued from page 3)

Shows, heard of Soltau's arrest he appeared at fair police headquarters and offered to put up \$100 bail for Soltau. The minister is said to have declined, stating: "I want to thank you very kindly, but I can't accept your offer, after swearing out warrants to have your businesses apprehended." Soltau demanded of Justice of the Peace Nick Lebens that he be released on personal recognizance, as were 18 midway workers whom he had had arrested. Justice Lebens explained that the presence in court for a hearing on Monday of the midway workers had been guaranteed by their attorney, and that Soltau was without counsel and could not be released unless he put up cash bail or bond.

"Find Out in Court"

Police said that after spending several hours in a cell, Soltau was released after Chader had put up \$100 bail. Charges against Soltau and his arrest followed a fair board meeting held earlier in the day. The board issued this formal statement:

"The directors of the Minnesota State Fair have asked for the arrest of Mr. Soltau in self-defense against the reckless and libelous statements the public press is again reporting that he is making about them and the fair. We are going to find out in court whether this man can continue his irresponsible accusations from year to year. The board feels that patience has ceased to be a virtue and, in order to protect the good name of the fair, an institution that has provided the people of the State for more than three-quarters of a century with

(See Arrest Minn. Accuser on page 54)

Strates Holds Hamburg Even; Kids' Day Off

CORTLAND, N. Y., Sept. 2.—James E. Strates Shows, here this week at Cortland County Fair, had a gross at Erie County Fair, Hamburg, N. Y., August 21-26, up to that chalked in 1942, no '43 fair having been held, reported Eddie Jackson, show's director of publicity. Altho the fair eliminated Children's Day, children were not barred and many patronized rides and shows. Wednesday was lost to rain.

Paved midway running back 1,000 feet enabled Assistant Manager Dick O'Brien to lay out an imposing array. Two shows were added, Iron Lung and Fitzpatrick Dog Exhibit. The Stephens pony track also joined. Buffalo dallies gave the fair and the show plenty of publicity, and the fair board co-operated well. All shows and rides were ready for the opening at 6 p.m. Monday, altho the train did not reach Hamburg until wee hours of the morning.

Manager Strates visited the J. C. Weer Shows at Elmira (N. Y.) Fair and reported that show operating efficiently. George Daniels, in charge of ticket takers and general utility man and formerly with circuses, went to a hospital to have a chicken bone removed from his throat, then going to his home in Ogdensburg, N. Y., to recuperate for a week. Jim Leonard, owner of the Wild Life Exhibit, has dressed it up with a 60-foot front and 14 new cages. The C. A. Stephens Arcade also has a new front. Visitors included James Steelman, Bill Brown, Mr. and Mrs. Charles Deming and Louis Hayes.



RAYMOND A. LEE, veteran secretary of Minnesota State Fair, St. Paul, a leader in legal action against the "crusading" Rev. H. J. Soltau, who was arrested on charges by the fair board that he had made "irresponsible accusations from year to year." Board issued a formal statement, declaring its intention "to protect the good name of the fair."

O'Brien Closes At Revere After 11-Year Peak

BOSTON, Sept. 2.—Side Show at Revere Beach will close Labor Day after its top season in 11 years of operation under the same management. Acts have been Rivers and Palmer, liquid air; Sailor Smith, reptiles and pincushion; Disco, magic and punch; Merle Thain, blade box; Sgt. Charles Graffin's Pal, the wonder dog, returned from Guadalcanal and Tarawa, and Trixie, wire walking dog; Emma Raymond, chair balance, trapeze and Spanish web; Harrison King and Company (Zerita), mentalists; Mme. Zeld, electronics; Flo Carlson and her Madison Square Garden fat girls' bike race, an act conceived and built by the management; Emmy, cloud swing; Maj.

(See Big for O'Brien Show on page 54)

Royal American Crowds Top 10-Day All-Time Pace Set in '42 During Minn. State Fair

Per Capita Proves Most Liberal in Years

ST. PAUL, Sept. 2.—Final figures may prove that midway records were broken by the Royal American Shows at the 85th annual Minnesota State Fair here August 26-September 4.

Despite an early drop-off in fair attendance and with Sunday (27) being rained out, RAS was expected to leave far behind its 10-day record gross of \$120,654.24 set here in 1942. Last year's gross of \$106,000, made by the Rubin & Cherry Exposition, was certain to be passed, with plenty to spare, Co-Owner Carl J. Sedlmayr said.

On opening day the midway had \$15,916.42 after all taxes were paid, compared to \$11,283.20 last year. Sunday, despite rain, receipts were \$4,942.53 after taxes. Monday's receipts went to \$21,482.26 as compared with \$12,401.80 in 1943, while figures for Tuesday were \$11,295.63 as compared with \$7,359.40 last year. Receipts on the first four days, after taxes, were \$53,630.94.

Random Thoughts On Future Shows

By William A. Reid
Secretary, Arcade Shows

THE post-war era, which the nation as a whole is contemplating, appears on a large scale to be marked by the same confused mental state with which outdoor show people look toward the next spot—some with gloom and others with bright confidence—according to their personal experience at that particular location.

Cookhouse general agents in solemn assembly rehash gloomy incidents from small experiences and much talk, whilst the Ancient and Amalgamated Association of Jackpot Cutters recalls the well-held scores. Each and all agree to plunge forward, imbued by the eternally springing hope characterizing show people.

As wars' endings bring improvements in technical processes, inventions, science, chemistry and basic goods, generally benefiting to all peoples, so one may easily visualize improvements in rides and other show paraphernalia hitherto undreamed of. Forward-peering outdoor showmen will abandon obsolete methods and equipment.

Shavings in Discard

They will work from the foundation up, beginning on the show lot itself, so as to improve conditions under foot for patrons and using a new and inexpensive chemical which, mixed in small amount with scorified earth, creates a completely waterproof and dustproof lot upon which to set up attractions. These may consist of show fronts of cast plastic, of gorgeous design and color, unbreakable, and lighted by luminous gasses, everlastingly sealed in the interior. Also costumes and drapes water and fireproofed, and spun plastic materials, brightly colored, and lighting reflecting to any degree desired.

Television might play a part by being hooked up inside worth-while midway shows to project selected portions of programs enacted inside to midway patrons outside, acting as a bally. Synchronized and controlled music of types suitable to each attraction might be broadcast from a central station. Midway lighting may be achieved by a soft non-glare type of tube set at suitable heights to furnish daylight effect.

Startling might be the visualization of

(See Future of Shows Seen on page 54)

Butte Is Near Blank for CA

Only off spot on Wagner's Western trek is curbed by cold, wind and dust

LINCOLN, Neb., Sept. 2.—Cold and high winds did not help business for Al Wagner's Cavalcade of Amusements at the Butte, Mont., stand last week, said W. B. (Bill) Naylor, publicity director. Lot was covered with crushed granite, and winds blew it up in clouds of dust for five days of the engagement. Rides and shows did fairly well, but it was the only bad financial spot on the Western route.

Show train is in charge of Tom Bush who also handles the Funhouse, with Elmer Dill, Tilt foreman, assisting. They are doing a quicker job than some former trainmasters. Run to Lincoln started early Tuesday, the train having four engines to pull it over the mountains. It was turned over to the Burlington at Laurel, Mont., for the trip to Lincoln.

Prospects for Nebraska State Fair here, September 3-8, appear much better than in recent years, declared Manager E. J. Mille, with excellent exhibits in agricultural and livestock departments. Horse racing, started last Tuesday, will run daily until close of the fair. Much larger crowds have attended than in Great Falls and Billings, Mont. Barnes-Carruthers have the grandstand show, which comes here from Colorado State Fair, Pueblo.

A welcome visitor in Great Falls was Lieut. Johnny J. Jones, stationed with the Alaska Command and flying from Great Falls to the Northland. He enjoyed meeting Mr. and Mrs. Wagner, Tom Allen, Bert Miner and others formerly with the Jones show. He looked fit and ready for anything. General Agent Robert L. Lohmar is visiting in Lincoln after a Southern trip.

Troupers Turn Out In New Clubrooms

LOS ANGELES, Sept. 2.—Meeting of the Regular Associated Troupers August 29 was presided over by Past President Lucille King, Secretary Walton De Pellaton and Lillabell Williams recording. There was a moment of silent prayer for the late members, Eldon Frock and Frank Downie. Chairman King appointed Jenny Riegel chairman of the "Guess-When-the-War-Ends" contest, suggested by Tillie Palmeter. A new member, Al Mahan, donated a ship in a bottle for the snack room. A new staff was made and donated by Jerome Heifly, on which colors of the club will be displayed, banner with the emblem having been made by Sis Dyer.

New by-law books were received and Secretary De Pellaton is getting them out to members during absence of Secretary-Treasurer Vera Downie. Dues came from Gladys and W. R. Patrick, Mike and Babe Herman, Marjorie and Nate Hantman, Hort and Jessie Campbell, Jack Kent, Elinore Frock, Thomas (Fuzzy) Hughes, Jenny Perry, Jenny Riegel, Nell Robideaux, Marie and Pete Kortess and Morris Bennett.

Party night, August 21, was hosted by Minnie Pounds, Estelle Hanscom, Lillabell Williams and Helen B. Smith, and there was a large gathering on hand. Mrs. Pounds prepared all the food, while co-hostesses saw to relishes and refreshments. Frank Yagla served behind the bar. Minutes of the last party at the home of the Downies were read and there were many laughs about that burlesque meeting, which had five presidents presiding, Frank Downie, Elmer Hanscom, Joe Krug, Sammy Dolman and Harry Levine, with Frank Lowery as secretary.

C. H. and Inez Allton came from Sunland, Joe and Ethel Krug from Corona, and Hilton and Lucille Hodges from Glendale. Charles Pounds and Fred

(See Troupers in New Rooms on page 54)

FROM THE LOTS

Virginia Greater

Crisfield, Md. Week ended August 26. Location, heart of town. Auspices, American Legion Post. Weather, good. Business, good.

Show, which also played here in the spring, opened Monday night and biz was good all week. Newspapers were liberal with space. General Agent W. O. (Bill) Murray sent in contracts, the show being booked until Thanksgiving week in the Carolinas. Whip topped the rides here. Many fishing parties and tall tales were in order. Mrs. Sol Speight was called home to Union, S. C., by the death of her mother. Owner Rocco Masucci added another semi to his fleet. Top of the Girl Show, operated by Jack Kearns, was damaged in a storm.

Salisbury, Md. Week ended August 19. Location, Main Street showgrounds. Auspices, American Legion Post. Weather, good. Business, good.

Monday night had near-capacity business, with an active committee. Show played here early in the spring and found a welcome back. Roy Lollar's bingo went big and the Louis Augustino Animal Show pulled. Kay Augustino is adding another concession. Happy Arnold's son-in-law and daughter joined to assist on the Alligator Wrestling Show and operation of Mrs. Arnold's concessions. Mike and Ike and Leo, of the midget troupe, have a new living trailer. Bill Penny's youngest daughter, who joined recently, assists in operation of one of his concessions. William Taylor, who joined at Bel Air, Md., with four ball games, palmistry and six grind concessions, has had good business. Sol Speight added two musicians to the jive band on his Cotton Club Revue. Raleigh Gibson, superintendent of rides, has a fast crew and never misses an opening night. Fletcher Gibson, managing the show's cookhouse, has renovated it and added new seats. Bob Milligan joined to take charge of the electrical department. **HAPPY ARNOLD.**

yard center, the show had the largest week's gross in its history. Near-capacity business gave the sponsoring committee eight times the minimum guarantee. Drum and Bugle Corp parade nightly from the Legion Post home thru the business area to the lot was a feature. Newspapers gave generous publicity. Owner Everett B. Singleton and Mrs. Singleton daily visited her parents, Mr. and Mrs. Frank B. Steinberger, in nearby Orange, Tex., where the Steinbergers are operating rides in an amusement park. Frank Steinberger, until locating in the park, owned rides on the Great Sutton Shows the past three seasons. Art Keith joined with concessions. Management purchased four show tops to be used at fairs. Org is not carrying any shows because of all street and downtown locations. When the fair season starts at Tallulah, La., the show will be enlarged. The six rides and 18 concessions are office owned, except the Keith concessions. Owner Singleton, who purchased a miniature train, placed it in the Orange park until the fair season.

J. (BILL) CARNEER.

Dodson's World's Fair

Wichita, Kan. Fifteen-day engagement ended August 23. Location, South Broadway showgrounds. Auspices, Civic Club. Weather, hot, stormy. Business, satisfactory on last four days.

Show had adverse weather on Sunday and again on closing day, Wednesday. Jess Warren has been getting the show on and off despite bad weather and lot handicaps, and Henry (Red) Gamble, trainmaster, has been moving the train in excellent time despite long hauls and long jumps. Move into Pueblo for Colorado State Fair, August 28-September 1, was made in excellent time. William Harvey, who joined to take charge of the Caterpillar, with James Callahan as assistant, came from Waco, Tex. Cramer-Golden Wild Life Exhibit has been enlarged and now requires two wagons for cages, canvas and new front. Mrs. Harold Kilpatrick, wife of the advertising car manager rejoined after physicians advised her to discontinue operation of her concessions, which she disposed of to Mrs. Curtis L. Bockus, wife of the general agent, who reports good business. Bill Holt's Pin-Up Models has six models on the front, Holt handling openings and Mrs. Holt supervising performances. Charles Clark's Crazy Inn, funhouse, is doing excellent business with Jo-Jo Lyles, clown, working the front with Clark. Show reached Pueblo August 25 to allow time to ready for the fair, Saturday and Sunday being taken by show-folks for relaxation. Big hats and cowboy shirts were in vogue with everybody, as a kangaroo court on the grounds penalized all those not dressed in Western regalia. **PAUL BARRON.**

O. C. Buck

Malone, N. Y. Week ended August 26. Auspices, Franklin County Fair. Weather, good. Business, big.

Weather permitting, Secretary H. B. Kelley and his properly managed fair can turn over individual grosses to show girls and boys who have Miami on their minds that are amazing and gratifying. This year was no exception. Thru aid of the advance, Superintendent Partridge was greeted Sunday morning with plenty of help. He had his extra men spotted to best advantage and every ride was getting paid customers at 4 o'clock that afternoon. Ferris Wheels and Whip had been sent in and erected early in the week. En route Harry Schwartz's auto was hit by another car, his radiator was wrecked and the frozen custard trailer rammed thru the rear of the car. Mrs. Schwartz was hurt but able to come to Malone. Joe Miller, who sold his Goo-Goo House, departed for Florida. Mr. and Mrs. Larry Marcaccio were visited by two nieces. Joe Hughes, of the Hamid office, was a daily visitor. Roy F. Peugh was on for a day and returned to Altamont, N. Y. O. C. Buck went to Great Barrington, Mass., and huddled with Eddle Carroll. Jimmy Hurd is framing his Museum for opening in a large city. Dick Tollman will return to Niagara Falls at close of the season. Sam and Mrs. Beaty are handling Bucky Allen's interests and receiving plaudits. Harry Ackley came on with his bingo. Red Flanagan is holding his own with bingo. George Hoar is planning eight concessions next season. **LON RAMSDALL.**

6 BIG DAYS AND NIGHTS—6 LYNCHBURG, VA., AGRICULTURAL FAIR

WEEK SEPTEMBER 18

CAN PLACE Demonstrators, Novelties, Pennants, legitimate Concessions. WANT Ride Help, Canvasmen, Semi Drivers. Top salaries. Year-around work. All answer

ENDY BROS.'-PRELL SHOWS

Richmond, Va., this week.

Groves Greater Shows

WANT FOR WINNFIELD, LA., SEPTEMBER 4-16

Concession Agents for Ball Games, Penny Pitch, Red-Black, BUTCH JONES, BILL KIRSCHNAM, answer or come on.

Can place Photos; also a few Ten Cent Stock Concessions. Can use Ride Help on Ferris Wheel, Chairplane or Merry-Go-Round.

All Replies to ED GROVES, Winnfield, La., September 4-16

ROGERS GREATER SHOWS WANT

For RICHLAND COUNTY FAIR, Week September 11, Olney, Ill.

GIBSON COUNTY FAIR, Week September 18, Trenton, Tenn.

CARROLL COUNTY FAIR, Week September 25, Huntingdon, Tenn.

CONCESSIONS that work for Merchandise, Shows with own outfits, Ride Men who drive semis. Long season South. Albion, Ill., September 5-9.

W. C. KAUS SHOWS

Want for the Following Fairs

HENRY COUNTY FAIR, MARTINSVILLE, VA., WEEK SEPT. 18.

Rockingham County Fair, Leaksville, N. C., Week Sept. 25.

Lee County Fair, Sanford, N. C., Week Oct. 2.

SHOWS of merit with own transportation. Book Penny Arcade. CONCESSIONS, come on; no exclusives. Grind Store Agents. RIDE HELP that is capable. Truck and Semi-Drivers. Foreman for Ridee-O. Will book or buy Octopus or Spitfire. Wire or write

RUSS OWENS, Jacksonville, N. C., until Sept. 15.

Wonder City Shows Want

For following fairs and celebrations: Magnolia, Ark. (oil boom town), Sept. 4-9; Parkdale, Ark., Sept. 11-16; Eudora, Ark., Sept. 18-23; Legion Fair, McGhee, Ark., Sept. 25-30; Community Fair, Dermott, Ark., Oct. 2-7; Community Fair, Lake Village, Ark., Oct. 9-14; Ashley County Fair, Hamburg, Ark., Oct. 16-24; Bradley County Horse Show Fair, Hermitage, Ark., Oct. 23-28. Have six fairs in Louisiana to follow, then around New Orleans all winter.

Want Concessions—Will book all kind except Snow Cone, Photos, Percentage. Place A-1 Cook House, Bingo, Arcade, Diggers. Shows with own equipment. Rides not conflicting with Merry-Go-Round, Ferris Wheel. All address: **JOE KARR** as per route.

Royal Exposition Shows

Waynesboro, Ga., this week, followed by eight more select spots in Georgia, including three Fairs, then Florida for the winter.

Want to book or buy with transportation for cash Roll-o-Plane, everything must be first class. Want to book following: Two or three small Shows, Funhouse and Penny Arcade. Can use efficient Ride Help on Merry-Go-Round and Lindy Loop. Deacon Sechrest, wire or come on; also others get in touch. Address all replies to **ROYAL EXPOSITION SHOWS**. P.S.: Want Burlesque Show to join week of October 16th, Ben Hill County Fair, Fitzgerald, Ga.

Want—CAPELL BROS.' SHOWS—Want

Place for Seminole County Free Fair, Wewoka, Okla., Sept. 11 to 16, and balance of season in the cotton and pay roll towns. Out until Armistice Day. Those joining now given preference. Place any clean Concessions. No Ex. Book one or two more Shows with own outfits. Grind Store Agents, work for quarter and half.

Address: **H. N. (DOC) CAPELL, Wetumka, Okla., this week; Wewoka next.**

BILL FRANKS WANTS

For Taylor County Fair, Oct. 2-7. 5th Annual Fair, Butler, Ga. Middle Ga., Colored Fair, Oct. 9-14. 5th Annual Fair, Macon, Ga.

And Eight Other South Georgia Fairs and Celebrations.

ORGANIZED CARNIVAL with 6 or more Rides or Independent Rides, Shows and Concessions.

Can also place Concessions in Macon Park for year-round proposition.

IT'S STILL MIGHTY GOOD IN MACON.

This is an organized route of well-established Fairs, all proven winners. Act quick! All wire:

BILL FRANKS, Playland Park, Macon, Ga.

GIRLS — GIRLS

\$50.00 a week

For Dancing Show and Posing Show. Will furnish wardrobe. Will pay more for feature Strip Dancer, also girl to feature as Miss America. Long season south to those interested. Wire or come on. No time to write. Saginaw, Mich., Sept. 7th to 15th.

F. W. MILLER

Care Western Union Saginaw, Mich.

FOR SALE

7 CAR TILT-A-WHIRL

In good running condition. Can be seen in operation Rocky Ford, Colo., Fair, this week.

C. F. ZEIGER

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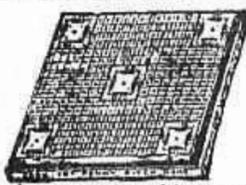
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who was with the John Francis Greater Exposition in 1939, please wire collect HELENE HOVERSON, the Ball Game Queen, immediately at California Hotel, 2847 W. Washington Blvd., Chicago, Ill.

WANTED

Agent for Bowling Alley to join at Martinsburg, W. Va., week of Sept. 11th.

R. W. ROCCO

Care J. O. Weer Shows
Bath, N. Y., Fair, week of Sept. 4

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Communications to 25 Opera Place, Cincinnati 1, O.

TOP LABOR Day?

WILLIAM (BILL) CULETON, cook-house operator at fairs, has purchased the Fruit Valley Hotel, Oswego, N. Y.

CALLING it a season, Lee McDaniels closed in Abingdon, Va., taking a job as head chef in Johnson City, Tenn.

JOHN E. HOSMER JR., ride operator and concessionaire, is in Faith Hospital, L'Anse, Mich., due to a leg injury.

REMEMBER when winter always came when we couldn't afford it?

DORAL DESHON, operator of Coney Island Margie, purchased a 1942 Buick and reported an excellent season with the Mighty Sheesley Midway.

FORREST BROWN, former trouper, visited with friends week of August 22, including Mr. and Mrs. W. Myers, at Allen County Fair, Delphos, O.

AFTER a three-year absence, Mae Joe rejoined the John T. Hutchens Modern Museum on the Snapp Greater Shows to work annex.

JACK SHELL penned from Oakland, Calif., that among visitors on Crafts 20 Big Shows were Mr. and Mrs. Yurko and daughter, June.



MRS. ROSE GRUBERG, wife of Max Gruberg, carnival owner and operator, who died in Philadelphia August 27, was active with her husband in management of Max Gruberg's World Famous Shows, especially in operation of concessions. In recent years the Grubergs have operated units in Philadelphia. Details in the Final Curtain in this issue.

EARLY part of the engagement of the Mighty Sheesley Midway in Decatur, Ill., last week was marred by rain several nights. A new lot was broken in.

HAVE you forgotten when your bonus was a chance on last year's sweepstakes?

JAMES QUINN, considering an offer to pilot a railroad show next year, for the past eight years has general agented the O. C. Buck Shows.

ARK.-LA. SHOWS, under the semi-new title and now playing Louisiana territory, has the equipment of the former C. W. Naill Shows, reported J. (Bill) Carneer.

DUE to her mother's sickness, Madge Thames, wife of Clarence Thames, operator of the Gay New Yorkers on the Mighty Sheesley Midway, left for Chattanooga. Having a good season, he has enlarged his cast for southern fairs.

Think Shrinkage

FACT that some showmen do not seem to know what they want may be because the draft took those who have been doing their deciding for them.—ANNIE FAY, Ball-Game Queen.

"WE caught the boss sitting in church and counting the house."

ROSS MANNING and his attorney, Max Hoffman, are reported about to close a deal for the Remington Hotel, New York, after which Manning will go to Florida, leaving his hotel interests in the hands of George Hoar.

BEN McDONELL, electrician with the Mighty Sheesley Midway, overhauled the Diesel plants for the first time on the road, completing the task in 48 hours. Formerly the units were sent to the factory or representatives visited the show to recondition them.

MARTHA AND PEE WEE SUTRAIN, formerly with the Royal American Shows, Great Lakes Exposition and several St. Louis orgs, purchased a hoop-la concession on Silver Spray Pier, Long Beach, Calif., and are off the road for the duration.

ETIQUETTE: Do not use the expression "onion breath" in the presence of snack-stand customers.

FROM Pascagoula, Miss., Mrs. H. R. Goodrich reported that the following purchased a marker for Sailor Harris's grave: Mr. and Mrs. T. U. Ritchey, Mr. and Mrs. Earl L. Lewis, N. M. Roome and family, Mr. and Mrs. H. R. Goodrich; Mack, the tattooer, and fellow workers.

AT Fairville, N. B., Libby's Shows and the auspices, the Red Sox Girls' Softball Club, sponsored a contest in which patrons of rides, games and concessions voted on the girl most likely to make the



MRS. KING REID and son, Arthur, had a reunion last week when the King Reid Shows were at Dutchess County Fair, Rhinebeck, N. Y. He visited the show while on leave from navy school at Newport, R. I. Enlisting in the navy when he was 17 years old, he was in navy school at Fort Pierce, Fla., seven months. Before his enlistment he had charge of the show's Tilt-a-Whirl.

team for the 1945 season. Prize was \$10. This was an 11-day stand.

F. J. ELLIOTT, Amherst, N. S., long active in carnivals including Elliott's and Bluenose Shows, received word his son, F. J. Elliott Jr., was promoted from pilot officer to flying officer in the Canadian Air Force. The son was on his father's staff before enlisting as an airman.

FAMOUS last words: "Now that you are sick you are not as good a man as you were, so I am going to cut your salary."

O. C. BUCK SHOWS at close of the Malone (N. Y.) Fair had a four-day lay-off before Fonda (N. Y.) Fair, during which much of the show was repainted. All trailers have been painted circus red and lettered with circus yellow by Toby Kneeland.

MICKEY JOHNSTON'S notes from the Morris Hannum Shows: At Doylestown (Pa.) Fair shows, rides and concessions had excellent business. Rides and shows had been rehabilitated. Joining were Mr. and Mrs. Ted Miner, ball games;

Could Happen

DOWN YONDER. Scene 1—Office of the Great Whine & Complain Shows. Boss (to his G. A.)—"Go to Bedville, Ind., and book that town without auspices, as I can no longer afford to pay anything to committees."

(Curtain is lowered to denote passage of time, during which Bedville powers-that-be raised the license to a practicably prohibitive figure.)

Scene 2. Cookhouse of same org at Bedville. Same Boss (to same G. A.)—"You'll have to go out and dig up an auspices to overcome this high reader or else I'll have to close the show right here." Final curtain.

Mickey Johnson, guess-your-weight, and Mr. and Mrs. Riley and agents.

LOUIS TRABAND, former carnival general agent and for the past 10 years in business in East St. Louis, Ill., who left Barnes Hospital, St. Louis, last week, is well on the road to recovery. Rogers Hornsby and Dr. Walter Albertson, both friends of outdoor show people in this vicinity, are his daily companions again.

MANAGER of the Gate & Banner Shows had his faith in miracles boosted when three unemployed ride foremen walked onto the lot.

G. O. DARBY, tattooer for the past two years in Playland, Little Rock, reported that Gus Heimann, cookhouse operator, was with the engineers in the Aleutian Islands. Joe Sully, former custard concessionaire with Max Goodman, left for Tampa. Slim Priest is branch manager of the army exchange at Camp Robinson, Ark.

ARCADE SHOWS opened at Commerce, Tex., to good business. Thursday night was lost to rain. Several concessionaires joined. O. H. Dentler reported good business for his corn game. Brownie Bishop added a War Show. June Tetts and Imogene Lynch report excellent business. Fletcher Tetts received new concession top. Merry-Go-Round, Baby Airplane and Ferris wheel have been repainted.

REGAL Exposition Shows, formerly the Scott Exposition Shows, at their second Virginia fair in Abingdon August 21-26 and at Tazewell the week before, had good week-ends. New title was effective August 10 and B. M. Scott remains president and treasurer, reported Ernest Sylvester, secretary. Jess Bradley, legal adjuster, has replaced Garrett Scott, and Al Penninton is in charge of gates. Fairs have been booked until December 1.

PRESENT-DAY rides have been operating so long that press agents have started writing, "What was good enough for grandpa is good enough for us."

RAIN marred the engagement of the Allen & Nickerson Shows at Greenfield, O., week of August 21, several nights being lost and a teardown being made Thursday night. Show opened in Manchester, O., Saturday night (26) to good business, considering that the show was two days ahead of its paper. Mrs. Jack

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Neal's diggers joined. Show booked some concessions at Alexandria (Ky.) Fair, as there will be a five-day layoff before Harman (Tenn.) Fair.

GENERAL MANAGER ROLAND CHAMPAGNE reported a banner season for Continental Shows, said J. Mitchell. Bill Muldoon has had wonderful business with grab stand and three games. Mr. and Mrs. George Esengard have had great bingo business. Fred Perkins's Kid-die Auto Ride and five concessions have done well. The Al Ventres Miss America Show has had one of its biggest seasons. All rides have been painted for fairs. Most of the season was spent in New York State. After playing fairs the show will return to winter quarters in Lowell, Mass.

AFTER FIVE YEARS of drastic restrictions on use of outside illumination, New Brunswick civilian defense authorities have modified these greatly. Colored lights, including neon of all kinds, are now permitted anywhere in the open air, providing there is someone detailed and available to extinguish lights in event of a blackout, including a test. Modification came so suddenly and applying to the Province that operators of indoor and outdoor amusements, including carnivals, theaters and celebrations, were caught with defective signs, which are now being repaired.

SOME show owners would let a working-man walk away for the want of a dollar raise—and then go and match some millionaire for 20 bucks.—Colonel Patch.

ARCHIE GAYER, who operated the Ice Show in Eastwood Park, East Detroit, last summer, is opening an amusement center at Monroe and Library Avenues, Detroit, under the name of the Funland Center, first arcade in the heart of the amusement belt there in 10 years. He will operate a photo gallery and shooting gallery himself, establishing the only gallery in downtown Detroit, because ammunition shortages caused other spots to drop out. Swami K. Hassin, formerly of Eastwood, will have an astrology concession. Separate section will house a Freak Show as an opener, to be followed by a War Show, Oddities Show and others, changing at intervals. Spot is leased from Sam Mintz, vet theater owner.

TED CUSTER reported good business for opening days of Alamo Exposition Shows at Roswell, N. M. On August 27 Rosemary Ruback, Martha Rogers and Sophie Mullens gave a picnic. Top honors went to Albert Wright in a foot race; Jack Ruback, second; Joe Rosen, third.

The Cat C. B.

WHEN the Virginia Greater Shows played Salisbury, Md., early last spring the show's pet cat, Miss Virginia, was inadvertently left behind, said Happy Arnold. Frenzied search for her before the show pulled out was in vain. So what happened? When the show played a repeat date in Salisbury August 14-19 what should come strolling into the cookhouse with loud m-e-e-ows but Miss Virginia! Personnel is again intact.

In a girls' sack race Emma Carr was first; Babe Alcar, second; Mrs. Bill Williams, third. Much repairing and repainting has been done. Mr. and Mrs. Jack Little left for Colorado State Fair, Pueblo. Ray Andrew, brigadier general of New Mexico, in behalf of Governor Dempsey, commissioned Jack Ruback as colonel aide-de-camp. Thad and Queenie McCormick were five days late in arriving at Roswell, due to motor trouble. Joe Palukia's daughter, Betty Jo, left for school. Altho much rain has been encountered in New Mexico, business has been above that of last season.

REMEMBER the days when you wouldn't dare to strike a match in an office wagon for fear you'd burn up someone's collar?—Whitey Gooks.

MRS. VIOLA FAIRLY, organizer of the Women War Workers of the World of Today Shows, which took first prize at Ozark Empire District Fair, Springfield, Mo., August 13-19, with an exhibit of 53 afghans made by members and donated to O'Reilly General Hospital, Springfield, has received this letter: "My Dear Mrs. Fairly: The donation of 50 beautiful afghans has simply overwhelmed me. Your generous donation to the sick and the wounded soldiers at O'Reilly is a patriotic gesture of good will which will not soon be forgotten. I wonder if you will be so kind as to convey my personal thanks to each and every one of the ladies of your splendid organization who have expended so much time and effort on these beautiful afghans. Not only I, but every member of my command will feel an everlasting gratitude for this lovely gift, and I assure you we will make excellent use of them. Sincerely yours, GEO. B. FOSTER JR., brigadier general, U. S. Army, commanding."

In the Armed Forces

SIDNEY DAIELL, former concessionaire at Coney Island, N. Y., where his wife, the former Mildred Ortnier, is now operating the stand, was promoted to technician, fifth grade. He is stationed at Headquarters 793, AAA, Camp Davis, N. C.

SGT. NORMAN EDWARDS, who returned from Greenland after 18 months' service, spent two weeks with his brother, Sgt. Elton Edwards, Fort Monmouth, N. J. Before reporting to Fort Bragg, N. C., he visited E. Lawrence Phillips, co-owner of the Johnny J. Jones Exposition.

A/C VICTOR J. PARR JR., B. K. S. 109, Sec. H, Moody Field, Valdosta, Ga., was scheduled to receive his wings September 5. He was associated in civilian life with his father, Victor J. Parr Sr., concessionaire in Eastwood Park, East Detroit, and former manager of Ponchartrain Beach, New Orleans.

BERNIE MENDELSON, of the O. Henry Tent & Awning Company, who has been stationed in Corpus Christi, Tex., with the Navy Air Corps since June 1, left August 30 for the Pacific Coast. While in Corpus Christi attending naval parachute school he was entertained by Art and Hazel Martin, until this season with the World of Today Shows. "Running into Art and Hazel was like finding folks from home," he wrote. "They sort of adopted me and I don't think anybody could have been treated nicer. Home-cooked meals, a place to stay and friends—that's the dream of any guy in the service, and it came true for me a couple of thousand miles away from home. When I made parachute jumps Hazel worried as much about me as if I were her own punk."

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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.



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Dancers. Top salary out of office; best of treatment. We furnish costumes. Wire per Route to McCONNOR BROS. Those who worked for me before, come on.

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Annual winter tour. Opening Jacksonville, Florida, September 11 to 23. Bona fide Fairs and Celebrations in camp towns, starting September 25th. All winter's work in Florida. Ride Help, come on. Can place for Jacksonville Grab or Cook House. W. W. Mackey, come on. Pop Corn, Candy Apples, Snow Cone or any other straight sales concessions. Can place all Games, Concessions after Jacksonville. Will place Shows with or without equipment. Good territory for good Jig Show with band. Can place Special Agent with sound truck. Also Promoter with carnival experience. Truck Mechanic with carnival experience, come on; top salary. Address: L. E. ROTH, MANAGER, JACKSONVILLE, FLA.

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No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6c.

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 2,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
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 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25
 8,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.40 per M.
 Round Gray Cardboard Markers, 1800 for... 1.00
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Want Bingo, Eating Stands, Ball Games, 10-Cent Stock Concessions. Want one more Grind Show, Midget, Big Snake, Monkey Show or Illusion for balance of fair. Join next week at Hickman County Fair, Centerville, Tenn., week of Sept. 11. All address: W. J. WILLIAMS, Mgr., Petersburg, Tenn. Colt Show, this week.
 P.S.: Want Concession Agents and Ride Help.

CLUB ACTIVITIES

National Showmen's Assn.

Palace Theater Building
 New York

NEW YORK, Sept. 2.—Banquet committee meeting, August 30, was presided over by Vice-Chairman Sam Rothstein and attended by President Emeritus George A. Hamid, President Oscar C. Buck, Secretary Joe McKee, Chaplain Fred Murray, Johnny J. Kline, Jack Lichter, Ross Manning, Arthur Campfield, Ted Wolfram, Jimmy Hurd, Orest Devaney, Sam Rothstein and the Executive Secretary Walter K. Sibley. As the committee has not been able to get official information as to whether Thanksgiving will be celebrated on November 23 or November 30, the banquet date has not been set. It was decided not to have as many speakers as usual. As seating is limited to 1,000, orders for tables are coming in rapidly. Next committee meeting will be in offices of the Trenton Fair on the grounds at 10 p.m., September 14. Cetlin & Wilson Shows' jamboree for the benefit fund will take place the same night.

Eligibility committee, presided over by Chairman Jack Lichter, August 30, approved these applicants for membership, Joseph Greengrass and Joseph Milton, sponsored by Ross Manning; Harry H. Hodgkin, by Oscar Buck; Thomas F. Keefe, by Gene Hamid; Martin H. Smith, by George Hamid; Joseph Wilde, by A. M. Podsobinski; Felix Zuechl, by Joseph McKee; Harry Kleban, Edward C. Partridge, John E. Peavey, Joseph G. Schiavo, Luke Siefker, Clinton Sinclair and George A. Van Hayden, by President Buck, who came from Malone, N. Y., to attend.

Jimmy Hurd, William Glick, Frank Miller, Larry Benn, Charlie Lawrence, R. B. Garner, Harry Moore, Sammy Cohen and others visited. Pvt. John Lane was mustered out of service because of wounds. Sgt. Arthur Goldberg furloughing. Captain Janpol, son of Alex Janpol, back from Italy. Letters came from Pvt. James Hannon and Bill Powell, in the South Pacific. Money letters came from Howard Bellevue, Herman Cohen, Harry Moore, Kirby P Hunt, Edgar Kelley, J. Gilbert Noon, Capt. Albert Spiller, Morris Batalsky, Cash Miller, Bernard Allen, Roy F. Peugh, Samuel Beatty and others.

I. & T. Shows will hold a club jamboree at Mineola (L. I.) Fair week of Sept. 12. Most of the other member carnivals have held or will hold jamborees for the benefit fund. Michigan Showmen's Association sent to Jack Lichter, chairman of the veterans' committee, over 100 packages to be sent to NSA soldier members. Bibs Malang, after a serious operation in Veterans' Hospital, the Bronx, is out.

Ladies' Auxiliary

Fall opening meeting is set for September 20. Membership applications are numerous. Evelyn Buck, Kate Benet and Margaret Lux are in line for gold life cards. Kate Benet has proposed Gayle Lambert, Alice Clarkson, Dorothy L. Tompkins, Dorothy Marva, Gail Lord, Janet Ward, Geraldine Lord, Muriel Carlaugh, Helen B. Keefe, Mollie York and Mrs. Galvin. Among others, Evelyn Buck's latest is Beatrice Felici. Margaret Lux's latest is Agnes Grosso and Marie Zowary proposed Josephine Flowers.

President Edna Lasures, World of Mirrh Shows, and in daily contact with the secretary, has great plans for the season. She expects to attend September 20. Mail has been coming in from Kate Benet, Bess Hamid, Phoebe Carsky, Gladys Manning, Mollie Decker, Rose Bevans, Anna Halpin, Queenie Van Vliet, Evelyn Buck, Margaret Lux and others. Visitors during summer have included Sadie Wilson, Marge Cetlin, Ada Cowan, Estelle Carr, Ethel Shapiro, Dolly Udowitz, Mary Sibley, Helene Rothstein, Midge Cohen and Ruth Gottlieb.

Auxiliary was well represented at the funeral of Dorothy Packman's father, among those attending being Midge Cohen, Ethel Shapiro, Flora Elk, Ruth Gottlieb, Helene Rothstein, Mary Sibley and former secretary Anita Gold, and among many others. Secretary Jeanette Rattiner attended at the home of Dorothy's Packman's sister. Clubrooms have been redecorated. Dues are acceptable at all times and napkins and penny bags, if filled, should be sent in.

Showmen's League of America

Sherman Hotel, Chicago

CHICAGO, Sept. 2.—First fall meeting will be on October 5. Membership applications received are from Paul A. King, by Arthur Hopper; William R. Myers, Sam K. Craden and Glen L. Senior, by H. B. Shive. Servicemen's committee under Bill Carsky has been busy sending out monthly packages to boys in the service. Results in the Mustering Out Fund drive continue to be encouraging. Chairman Sam J. Levy has not yet appointed the subcommittee for the annual banquet and ball December 6 but will get busy shortly. Charles Owens was in town on furlough. R. L. (Bob) Lohmar stopped over en route home. Al Goldstein visited en route to the West Coast. Sam Feinberg reported he was with the El Paso (Tex.) Amusement Center. Letter from Nate Lewis stated he was injured in action but was recovering. Messages from overseas came from Carl J. Berg and Leo Overland. Callers have included Sam Bloom, Edwin E. Wall, Louis Rosen, Maurice Hanauer, Toby Wells, J. C. McCaffery, Oliver Barnes, Ed Sopenar, Dave Goldfen, Max Brantman, T. Dwight Pepple, Leo Berrington, Ray Marsh Brydon, Charles H. Hall, Harry Lewiston and Julius Wagner. Messages came from Mickey Blue, John Orneallis, Ralph G. Lockett, Meyer Pellman, E. W. Weaver, Charles G. Driver, W. D. Bartlett, Carl A. Mann, Phil Gilson and J. J. Page.

Ladies' Auxiliary

Ida Cohen, who visited the World of Today Shows in Coffeyville, Kan., reported a pleasant time with Third Vice-President Viola Fairly and other friends.

Sister-in-law and nephew of Past President Frances Keller visited from Philadelphia. Lena Schlossberg left Atlantic City for Philadelphia. Letters came from Viola Fairly, Clara Zeiger, Grace Goss, Virginia Kline, Nell Allen, Cornelia Curtin, Myrtle Hutt, Mrs. Al Wagner, Past President Nan Rankine; Anna B. Stewart, Venice, Calif.; Mrs. Floyd E. Gooding and Peggy Brand. Books on War Bonds are coming in well. Viola Blake lettered from San Antonio that she would be at the fall meetings. Secretary has mail for Faye Walker Brown, Bertha M. Grubs and Betty Jane Davis. Meetings will resume in October.

Caravans Will Nominate

CHICAGO, Sept. 2.—Caravans, Inc., will hold its first fall meeting September 12, with nominations for officers, balloting on membership applications and disposal of other business, reported Alice Kady, press representative. Election will be in the last week in November, with installation of officers in the first week in December.

Recent applications are from Mrs. Johnny J. Jones Jr.; Dorothea Bates, Show Folks of America; Mrs. Ann Neal, Mrs. Kay Yennie, Mrs. Paul Klieder, Maud Greene, Mrs. Lee Maxey and Mrs. Robert K. Parker. Five of these were credited to Boots Paddock, Johnny J. Jones Exposition; also to Hattie Clinton and President Pearl McGlynn. Letters came from Jennie Gloth, Esther Bernet, Marie Broughton, Billie Lou Bunyard, Norma Lang and Clara Zeiger, with a generous donation enclosed.

Member Alice Hill reported her son, Edward, was hospitalized in England. Alice Kady, whose husband is in the South Pacific, reported him well and that she received letters from him daily. President McGlynn, Edna O'Shea, Ann Sylvester and family and Ray Onkes Jr., spent a few days with Jeannette Wall and Edith Streibich at their summer home on Lake Delavan.

Heart of America Showmen's Club

Coates House, Kansas City

Ladies' Auxiliary

A benefit luncheon for the Ladies' Auxiliary, Heart of America Showmen's Club, was given at the home of Mora Bagby in Los Angeles August 23. The West Coast members contacted were Florence Lusby, Lucille King, Lucille Dolman, Allerita Foster, Peggy Forstall, Jean Yagla, Helen B. Smith, Virginia Kline, Edith Walpert, Margaret Farmer, Nina Rogers, Marie LaDeau, Florence Webber, Fern Redmond, Allie Wrightsman, Jessie Loomis, Ruth Korte, Marlo LeFors, Neil Robideau, Babe Miller, Sis Dyer, Lillabelle Lear and Estelle Hanscom. Many members who were on the road sent in donations. Twelve were present, including three guests, Martha Levine, Mabelle Bennett and P. D. Johnson. Nearly \$50 was realized for the Auxiliary and it will be sent to Kansas City.

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WANT AGENTS

Starting Waukon, Iowa, Fair, Sept. 6-9. Dark Room Man and Tinter, good proposition man and wife. New Pan Joint, Penny Pitch, Cork Gallery, other Slum Stores. As per route, care Golden West Show until Sept. 17; then all winter south. Haven't closed in 3 years.

MACK MATTHEWS

FOR SALE

Bingo Outfit—Good International 1 1/2 Ton Truck, tin box body, dual wheels, extra tire, 16x30 tent, frame, 7 ft. awnings, Gibb speaker outfit, velvet for center table, large trunk, wiring. Vagabond De Luxe Trailer. Will sell Trailer separately. Can be seen until Friday, Sept. 8th, Newton Co. Fair, Kentland, Ind.

C. E. BOATE, Owner

WANT — WANT — WANT PEPPERS ALL STATE SHOWS

JACKSON, TENN., SEPTEMBER 13-23

TENNESSEE STATE COLORED FAIR

Grind Shows, Concessions of All Kinds. No Exclusive Except Bingo and Popcorn. RIDE HELP — Foreman for Rolloplane. Powell, wired you money, was returned. Kiddie Ride Foreman. Join at once. SAVANNAH, TENN., This Week.

F. W. PEPPERS, Manager

V. F. W. STREET FAIR

DOWAGIAC, MICH.
SEPT. 11 to 16

Will book legitimate Stock Concessions of all kinds.
Will Sell Exclusive Bingo.
Rides already booked.
Make all replies to Gen. Chairman
CHARLES SCHAFER
Dowagiac, Mich.

Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Sept. 2.—Hottest night of the season, August 28, brought out 54 members, among them several in the "long-time-no-see" class. Past President Joe Glacy presided for President LeFors, with John Backman and Bill Hobday. Past President Ralph Smith was being escorted to the dais when called away. Secretary Hockwald's report reflected an avalanche of membership dues, and the building fund, under chairmanship of Mike Krekos, is undergoing an \$18.50 rush. Robert LeRoy Neal infoed that he was to be discharged from San Bernardino County Hospital, where he had been for over a year. Charles Miller, who left the same hospital, is at home in Ontario, much improved. Secretary Hobday served notice that he and his family will go on vacation October 1, their first in five years.

Sgt. Jesse Santos infoed that he had been getting the works on Saipan. He was formerly with Mike Krekos. This is his second season out of the States. Club will send Cole Bros. Circus the traditional floral horseshoe and will maintain a welcome during the L. A. engagement. Counsellor William Sherwin, handling interests of outdoor showmen in phases of license legislation in the county, said

no immediate action was anticipated. Ray Rosard served a diversified lunch.

Ladies' Auxiliary

Meeting brought out 35 members, Second Vice-President Marie Morris presiding, August 21. Letter came from President Edith Walpert, West Coast Shows. Door prize, donated by Pauline Burdes, went to Rose Rosard. Chaplain Mother Minnie Fisher took the Bank Night award and reported she was much improved after a recent fall. Lucille Gilligan was reported ill in Sacramento at the Travelers Hotel. Mrs. Pepin had been ill, was able to attend the meeting. Betty Lipps came from Tulare. A beautiful tray for the bazaar was given by Bernice O'Malley. A round of applause went to Marguerite Aldridge and Stella Linton for the party they gave August 17, at which \$24 was realized for the auxiliary. Next meeting will be September 11. It was a short business meeting and remainder of the evening was devoted to lunch and games.

The party of Marguerite Aldridge and Stella Linton was in the former's apartment. After a buffet lunch members played bingo and reminisced. Door prizes went to Mary Ernst, Martha Reilly and Rose Rosard and Bank Night award to Edith Bullock, who donated it to the club. Guests included Peggy Forstall, Marie Morris, Ruby Kirkendall, Helen Smith, Mother Fisher, Mrs. Thompson, Mrs. Dunn, Jenny Rawlings, Claudia McHaney, Donna Day, Vivian Gorman, Esther Carley, Rose Rosard, Florence Lusby, Vivian Horton, Mabel Brown, Mary Ernst, Ora Ernst, Edith Bullock, Mary DeLaurier, Mary Taylor, Peggy Rasmussen and Frances Barth.

FOR SALE

- 1 Forty-foot two-abreast Parker Merry-Go-Round with good motor and organ, in excellent condition and just repainted—\$2,000.
 - 1 Forty-foot two-abreast Spillman Merry-Go-Round with good motor—\$1,500.
 - 1 Smith & Smith Chair-o-Plane with good Lycoming motor and fence, all in perfect condition—\$1,000.
 - 1 Eight Exhibit Diggers mounted on two-wheel trailer. Just raise slides and you are ready to work—\$350.
 - Numerous Tops and Frames, all new this season.
 - 1 1936 Diamond T Straight Truck with 14-ft. rack—\$450.
 - 1 1938 Cab-Over-Engine Diamond T 3-Ton Tractor. Motor just overhauled—\$750.
 - 4 1938 Ford Cab-Over-Engine Tractor with two speed rear ends—\$750.00 Each.
 - 1 28' Tandem Van Semi-Trailer, lined with plywood—\$450.
 - 1 24' Fruehauf Rack Body Semi-Trailer—\$450.
 - 1 16' Semi Van Semi-Trailer—\$250.
 - 1 14' Pull Trailer, van type with vacuum brakes—\$350.
- Reason for selling, have purchased another complete show.
Write **KEN MURRAY**
Box 264 Bloomington, Illinois

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 25 Opera Place, Cincinnati 1, O.

Bill Varied for P. E. I.

CHARLOTTETOWN, P. E. I., Sept. 2.—Acts at a four-day Old-Home Week Celebration here included Ruton's Dogs; Lou Skuce, cartoonist; Gray Family, singers and dancers; Laddie Lamont, rolling ball comedian; Al Libby and Betty, bicyclists; Hank, Yodeling Ranger; Bob Munroe, baritone; American Aces, high wire, and King of Stilts. An ork of 15 supplied music. There were harness races each afternoon, with purses of \$6,000. Night programs closed with fireworks. Rides and shows were presented by the Lynch Greater Shows. Admission was free to grounds and midway. Weather was excellent.

RIDES and concessions will be presented by Dowagiac (Mich.) Veterans of Foreign Wars Post at a Street Fair to raise funds for a large honor-roll board in front of the city park on the main street, where the fair will be held.

Charro Days Now Has Field

HARLINGEN, Tex., Sept. 2.—Valley Midwinter Fair here has been called off this year, the association has announced, leaving the Valley with only one event this fall, Charro Days, Brownsville.

JOSEPH J. KIRKWOOD SHOWS, with eight rides, four shows, 35 concessions and two free acts played the Firemen's Celebration in City Park, Meyersdale, Pa., August 28-September 2.



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"Just a slip of a girl with Colossal Nerve"



sensational MARION

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WE ARE FORCED TO SELL OUT ACCOUNT BAD HEALTH. New Slot Deluxe Electric Pop Corn Machine, the simplest and most perfect popper. Pops and vends a sack in less than one minute. (Parts always available.) Sample \$129.50; for more, write. Rockola Music Machines on location: One Rhythm King, 16 records, \$125.00; one Imperial 20, \$140.00; one Imperial 16, plastic sides and front, \$140.00; one Imperial 20, plastic sides and front, \$155.00; two '89 Deluxe, \$250.00 each; two '40 Masters, marble clo, \$300.00 each, or \$1,750.00 for music lot with Pop Corn Machine. Twelve 5 Ball Pin Game Machines, \$150.00 for the lot. Fifty Brunswick and our make Pool Tables, including Snookers and one Billiard Table, all in excellent condition. One-third deposit, balance C. O. D. Write **DIXIE VENDING MACHINE CO.**, P. O. Box 187, Anniston, Ala. K. HILAL, Mgr.

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FOR THE FAIRS NOW

Then SOUTH or In STOREROOMS all winter. Yourself and one Helper operate show. No nut. No big troupe to feel. Plenty hundred-dollar days and up on fairs.

GET A GOOD PEEP SHOW

OUR SHOWS DID two to five thousand dollars per month in July and August. Write for info, quick on our new Prison Show.

"FAMOUS CONVICTS, PRISONS AND EXECUTIONS"

Also "THE BOUQUET OF LIFE" and Our

"JAP ATROCITIES AND INVASION" Show

Prison Show just out and last word in Crime Shows. They eat it up. Great for fairs. 3 banners, 81 ft. front, also 6 big blow-ups in color in 44 by 64 in. frames, 30 viewing boxes, 20 swell 16x24 in. pictorial panels and blow-ups in color in beautiful frames, spiel for front. Show all arranged so no lecturer is needed. Complete as above only \$450.00. This show has grossed \$300.00 already first day or two up. Write for info and state which above 3 Shows you are most interested in. Immediate shipment. 30% deposit, remainder collect.

CHAS. T. BUELL & COMPANY Newark, Ohio

CENTRAL AMUSEMENT CO. WANTS

For Whitakers and Balance of Season, Consisting of Ten Other Fairs in Eastern North Carolina. Short Jumps and Proven Money Spots; Then Florida All Winter.

Want Bingo, Arcade, Diggers and Stock Concessions. Shows—Minstrel. Have complete outfit; other Shows with own transportation. Can use one more good Free Act. All contact

HERMAN HUSTED, Manager Central Amusement Co., Murfreesburg, N. C., This Week; Then Whitakers

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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.

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Opening Friday, September 8, to September 16 Inclusive—8 Days
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WANT SHOWS: FUNHOUSE and Sideshow Acts. CONCESSIONS: All 10-Cent Grind Stores, Ball Games, Fish Pond, Photos, Scales, Guess Your Age, POPCORN, Candy Apples, Cigarette Shooting Gallery. NO WHEELS. NO COUPONS. All percentage sold. HELP: Ride Help on Merry-Go-Round, Ferris Wheel, Rocket. Semi drivers preferred. Top salaries and sure. Long season south.

Write or wire **DICK GILSDORF**, Hotel Sheraton, Newark, N. J.

RB KEEPS IN BLACK IN CHI

50 Claims Filed In Hartford Fire

Weather Threat Dogs Field Run

Handicaps include imposed service charge—programs, ushers, concessions banned

CHICAGO, Sept. 2.—In spite of weather handicaps, the Ringling circus engagement at Soldier Field here, August 22-September 4, will come out in the black. Show was completely rained out last Sunday. Monday had a light matinee and night house. First good break came Tuesday with perfect weather, which brought out a matinee crowd of 8,000 and about 4,500 were out at night.

Wednesday matinee was big, but night, with threatening weather, drew only about 1,400. There were close to 10,000 people at the Thursday matinee and 8,000 out at night. The three-day week-end holiday is expected to be big.

Grief Comes in Gobs

CHICAGO, Sept. 2.—Added to the weather hazards that have plagued the Ringling show here, the politically controlled park board imposed a number of handicaps such as the show does not encounter in other cities. One regulation that caused the show's press department plenty of grief was the imposition of a 55-cent charge on all reserve seat passes, this being in addition to the 60-cent government tax. This charge, which placed a cost of \$1.15 on each pass, was a 30-cent service charge and 25 cents for chair, although chairs were available for very few pass-holders. The (See RB Keeps in Black on page 40)

27 RB Oil Paintings Displayed in Detroit

DETROIT, Sept. 2.—A unique collection of 27 oil paintings of the Ringling-Barnum circus is being displayed at the art galleries of the J. L. Hudson Company. The paintings are the work of Robert A. Herzberg, this city, who has specialized in painting of circus life for many years. He has visited quarters at Sarasota, and was painting daily during the recent two-week stay of the circus here.

The Herzberg exhibition was visited by Mrs. Robert A. Ringling. The exhibit was independently arranged by the Hudson company, but proved a remarkably timely piece of high-class exploitation for the show. Exhibit was valued at \$10,000.

Bailey Presenting Pleasing Program; Is Using 26 Trucks

CHICAGO, Sept. 2.—Bailey Bros.' Circus, playing one-day stands in Indiana and Illinois, is presenting a pleasing show and getting excellent business when the weather is favorable. Moving on 26 trucks, the show has been making its towns in good time altho, like all other shows, the help problem is always popping up. Owner-Manager Bob Stevens has surrounded himself with a competent staff. His assistant and front-door man is Harry Boardman; C. C. Smith is secretary-treasurer, and Tommy Arenz side show manager. Other members of the staff are L. Claude Myers, band leader; Bill Tumber, equestrian director and announcer; Frank (Bailey Bros.' Program on opposite page)

Arg. Playing to Standees

MEXICO CITY, Sept. 2.—Circo Argentino, largest Mexican-owned circus, is playing to standees in its second appearance within a few months. Shows are held at 5:15 and 8:30 nightly. Show is carrying an elephant, lions, horses and pigs.



OFFICIALS OF YAARAB SHRINE Temple's Circus Committee, Atlanta, again sign contracts for the Hamid-Morton Circus there November 6-12. Left to right, seated: Robert H. Morton, managing director of the circus, and Lou P. Taylor, potentate of the Temple. Back row: Henry R. Howard, general chairman of circus committee; Vernon L. McReavy, promotional director for H-M, who will again handle the Yaarab Temple date, and Dr. Charles E. Wolson, past potentate of the Temple and director-general of the 1944 Shrine circus committee.

Anderson Plays Red Billsbury Books String One at Winner, S. D. Of Junior C. of C. Shows

GREGORY, S. D., Sept. 2.—Winner, S. D., was another red one for the Anderson Victory Circus. Matinee was a straw house and night show was packed to capacity. Side Show and Whale Show also did big business. Marlon Jordan left at Presho, S. D. Her husband is in a hospital. She was replaced by Neta Garner on all of her acts. Nelson Sisters joined, doing double traps, web and tight wire. Lucille Nelson is working the elephant act for Franko Richards.

For the last few weeks Buck Lucas has been getting a large per cent for the concert. Lee Hurltel is now handling the concessions.

The Whale Show is in blue tent with a blue marquee to match. Bill Ehr is owner and manager with Mel Haugen or tickets and Paul Williams lecturer. Biz is good. Gertrude Ehr, Gil Gray, Axel Enger and Mrs. Axel Enger were Whale Show visitors at Kenmare, N. D.

Joe Applegate is handling the big top and Arch Johnstone is his assistant. Tom Gorman is scoring with banners. Mrs. L. M. Garner is in St. Louis, visiting daughter, Lella. She will join the show in Kansas. Reported by L. M. Garner.

CHICAGO, Sept. 2.—John Billsbury is furnishing the acts for a half dozen or more junior chamber of commerce circuses in the South, promoted by E. N. Williams. Following the stand at Charleston, S. C., the show plays Columbia, S. C.; Savannah and Augusta, Ga., and Charlotte, N. C., with several additional weeks to follow.

Acts booked include Captain Engerer's Lions, Flying Valentines, Engerer's bareback riding act, Jordan Duo, Geddis Duo, Gallagher Family, St. Clair and O'Day, Pat Kelly's dogs and ponies, the Morrisises, and Roy Barrett, clown. Billsbury will fly to Charleston September 14 to see the show.

Arthur Returning to Coast

TULSA, Okla., Sept. 2.—Arthur Bros.' Circus, returning to the West Coast from Wichita, Kan., its farthest point East, by way of Oklahoma and Texas, will show in Tulsa September 4 and 5 at the Barton grounds. The show specifies that all tents are 100 per cent flameproofed.

CLYDE WIXOM visited the Ringling circus in Detroit.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

East Overshoe, Ky.
September 3, 1944.

Dear Editor:

Because of the lateness of the season, Manager Upp wired his agent to turn the advance around and head for Dixie. The show had two weeks of billing up in towns in New York at the time. Last Monday the show was one day behind the advance wagons. Because of the sudden switch in routing it was impossible to get new dates on such short notice. The words, "Here Tomorrow, Weather Permitting," were painted on the backs of some old one-sheet lithos to take the place of printed dates. "Weather Permitting" wasn't really necessary, as most of our paper reads, "Exhibiting, Rain or Shine," but the billers had to use something to fill the blank space. Our boss biller, who is a well-read man, remarked that it might be a bit contradictory, but that nevertheless it was self-explanatory. The billing proved to be okay at Tuesday's stand.

By making two or more towns per day the advance crew started to get ahead of the show again. Their billing for our Wednesday stand, which they billed late Monday night, read, "Here Day After Tomorrow," which was so confusing that business was bad. The billing for our Thursday stand was too much for the boss to take. It read, "Here Two Days After Tomorrow," and the spot was a total blank. To make matters worse, the words, "Weather Permitting," weren't used, and because the day was clear, it helped to hurt business. At our Friday stand the biller, who dates the paper with lampblack, didn't use "Here Three Days After Tomorrow," because so many letters would crowd out the line, "Weather Permitting," and he used the latter only. It rained that day and the natives believed the billing and stayed at home.

Seeing how slipshod the advance work was being done, Manager Upp left the (See Won, Horse & Upp on page 57)

HARTFORD, Conn., Sept. 2.—Francis J. Donohue, manager of the local office of the Social Security Board, recently reported that 50 claims have been filed for payment of survivors' insurance benefits to the dependents of victims of the Ringling circus fire, July 6. Altho the number of fatalities now stands at 168, he pointed out that the majority of victims were women and children who neither worked in jobs involving insurance benefits nor were employed. Children who lost a parent possessing a Social Security account will receive benefits ranging from \$5 to \$21.80 a month until they are 18, or until their 16th birthday if they leave school.

Claims are being processed as quickly as possible, said Donohue, but some will take considerable time. In the case of orphans, payments will be made to appointed guardians. In the case of entire families being wiped out, a lump sum payment will be made to the executor of the estate.

Donohue, who personally directed the activities of his claim staff from the moment of the fire alarm, reported later to officials that total casualties appeared surprisingly low compared to the Coconut Grove fire in Boston, as the circus casualties were not more than 5 per cent of total attendance. "No one will ever understand how the 95 per cent survived," he reported to the board. Herbert DuVal, special representative of the Ringling circus, wrote a special letter of appreciation for the co-operation of the Social Security office to Mr. Donohue, stating, "Your efforts to expedite and clear away many cases involved was an important service, and we are indeed most grateful for your assistance."

DuVal wrote to Margaret K. Stack, executive secretary of the State Nurses' Association, in thanks for the work the nurses of this State did during the circus tragedy. "They performed a magnificent service in keeping with the highest and finest traditions of their profession."

CFA's Hobnob At Chi in Lieu Of Annual Meet

CHICAGO, Sept. 2.—In lieu of a national convention, which will not be held this year because of travel conditions, the Circus Fans' Association of America held a two-day Midwest gathering here August 26-27, with some 55 members in attendance, and spent most of the time hobnobbing with their friends on the Ringling show, playing at Soldier Field. The highlight was a party held Saturday night after the show in the South Ballroom of the Stevens Hotel. This was attended by 65 of the circus personnel.

The party was arranged and carried thru by Dr. H. H. Conley, circus fan and widely known physician and surgeon of Park Ridge, Ill. Dr. Conley saw to it that his 100 guests had a swell evening. A buffet supper was served and three strolling players provided music, the guests joining in singing popular tunes. There was no speech-making—just a general good time and an opportunity for the fans to visit with the performers.

After supper C. G. Campbell, of Adrian, Mich., entertained the fans and per- (See CFA Meet in Chicago on page 40)

Wirth Show for Providence

NEW YORK, Sept. 2.—Frank Wirth will put on a circus for Louis A. B. Pierré at the Arena, in Providence, September 27 thru October 3. Acts already penciled in are Terrell Jacobs, cats and elephants; Fearless Flyers, Frisco's Seals, Rudynoff's Horses, and Kay and Karol, jugglers.

Polack Books Fort Worth

FORT WORTH, Sept. 2.—Polack Bros.' Circus, which played here to near capacity houses at Will Rogers Memorial Coliseum last year, will be back at the same place starting October 12. Playing under auspices of Mosiah Shrine Temple, show will be here nine days. (Letto da copyright)

With the Circus Fans

By The Ringmaster

OFA
 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.)

ROCHELLE, Ill., Sept. 2.—Latest word from W. M. Buckingham, national secretary, who was operated on recently in New York, is that he is improving slowly and expects to be back in Gales Ferry, Conn., by the time this is in print.

Lt. Col. Charles J. Allen, 55, commanding officer, Eastern security district, Ninth Service Command, a member of the CFA, died of a heart attack at his home in Salt Lake City, August 24. He had held his post as commanding officer, ESD, since January 18, 1944 prior to which he had been headquarters commandant at Fort Douglas. Surviving are his widow and two half sisters.

CFA Wally Beach, Springfield, Mass., now with the armed forces at Camp Polk, La., is convalescing from an operation for hernia in the hospital there. His address is Pfc. Wally Beach, Hq. Sec. 1880th S. U., Ward 8, Regional Hospital, Camp Polk, La.

CFA Gil Conlinn, Hartford, Conn., amateur clown in that area, met with an auto accident the first part of August, receiving a fractured nose, necessitating five days hospitalization. He was able to return to work in two weeks following the accident.

Hunt Bros.' Show Switches Lot at Chestertown, Md.

CHESTERTOWN, Md., Sept. 2.—A last-minute switch in lots here, to a lot far too small for Hunt Bros.' Circus, no doubt hurt business considerably here. Equipment is in excellent condition, show looks good and the program runs smoothly under direction of Charles Hunt Jr. Menagerie includes three bulls, two llamas, chimp, lioness, bears, monkeys, etc. Music is provided by Mrs. Phil Wirth on Hammond organ and Frank Higgins on drums.

Program includes Hazel Williams, Marvin Cates, Marion Drew, Harry and Charlotte Levine, Mrs. Eddie Hunt, the Smalls, Phil Wirth, Mildred Hunt, and the DeRiskie family. No concert was given here. Rex and Fannie Ingham were guests of the Hunt family, Rex renewing a life-long friendship with the Hunts.

JACK BELL, Detroit billposting plant operator, spent several days in Chicago last week and visited the Ringling show.

Atlanta Shrine Again To Hamid-Morton

ATLANTA, Sept. 2.—At a recent meeting here, Bob Morton and Vernon L. McReavy contracted the date with Yaarab Shrine Temple for the Hamid-Morton Circus to show here at the Municipal Auditorium November 6-12. Mr. and Mrs. McReavy will again handle the advance promotion.

Morton is now an honorary member of this Temple. McReavy is a member of the Alcazar Temple, Montgomery, Ala.

Collectors' Corner

By Fred P. Pitzer

292 Madison Avenue, New York City

Charley Campbell, Sylvia, N. C., is giving a fine service to the circus fans and he has already received hundreds of letters of appreciation.

Here's a Main bit you can add to your files under M: In April, 1883, William Main, Walter's father, combined his circus with that of M. M. Hilliard. They were wagon shows and together added up to 55 horses, 60 mules to transport the baggage, one elephant, two camels, 10 cages of animals. The combined shows opened in Orwell, O., and closed in Texas. A few weeks before closing date, there was a flood in southern Arkansas and show was solidly marooned. Walter Main, not then of age, got much publicity as the youngest circus general agent. He had 10 men and 10 horses in advance and fought railroad and other mud shows successfully. When it was apparent that the Main show was marooned for some days, Walter's mother wired him at Hot Springs to come back and re-date the paper, as he had already finished the season's billing and his billers had all dispersed and he was getting a much-needed rest at the springs. Not caring to leave the comfort of the baths he wired his mother to ship show out by rail whereupon she sent him a hot night-letter reading: "You might be the boy wonder agent for Main & Company's Circus, but you'll never make a traffic manager as there isn't a foot of railroad in this county." But W. L. didn't return. George S. Cole, concert manager, and Al W. Martin, ticket seller inside, went ahead and re-dated the billing and business was good. The town in which the Main show was marooned was Magnolia, Ark. At the close of season, show was shipped by rail to Kansas and wintered in Chetopa.

BAILEY BROS.' PROGRAM

(Continued from opposite page)

Burns, boss canvasman; Scratchy Jack, assistant boss canvasman; Alfred (Jolly) Madison, master mechanic; Jack Nelson, electrician; Floyd Mozer, boss props; Frankie Clark, callopie player; Jack Fizzell, bulls; Mrs. Harry Boardman, tax box; Harry Miller and F. V. Taylor, reserves; Daniel F. Mahoney, claim agent.

Show is presented in three rings under a 90-foot top with three 40's. Performance when caught was as follows:

Display 1—Ponies, worked by Mrs. Paul Lewis; 2, comedy duo, Miller Brothers; 2, double traps, the Lakes; 4, Ring 1, goats, worked by Dorothy Herbert; Ring 2, dogs, worked by Mrs. Paul Lewis; 5, table rock, Dime Wilson; 6, Ring 1, web, Georgie Lake, Ring 2, ladder, Connie Wilson; 7, clown prize fight; 8, Ring 1, Kinko, clown, Ring 2, Miller, foot balancing, Ring 3, Ernesto Stewart, contortion; 9, clown numbers; 10, iron jaw, the Lakes; 11, trained mules, Mrs. Lewis; 12, traps, Jean Evans and Ernesto Stewart; 13, jargo, the Millers; 14, web, Vivian White and Sylvia Forest; 15, clowns; 16, Liberty horses, worked by Dorothy Herbert; 17, clowns; 18, tumbling, the Castilians.

In clown alley are Kinko, Dime Wilson, Jimmy Davison, Happy Knapp and Gabby DeKoe. Concert includes menage, rope-spinning, trick riding, jumps, etc. Shorty Goode is in charge of concessions; Eddie Marsh has novelties, Chester Gregory the popcorn concession; Kid Bruce and Jerome Shropshire the side show concessions, and Tate (Carney) Kitchen, lunch stand.

TORN muscles in his leg will keep Toots Mansfield out of rodeo competition for several months. He was injured in a recent roping contest at Ozona, Tex.

DRESSING ROOM GOSSIP

Cole Bros.

The event of the week was the show given at the Bushnell Hospital, Ogden, Utah, for some of the boys that came back. It was swell of the bunch to go there and give their little to those boys who had given so much. Show was under personal direction of Col. Harry Thomas, radio director and announcer. Those participating were Jean Allen and her waltzing and rearing horse; Slaymann Ali, Hamido Ben Hamid, Tony Pina, Corky Plunkett, Tommy Junedes, Hamido Sirgheny, Mohamid Ben Lamocky, Behee Ben Mohamid (Arabian troupe), Corky Plunkett and Tommy Junedes, trampoline act; Otto Griebing, and did he work his heart out to make those boys laugh; Albert White, Karyle De Mott, Jack Kennedy, Billy Burk, Ernie Burch, Charles Raimor, Lee Vertue, Horace Laird, Huffy Hoffman (all clowns); Virginia Tiffany; Perrin and Santiago, musical act, from Arthur Hoffman's Side Show; Eddie Woockener and his band, Frank (Alabama) Campbell. Otto and yours truly did the fight, and did those boys go for it.

From the ballet were the Plunkett Sisters (Snooks, Charlene, Priscilla, Gerry and Gloria); Vickie Kernan, Ruth Flanagan, Mary Click, Eleanor Kerwin, Darine Lieblong, Ritta Talifario, Norma and Dolores Adams, Bobbie Ruth, Betty Biller, Gloria Pearl, Ann Porter, Estell Cardenas, Celia Carrillo, Carmen Caudio; Gloria, Marguerita and Dora Caudio; Ethel Bowles; Cleo Stafford, Frances Stillman and Caudillo Sisters, acrobatic acts. It was a grand show and the way the Cole folks worked to bring a little sunshine made one feel proud to be a performer. Marion Knowlton, Jean Allen, Ethel Freeman, Eileen Larey and Bettie Biller had a big time at Lieut. Col. and Mrs. Allen's private swimming pool in Salt Lake City.

Jimmie Rison, on the staff of the Polack show, played host to the following in Salt Lake City: Jean Allen, Marion Knowlton, Ethel Freeman and yours truly. Visitors were Lucky Robinson, Jimmie Rison, Will A. Sprague, Mr. and Mrs. Jack Burslem, Jack and Martha Joyce. Winnie Colleano did a swell job of rescue work when Snookie, one of the show's Australians, fell in the pool. Joe and Orda Masker were busy people on those long runs.—FREDDIE FREEMAN.

Betty-Russell

Twenty-third week and en route in a history-making debarkation. Hannibal and his elephants in their descent upon Rome had nothing on this circus, with its animals in their descent upon Grand Island, Neb. The 1,367-mile move from Spokane, to the aforementioned city, will go down in circus history, as the longest move ever made by a truck show in America. With a minimum of delay and no serious accidents, the hedge-hopping expedition was made from August 21 to August 24 and all hands had a couple of days to relax before the opening on the 28th. With the exception of the Coast Defenders, all acts made the jump.

Those remaining on the Pacific Coast were Floyd and Esther Crouch, Si Otis and Abner, Harry Freehand, Dick Anderson, Mike Phillips, Bernie Pisarsky and George Perkins. The physical equipment was loaded on 15 flatcars and moved via rail to Grand Island. Movement was under direction of Trainmaster Bob Reynolds. Plaudits to those in charge of the motor fleet, particularly

Chief Mechanic Schmittle and crew of assistants for keeping the caravan rolling; Dan Dix, Frank McKlosky and Charlie Oliver, who kept his beany on wheels operating to feed the gang. All in all, a successful tour and a slight diversion from the daily routine since March 20.

Spokane, the last stand before the flight, gave the show four big days and plenty of publicity via newspaper and radio. Four rabid fans visited at this stand. The Sawdust Kids were Perley M. Silloway, Lewistown, Mont.; Claude Elder, Missoula, Mont., and Harold and Dorothy Rumbaugh, Everett, Wash. Others visiting were Private First Class Hart, formerly of the Butters Troupe; Ab Jones, former Ringling hostler; Lou and Betty Micne, Ann Ruth Miller and Duff Jones.

To the hundreds of little boys and girls, who lined the filling stations in the small towns and villages en route—some day you shall see a circus. It's a tug at the heartstrings, when a small town kid wistfully exclaims, "Aw gee, aren't you gonna show here."

DICK LEWIS.

Arthur Bros.

Twenty-fourth week of the season, and show has had plenty of rain. The river by the lot in Dodge City, Kan., brought out all the bathing beauties, also J. M. Christiansen, Al Connors, Poodles Hanneford, KoKo Fairburn, and Chief Sugarbrown.

Business was very good in Wichita. Georgie Hanneford, who is stationed at Fort Rely, Kan., visited his grandmother, Nana Hanneford. He went in the riding act afternoon and evening and scored. Molly Gutierrez celebrated her birthday anniversary with the biggest party the writer has ever seen given on a circus, and was presented with flowers by Manager Arthur, after her act.

Those attending were Mr. and Mrs. Arthur, Mr. and Mrs. Bob O'Hara, Mr. and Mrs. Roy Clemans, Jimmy Woods, Al Smith, Spud Redrick, Elmer Myers, Mr. and Mrs. Fred Stewart, Mr. and Mrs. Cal Hicks, Mr. and Mrs. Al Connors, Mr. and Mrs. Ruben Olvera, Mr. and Mrs. KoKo Fairburn, the Hanneford family, Georgie Hanneford, the Escalante family, Corp. and Mrs. Minene Escalante, the Sugarbrown family, the Ortens, J. M. Christiansen, Johnny Avilla, Billy Temple, Fermin Olevia, Nine Tahar, Jan Cole, Al Losh, Pat Barrie, Stanley Kluns, Archie Silverlake and Mr. and Mrs. Clark Willey.

Many visitors were on the lot Sunday: Mr. and Mrs. Albert Bernard, Mr. and Mrs. Albert Bernard Jr., Tommy Whiteside, Fred and Bette Leonard, Mr. and Mrs. Mickey Lund; Mr. and Mrs. Roy Clemans, from Oklahoma City, to visit the O'Haras, Corp. and Mrs. Minene Escalante are spending a few days on the show visiting with their family.—GRACIE HANNEFORD.

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UNDER THE MARQUEE

NOW down yonder?

BILLY FREEMAN, song and dance comedian, is with Arthur Wright's Minstrels on the Big One.

HANDLING the Polack promotion in Salt Lake City September 21-27, is Jimmie Rison.

LOCATED in Chicago are Mr. and Mrs. Charles W. Perry, who have quit the road.

TODAY no one can raise a big top as fast as the guy who used to be in the business.

HERBERT A. DOUGLAS, West Chester, Pa., while in Chicago called on Harry Atwell, who was photographing the Ringling show there.

THE BIG ONE will be in Knoxville October 14, being booked at Caswell Park, Southern League park. William Conway, R-B agent, made arrangements.

AERIALIST Don Dorsey, with Wallace Bros., will play dates in Virginia, beginning in Richmond at the Stadium September 5 with a thrill show.

GERALDINE GERALD has returned home in Glens Falls, N. Y., after closing with Wallace Bros.' Circus. Put in 53 years in show business.

BECAUSE of prevalence of polio in Milwaukee all children under 12 have been forbidden to attend shows of any sort.

CHUCK CONNERS, Portland, Ore., met Al Hynes, Johnnie T. Sullivan and Bert Avery, en route to Los Angeles, to visit Cap Curtis and Arky Scott on the Cole show.

WONDER how the boy, who last spring swore that this would be one year when he would save his money, is doing?

WORD comes from Doc Waddell, Columbus, O., that he, Don S. Howland, Herb Mershon, John Ogden, Jack White and Dick Cavanaugh are organizing a showmen's order.

REJOINING the F. O. Fisher Show at St. Ignace, Mich., was Whitey Simmerson, who had been ill, and is handling the top. Business has been very good.

JOE BEACH visited following acts which recently played Springfield, Mass.: Bob Fisher troupe, the Berosinis, Great Knoll, Winnie Colleano, Miss Bernice, Jack Holst and Myler Brothers.

AL BUTLER, contracting agent, will close with the Ringling show this week, bookings having been completed, and will leave for New York to go ahead of *The Merry Widow*.

WHAT has become of the early-day canvassers, who, when visiting another show, always asked: "Do you recognize the profesh?"

KLARA E. KNECHT, who formerly did radio publicity for Cole Bros. and other circuses and now with Decca Record Company, renewed acquaintances on the Ringling show during the Soldier Field engagement.

HOW'S this one—three organizations passing one another on the highway at Princess Anne, Md., Sunday, August 27. They were Hunt Bros. and Beers-Barnes circuses, and Virginia Greater Shows.

Tedd G. Meyer, CFA, is now located at Camp Fannin, Tex., for 17 weeks of basic training as an infantry rifleman. Prior to his induction he saw Cole Bros. in Grand Island, Neb., and visited many friends.

ANTOINETTE CONCELLO, wife of Arthur Concello of the Beatty-Russell circus, was a Chicago visitor last week and attended the party held in connec-

tion with the Midwest meeting of the CFA.

SUNNY DEAN, last year photographer with the Ringling show, was in Chicago last week handling publicity for the war show, *Shot From the Sky*, and spent some time on the Ringling lot visiting with friends on the show.

THERE was a time when we greeted an early-morning rain with: "Should have a big matinee. It's too wet to work in the fields."

BOND BROS.' CIRCUS did good biz at Church Hill, Md. Several members of the Hunt show visited between performances. They were Mrs. Eddie Hunt, Mrs. Small, Hazel Williams, Frank and Mrs. DeRiskie; also Rex and Fannie Ingham.

JOHN J. COUSINS and J. Raymond Morris visited Col. Zack Miller at Ponca City, Okla. The colonel said that he wouldn't mind putting his feet under the cookhouse table again. He is operating a wholesale Indian souvenir and curio shop.

SVERRE O. BRAATHEN, circus fan of Madison, Wis., is Republican candidate for State assemblyman for the second district of his home county. Braathen, who practices law in Madison, is justice of the peace for the town of Dunn, Wis., and a Dane county court commissioner.

HARRY AND LORETTA LAPEARL and their boxing dogs will be at the Boise (Idaho) Fair, with fairs at Twin Falls and Blackfoot to follow. First week in October they start on their route of clubs and hotels, most of them being return dates.

BOND Bros.' Circus will go into Delaware for two weeks and back to Pennsylvania. Owner George Barton was injured in Denton, Md., a horse falling on him. He sustained a fractured shoulder. Show had many visitors from Hunt and Beers-Barnes shows.

GONE: The dressing-room heart-breakers, who would rush to the marquee at come-out time to three-sheet, hoping that some gal would recognize them as actors.

WALTER L. MAIN informs that the Main show is using dining and side show tents, but no big top. However, four poles are used to give it atmosphere. Performance is presented in two rings, wild animal ring and on a stage. Show is not only playing fairs, but ball parks and stadlums. Business has been very good.

MIKE GUY and his Wallace Bros.' Circus band is playing the Police Circus, Richmond, Va., this week, with Newport News, Portsmouth and Norfolk to follow. Band has remained intact since closing of the show due to polio. A Hammond organ is used instead of calliope. Jack Phillion, personal representative for the band, is lining up dates in Florida.

THE 81st birthday anniversary of Doc Waddell was celebrated at the Columbus (O.) home of Arthur (Tiny) Johnson August 26. Included in the 25 guests present were Jack McCollister, Fred Hunter, George Andreas, Art Bannon, Stanley F. Dawson, Fred Hild, Ray Howard, Dick Cavanaugh, John W. Vogel, Herbert Mershon, Jack Sweatman, and Ray McElhaney.

BOYS' worst disappointment: After standing on a curb for hours, under a sweltering sun, to hear a horseback-riding announcer yell: "Because of the intense heat we have found it necessary to cancel the advertised parade."

ROY BARRETT, clown, arrived in Chicago August 22 after playing seven and one-half weeks of Western Canada B Circuit of fairs, reporting a big season. He is at the Princeton (Ind.) Fair this week and will then head South, opening in Charleston, S. C., playing five straight weeks of circus dates for E. N. Williams. While in Chicago he visited with friends on the Ringling show, also Sherman Brothers, Joe Coyle, and Earl Shipley.

REX M. INGHAM'S Wild Life Exhibit was closed at Westminster, Md., August 22 by an order from the mayor and City Council, due to polio. Ingham, who was on the Eastern shore, contacted his agent, John H. Thiele Jr., who

booked Charleston for remainder of the week. Ingham recently visited Billy Walleit in Havre de Grace, Md., and Captain Shaw, who has a wild life exhibit. Jack Grady, general agent of the Hunt Bros.' circus was in Havre de Grace at the same time on business.

BRIGADE Agent H. J. Lane of the Anderson show reports a second new truck for the advance. Joining at Lincoln, Neb., were Bob Bishop and G. S. Hill. Fred (Dutch) Loeber is no longer with the advance. T. P. Murray, who opened with it, left to join the armed forces. It is planned to have show out for a long season. Lane caught Monroe Bros., Dailey Bros. and Kelly-Miller, reporting that all were getting their share of business.

CFA MEET IN CHICAGO

(Continued from page 38)

formers in his apartment. Assisting him was William A. Stanton, former rep showman, also of Adrian. Campbell, who in his earlier years spent a year with a circus and became a permanent circus fan long before the organization of the CFA, proved to be a prince of entertainers. His party wound up with a clever demonstration of legerdemain by the colored man who had dispensed drinks all evening.

Guests From the Big One

Guests from the Ringling show included Mr. and Mrs. Pat Valdo, Mr. and Mrs. Merle Evans, Dr. and Mrs. W. A. Harris, Fred and Ella Bradna, Mack and Bobby Steele, Ray and Theol Marlowe, Sally Marlowe, Arthur Springer, Naitto Troupe, Loyal-Reponski Troupe, John Seawell, Mary Jane De Young, Dick Miller, Felix Adler; Kitty, Mrs. Elizabeth and Ernestine Clark; Marjorie Inkia; Joe P., Bebe and Joanne Stegrist, Roy and Juanita Deisler, Edward and Dorothy Ward, Clayton and Rose Behee, Frank and Victoria Torrance, Gregorio and Eleanor Montes de Oca, Harry Dann, Lou Jacobs, Emmett Kelly, Frankie Saluto, A. A. and Dorita Konyot, Albert Ostermaier, Lalage, Wolfgang Roth; Karl, Helen, Elizabeth and Henrietta Wal-lenda; Henry Kyes, L. Hilton Smith, and Edith Clausen, and from the Beatty-Russell circus Antoinette Concello.

Members of the CFA present were Mr. and Mrs. Herman Linden, Aurora, Ill.; Mr. and Mrs. Richard Wareing, Chicago; Mr. and Mrs. Robert Clark and H. L. Patterson, Joliet, Ill.; Frank C. Upp, Macomb, Ill.; Dr. Roswell T. Pettit, Ottawa, Ill.; Dr. and Mrs. H. H. Conley, Park Ridge, Ill.; Mr. and Mrs. Harry Cumerford and George B. Freeman, Peoria, Ill.; Mr. and Mrs. W. H. Hohenadel, Rochelle, Ill.; Fred W. Schlottzauer, Oquawka, Ill.; Mr. and Mrs. Carl Armhein, Mr. and Mrs. Walter Armbruster, Mr. and Mrs. Herbert Georg, Nina L. Holmberg, Dr. and Mrs. Paul Mahaffey, and Mr. and Mrs. Frederic Reid, Springfield, Ill.; Paul R. Hoy, Sheldon, Ia.; Charles G. Campbell, Adrian, Mich.; Mr. and Mrs. Glenn Townsend, Battle Creek, Mich.; Edgar S. Swan, Mankato, Minn.; Sumner A. Peterson and Claude Tonoll, Minneapolis; Frank C. Friedmann, St. Paul; Mr. and Mrs. Paul Wingo, Joplin, Mo.; Joseph E. Minchin, Paterson, N. J.; Mrs. Madeline Park, Katonah, N. Y.; Frank Higgins, Racine, Wis.; Dean G. Thomas, Stoughton, Wis.; Donald M. Leicht, Mr. and Mrs. Sverre Braathen, Mrs. Eva Tormey, Mrs. Jeanne Jackman, Mr. and Mrs. Robert Zimmerman, Madison, Wis.

In addition to the circus people the fans had as guests W. A. Stanton, Adrian, Mich.; Mrs. Bernice Poole, Mrs. Lilly Ranglaš, Mrs. Mary Brownlee, Mr. and Mrs. R. J. Junge, Mr. and Mrs. George Lahnner, Dr. and Mrs. T. E. Conley, Mr. and Mrs. James Harper, Mr. and Mrs. John F. Sullivan, and Mr. and Mrs. Frank Golder.

RB KEEPS IN BLACK

(Continued from page 38)

55 cents went into the coffers of the park board, but the circus got the blame. The circus was not allowed to sell any of its own programs during the Soldier Field engagement, a locally produced program being substituted. Circus ushers were not allowed to work, Andy Frain's boys doing the ushering and manning the inside gates. Show's concessions, operated by the Miller brothers, were allowed to work only outside Soldier Field. Even these concessions were closed Saturday over some trivial matter, but were allowed to reopen Monday.

All things considered, the Chicago engagement has been one long headache. But as one circus man remarked, "When you're in a man's house you have to do as he says."

The Corral

Communications to 25 Opera Place, Cincinnati 1, O.

COMAL County Fair Association, New Braunfels, Tex., will sponsor two-day rodeo and stock show, first event by the group since 1941, Walter Zipp, president, announces.

DAN HINES produced the annual Orange (Tex.) rodeo August 26 at the Consolidated Arena. Stocks was used from Gene Autry's ranch and the Boyt ranch. Awards totaled \$300.

CONTRACT acts that appeared at the Anthony (Kan.) Fair were provided by Charlie Schultz attractions and Cecil Cornish. Lorene Bowyer, trick roper, will appear at the Pratt, (Kan.) Rodeo.

MICKEY, trick horse owned by Mary Keene Wilson, rodeo performer, was electrocuted recently when its body brushed against a charged wire fence on the Wilson ranch near Dallas. Horse was valued at \$1,200.

EARL ARMSTRONG did trick roping at first annual Valley M. Dude Ranch Rodeo at Valley Park, Mo., September 1-4 for Ben Kraus. Rodeo stock was furnished by Paul Long, and Jack Hoffos did the announcing. Mat King rode bucking horses.

FRANK HARRIS and Gerald Abbott, stock raisers, will furnish stock for the Pasadena (Tex.) Rodeo, sponsored by the American Legion Post, September 8-10. A parade will start the events and proceeds go to building fund of the post, Meyer Blankfield, chairman of rodeo, announces.

SCENES of the old West will be revived at Vinita, Okla., September 4-6, with the presentation of the ninth annual Will Rogers Memorial Rodeo, sponsored by the American Legion. Purses for the five shows total \$2,300, with six contest events for cowboys as follows: Steer roping, calf roping, bulldogging, bronk riding, bull riding and bareback riding. All livestock for the rodeo will be furnished by H. D. Binns. Many of the nation's top-notch cowhands will participate.

JOHN A. GUTHRIE'S Stampede will be held at the Kansas Free Fair, Topeka, Kan., September 9-12. Arena director will be Frank Autry. Specialty acts will include Vivian White, bronk rider; Pauline Nesbitt, cowgirl trick and fancy rider; Don Wilcox, trick and fancy rider; Charley Shultz and his bucking Ford; Margie Roberts, bronk rider and trick and fancy rider; 70 U. S. cavalrymen from Fort Riley, Kan.; specialty acts furnished from the fair's night show and Guthrie's Congress of Indians.

THE RODEOS at the ranch of Ken Ardell near Kent, Wash., got under way in mid-June and have been continued on Sundays. Among boys and girls participating are Jerry Ambler, who won the bronk riding contest at the Boston Garden last fall; Sonny Truman, Jack Sherman, Cecil Henley, Red Allen, Burt Evans, Colleen Allen, Marilyn Jorgenson.

THE Selby-McKinley Rodeo opened July 30 at MacKenzie's Dude Ranch near West Lebanon, Ind. Show was contracted to appear at the Peotone, Ill., fair and other dates. Among performers are Joe Miller; Buck Jones, rodeo clown, with trick bull; Jennie Boen, trick rider; Floyd Pitzer's drama horse.

ROY KING, bronk and bull rider, is stationed at Fort Riley, Kan. He was formerly with the cavalry and answers to Sgt. Roy King now. He was formerly with Al Jones, George Adams and Cliff Gatewood.

THE JOE GREER Rodeo is scheduled to play a number of fairs. With the show are Ken Boen, Roy Correll; Doris Boen, trick rider; Irene and Al Mann, Harry Greer (recently honorably discharged from the navy), Bill Bushbaum Jr.; Tom and Alice Privett, trick riders and ropers; Jack and Ted Bushbaum, jumping horses; Ace Elmore, Hugh Ridley, S. A. York.

ANNUAL rodeo at Pretty Prairie, Kan., was held August 17-19, with Buetler Bros. furnishing stock and Monte Reger announcing. Contract acts included Virginia and Dixie Reger, jumping horses, trick riders and ropers; Lorene Bowyer, trick roper; Hoyt Hefner, clown. Gene Bowyer won the bulldogging and Jim Snively the calf roping.

WANT 6 EXPERIENCED TELEPHONE SOLICITORS

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Vernon L. McReavy—Hamid-Morton Circus Promotional Director Yearab Temple, 650 Peachtree Street, N. E., Telephone: Vernon 1188 ATLANTA 3, GA.

Jury Rules Mich. Racial Laws Not For Outdoor Field

GRAND RAPIDS, Mich., Sept. 2.—A court decision of considerable significance in the outdoor amusement field was handed down Thursday (24) in Justice Court here in a case alleging racial discrimination. In view of last year's racial troubles in Detroit, regulations on racial relations have paramount importance in this area.

Case was based upon alleged refusal of Olin Parks, operator of a resort near Grand Rapids, to permit a colored youth, son of a Detroit minister, to go in swimming.

The contention of the defense, which was approved by the decision rendered by the jury, was that the State statutes on civil rights did not apply to outdoor recreation spots.

Indoor places of all types, it was agreed by the defense, were prohibited from discriminating, but the jury evidently agreed with the defendant's contention that outdoor spots of all types are exempt, and acquitted Parks.

Weather Slashes Detroit Biz 50%

DETROIT, Sept. 2.—Local park men were of divided opinions this week about running week-ends only much after Labor Day, as a result of a spell of cold weather that has seriously hurt business. Business at outdoor fun spots in this area has dropped off more than 50 per cent in the past two weeks, with no assignable reason except the chilly weather.

Secondary factor was the report of big layoffs at Willow Run bomber plant in the offing, but, as other factories continued at employment peaks, this scare was not held to have too prominent an effect on curtailing spending this summer. Prevalence of a widespread polio scare was probably more significant, especially in driving away juveniles and family trade.

Operators, generally, prefer to operate week-ends until late in September if weather permits, with the possibility that several good week-ends may help to offset the low grosses of the past couple of weeks.

MIAMI, MILWAUKEE DEALS SET

Heat Aids East In Racking Up Healthy Season

NEW YORK, Sept. 2.—End of the amusement park season is rapidly approaching and this week-end, including Labor Day, Monday, will probably mark the final big spurt of the summer in the New York area unless another extended heat wave moves in on the city.

For New York this has been the hottest summer on record and an exceptionally good season for practically all (See HEAT AIDS EAST on page 43)

Illions Chalks Fat Season All Around; Celoron Swamps '43

JAMESTOWN N. Y., Sept. 2.—This has been a whirlwind week for Harry A. Illions, nationally known ride operator and owner-manager of Celoron Park here, who on Labor Day puts the padlock on the local fun plant for the season in addition to closing his operations at Belmont Park, Montreal; Seaside Park, Virginia Beach, Va., and Fair Park, Memphis.

In reviewing his season's operations, Illions reveals that business was nothing short of phenomenal at all four of the above-mentioned locations, with Celoron registering a hefty gain of 75 per cent in gross business over 1943.

With the closing of Celoron for the season, work will begin on completely changing the amusement spot, Illions says. Plans for the revamping have already been mapped, Illions reports, and it will require at least three years to accomplish everything called for in the plans.

DOC MORRIS, of Paltades (N. J.) Park, infos that his son, Charles J. Morris, winner of four citations for heroic conduct in the South Pacific, is en route to the United States to take up officer's training.



BOSS AND BEAUTY had this spotlight when Rex Howe, manager of Sylvan Beach Park, near St. Louis, posed with Patsy Bensing, St. Louis, who was crowned Queen in the annual bathing beauty contest at Sylvan pool August 16. Altho cool weather held down attendance, about 1,200 turned out to witness the yearly event.

Winter Opening For Fla. Spot

Summit Beach owners are builders—Rose group take Muskego Beach for 150G

MIAMI, Sept. 2.—Edward S. Sheck, Akron attorney, and J. V. (Tom) Sawyer, member of the Ohio Legislature, operators of Summit Beach Park, Akron, together with Edward Fleming, Miami attorney, form Playland Park, Inc., a new operating firm which has just taken a 20-year lease on 12 acres of ground off Biscayne Boulevard on 79th Street, with frontage on Little River.

Ground will be broken this month for Miami's first permanent amusement park to be known as Playland, confirming a story which appeared in this department some months ago. The park site was leased from Mrs. J. W. Watson (See TWO DEALS SET on page 43)

Kitamura Brown's New Flack

UTICA, Mich., Sept. 2.—William R. Kitamura has been appointed publicity director of Myron Brown's Utica Amusement Park, formerly Stanton Welsh Park here. Brown and Kitamura plan to book attractions into the park next season and are contemplating staging a fair on the grounds in 1945. Utica Park will undergo extensive improvements before the opening of the next season, Kitamura announces. The 14-acre amusement spot features free swimming in the Clinton River.

Cold Hurts Ind'p'lis Spot

INDIANAPOLIS, Sept. 2.—Inclement weather the past week caused attendance at Riverside Park to hit a low for the season. The weather Sunday (27) was so cold the park was closed all day, the first time in its history. Saturday night (26) was almost a complete washout, caused by intermittent thunder showers. John Coleman, president, said attendance this summer has far surpassed that of any other year.

Good Representation At Pennsy Gathering

ALLENTOWN, Pa., Sept. 2.—Representatives from Pennsylvania amusement parks who took in the annual meeting of the Pennsylvania Amusement Park Association at Dorney Park here Thursday of last week (24) included E. J. Canol, T. Clancy and T. C. Foley, Conneaut Lake Park, Conneaut Lake; Norman S. Alexander, Alma H. Strump and J. W. Wolfington, Woodside Park, Philadelphia; R. M. Spangler, Rolling Green Park, Sunbury; Ben Sterling, Rocky Glen Park, Moosic; E. E. Fochl, Philadelphia; A. B. McSwigan, Kennywood Park, Pitts- (See PENNSY ATTENDANCE on page 43)

CONEY ISLAND, N. Y.

By Uno

ARCADES.—Bernard and David Kitz, execs of the Star Amusement Company, operate three, one at 1510 Surf Avenue, one in front of Luna, and the other on the Boardwalk. First is an all-year-round enterprise. Bernard also is treasurer of the Arcade Owners' Association. Boardwalk branch has Alex Elowitz in charge. Sam Herman heads the Luna spot. The brothers operate on Surf Avenue. Three Schnitzler sisters, Gladys, Rosalind and Julia, are the cashiers. Master mechanic is Howard Kohn, and assistant, Frank Poppererglo. The

Kitzes were game operators in Manhattan before coming to the Island three years ago.

Elnomar Arcade, Inc., on Surf Avenue, is managed by Al Heyman. His wife, Beatrice, assists and supervises the photo and recording booths. President of the corporation is William Rabkin, and vice-president, Grace B. Rabkin. The Rabkins also head the International Mutoscope Company. Representing this arcade is Al Blandau.

LUNA PARK SHORTS.—Sgt. Harry Lee and Capt. Eddie Danziger are out of the hospital, recovered from their respective ailments. . . . Manager Phil Pates, recently cured of a sprained spine, is a prospective member of the National Showmen's League. . . . Carousel, Caterpillar, Scooter and Dangler, repaired after being damaged in the August 12 fire, renewed operations August 26 and comprised part of a new combo ticket. . . . Mollie Vine is cashiering at the ballroom, open for dancers over week-ends only. . . . Joe Orlando, Lincoln High School baseball ace, has a batting average of 296 when he is not a cashier.

MISCELLANEOUS.—Leo Bachle, freelance crayon artist, has pitched an easel (See CONEY ISLAND, N. Y., on page 57)

Riverview Preps for Wind-Up

CHICAGO, Sept. 2. — As the season nears its end, Riverview Park is making preparations to entertain thousands of pleasure seekers during its closing weeks. While the extremely cool weather and rain that prevailed all last week slowed up business to some extent, Riverview has had a successful season on the whole. Closing date has not yet been announced, but probably will be about the middle of September.

ROCKAWAYS' PLAYLAND

ATTENTION, CONCESSIONAIRES

We have a few desirable 100% locations for rent in our park for games and similar purposes. Rents reasonable. Exclusive privileges. We are situated in 100% amusement section of Rockaway Beach. We advertise extensively by newspapers and radio, and by railroad, subway, bus and highway billboards. Enterprising and progressive ownership management. We invite prompt submission of applications. State approximately area desired and nature of business.

ROCKAWAYS' PLAYLAND

BEACH 98TH STREET ROCKAWAY BEACH, L. I.
TELE. BELLE HARBOR 5-2600

SWOOPER FOR SALE
Need Room for Other Improvements.
14 Seats, in Excellent Condition.
Price, Including 15 Horse Power Electric Motor, \$2,000.00.
Come and see it in operation. For further information call, write or wire

OCEAN VIEW AMUSEMENT PARK
NORFOLK 3, VIRGINIA

KIDDIE AEROPLANE RIDE
Silent chain drive with electric motor and controls, operated from entrance of ride. 10 foot panel tower and thirty-three foot sweep. Streamlined with two hundred feet of neon. Six two-seated planes. A beautiful ride that catches the eye. All in perfect operating condition. A big hit with the kiddies. Tops all the kiddie rides in the park. Can be seen in operation at Buckeye Lake Park, Ohio. One thousand dollars for quick sale. Making room for major ride.
BOX 517, Buckeye Lake Park, Ohio

ANOTHER WEEK NEARER VICTORY!
... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION
Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

BIG ONES BUCK WET TO WIN

Gopher Takes Up; Gate Down

Spending rife at Minnesota State—revue and RAS get well despite downpours

ST. PAUL, Sept. 2.—Hit by bad weather on Sunday (27) its first "big day," the 85th Minnesota State Fair, August 26-September 4, third wartime annual, was 31,000 off in attendance on the initial four days, altho attendance on the other three days was ahead of the 1943 figure. Operating again without machinery or livestock exhibits, as it did a year ago when a propeller war plant took over the area usually occupied by the livestock show, the fair had attendance totals as of 9 p.m. Tuesday (29) of 161,478, compared with 192,318 at the corresponding time in '43. On Wednesday the "Everybody Pays" gate tallied 8,261 by noon as against 11,849 on the fifth day last year. Rain all morning clipped Wednesday's gate.

Libel, Says Board

MINNESOTA State Fair board's legal action against an accuser, who caused arrests of midway workers and allegedly made false and libelous statements against the fair, is detailed in a story in the Carnival Department of this issue.

But receipts were up, with spending more free than ever before, said Raymond A. Lee, fair secretary. Opening-day gate was 44,209, about 7,500 more than the 1943 figure. Sunday gate was less than a third of what it was a year ago, with 22,499 clocked thru as against 76,412 last year. Monday Children's Day attendance was 58,172, better by more (See Minn. Grosses Go Up on opp. page)

Ky. State Hike Tilts Grosses; Hurt by Polio

LOUISVILLE, Sept. 2.—After a two-year lapse during which grounds were leased to a manufacturer of airplane parts, Kentucky State Fair opened an eight-day run August 28 at historic Churchill Downs, home of the Kentucky Derby and scene of the Bluegrass State's first two fairs at the century's start.

Ban of children under 14, due to a spread of polio, was a major factor in reducing attendance, which ran below that of past years. Opening day had 6,900, as compared to 22,000 on the first day of the last fair in 1941. Of the 6,900 about 2,400 were admitted free, most of them servicemen from Fort Knox, Bowman Field and Nichols General Hospital. Tuesday attendance was 11,940 and Wednesday had 16,962, as against 61,572 for the second and third days in 1941.

However, due to admission fees of 50 cents and \$1 instead of the former 25 cents, grosses exceeded those of the last fair. Monday's gate was \$6,462, compared with \$5,460 in 1941, and takes for the following three days soared to almost double the receipts on comparative days in 1941.

Altho workmen faced material shortages in their job of turning a race track into a fairgrounds, by opening day the Downs had all necessary accommodations, plus 30,000 grandstand seats hailed by patrons accustomed in former years to tramping hours with no place to sit. The presto-change was from horse racing to horticulture, from betting sheds (See Ky. Hike Ups Receipts on opp. page)

Hosses Main Pull At Record Annual Staged in Oregon

GRESHAM, Ore., Sept. 2.—Multnomah County Fair here, August 21-27, set new records with attendance estimated by Manager A. H. Lea at 110,000 (admission, 50 cents for adults; 25 cents for kids), as compared with 50,000 last year. Pre-war admissions had been 15 and 25 cents.

Day before opening a Western horse show was staged, and Manager Lea said this would be used next year on opening day. Pro acts were Penny Parker and his Ford and Bob Matthews and his lion, but these seemed to thrill customers less than did the hosses. Hoss lovers predominated, while there was a notable lack of the youth that formerly flocked to the carnival features.

West Coast Shows reported attendance off at Girl Shows, formerly drawing cards among farmers' sons who used to jam the midway. On closing day a Western stampede was staged with horsemanship exhibitions of Portland Police Reserve, Clackamas County Sheriff's posse, Yamhill County Sheriff's posse and Oregon posse, of Salem.

York Books Stellar Bill

YORK, Pa., Sept. 2.—President Samuel S. Lewis, who on August 26 signed contracts for the grandstand show at the '44 York Inter-State Fair, said delay was due to difficulty in assembling a program of the standard established by the management. Guy Lombardo and his orchestra will play in front of the grandstand afternoon and evening on Friday of the fair. Revue will be presented by Ernie Young. Wednesday night will have the radio program, *Truth or Consequences*, conducted by Ralph Edwards. Acts will include Yacopi Troupe, acrobats; Rudy Rudynoff's Horses; Maysy and Brach, unicycles; Three Sophisticated Ladies, comedy; Roberta's Circus, dog, pony and mule act; The Rockets, sky ballet; Stevens Brothers and Big Boy, comedy, including a bear, and Paul Remos and his Toy Boys, here two years ago. Saturday B. Ward Beam's Congress of Daredevils, thrill show, will appear afternoon and night. Feature attractions and vaude acts were booked by Frank Wirth.

AROUND THE GROUNDS

WAYNE, Neb.—Wayne County Fair will be held a month later than usual, dates being changed to catch cooler weather. An extensive 4-H Club Show and school exhibit will be featured.

LAUREL, Miss.—Johnny J. Jones Exposition will provide the midway and Walter L. Main Circus grandstand entertainment at the '44 South Mississippi State Fair here, said Jack Jeffries, fair superintendent.

NEW BRAUNFELS, Tex.—Comal County Fairgrounds will be open for the first time in three seasons for a two-day 1944 Livestock Show and Rodeo. Fairs were not held during the last two years because of war conditions.

TIFFIN, O.—Despite a washout on Wednesday in a heavy storm, annual Seneca County Fair here August 22-25 set a new attendance record, said Secretary C. B. Baker. A single-day record was set Friday with 10,700 paid. Day's receipts were \$6,451, more than twice the amount for any previous single day.

WYNNE, Ark.—Cross County Livestock Association been incorporated here, with Harvey Welshans, Mays Chapel, first president; Roy Urfer, Hickory Ridge, vice-president; W. B. Proctor, Wynne, secretary-manager. State will give \$525 in premium money for the first fall event.

Commercial Exhibits In Big Increase at Crown Point, Ind.

CROWN POINT, Ind., Sept. 2.—Lake County Fair, which ranks among best of the State's annuals, ended a successful five-day run August 27 with attendance about on a par with last year and exhibits showing a gratifying increase. Especially encouraging were the large machinery exhibits, by far the most extensive shown since start of the war, giving promise of an early return to production of much needed farm equipment.

Entertainment was up to the usual standard. On the midway the Joyland Shows had an attractive line-up of 11 rides, several shows and a number of neat concessions. There was a large number of independent concessions, including seven of Dave Tennyson. Racing program included trotting and pacing races Wednesday, Thursday and Friday, with purses totaling \$3,500. Lake County Saddle Club presented an excellent horse show on two days. Grandstand show presented three nights was Boyle Woolfolk's *Summer Follies of 1944*, a colorful revue that attracted heavy attendance. Show included Fred Maher, emcee; Roseland Hupp Girls; Allwite and Blue, hand-balancing; Art and Marie Henry, rolling globe and dog act; Do Re Sisters, instrumentalists; Al and Margie Calvin, comedy act; Paige and Jewett, unicycle; Kiki, singer, and Koko, Steve and Eddy, comedy teeterboard. Ben Young's eight-piece orchestra furnished (See Commercial Exhibits on opp. page)

Near-Record Made in Utah

SALT LAKE CITY, Sept. 2.—Salt Lake County Fair, only Utah fair which failed to cancel during doubtful years, had a near-record attendance of 52,000 at Murray, six miles from the heart of Salt Lake City, August 23-26. E. O. Brothers, Crescent, continued as president and manager. Fair upped its race purses 200 per cent and money for the horse show, rodeo and horse pulling was raised 20 per cent, but increased grandstand attendance justified the moves. Attendance was off somewhat due to closing of war installations, but was 100 per cent over the 26,000 in 1940. Monte Young Shows presented their largest unit after two previous years of big business with smaller units. Exhibits reached a new high.

FREDERICK, Md.—Frederick Fair, discontinued for two years, because of war conditions, will be resumed this year with all usual features scheduled. The 89th annual Hagerstown (Md.) Fair will have regular departments and classifications augmented this year by State 4-H Club showings.

LOGAN, Utah.—After being canceled two years, Cache County Fair had the largest attendance on record August 24-26. The only pay gate, the rodeo, passed the 12,000 mark, also a new high, while free main gate attendance was estimated at 22,000. R. A. Richter, Bozeman, Montana, contracted the rodeo. Monte Young Shows had the rides.

LITTLE ROCK.—State auditor announced that 38 counties had qualified to receive State funds to hold county fairs and livestock shows this fall, with \$50,000 available. Of this, \$35,000 goes to counties and \$15,000 to Arkansas Livestock Show, but as the State 1944 event has been called off, the remaining \$15,000 will be held over. In 1943 47 county shows were financed.

SALT LAKE CITY.—For the first time in three years Utah State Fair here is in full-scale operation on its own grounds, with Sheldon R. Brewster, secretary-manager, in charge. Army turned the (See Around the Grounds on opp. page)

Badgers Beat '43-'42 Tops

Closing Sunday is lost to rain, but gates and grandstand are all to velvet

MILWAUKEE, Sept. 2.—Altho rained out on Sunday, closing day, the 94th annual Wisconsin State Fair here August 19-27 wound up with a total attendance for its nine days of about 440,000, an increase of 75,000 over 1943 and 15,000 more than in 1942. Manager William T. Marriott and other fair officials were jubilant over the record made. Had weather held good on Sunday total attendance probably would have passed the half million mark. As it was, there were about 15,000 on the grounds Sunday but none of the program could be carried out.

The fair passed last year's attendance Thursday, Milwaukee Day, with 59,497. Friday, always a light day, brought 37,000 and Saturday over 55,000. Grandstand attendance was especially good, daily average being 5,500 at afternoon shows and over 9,000 at night. Receipts from gate and grandstand assure a substantial profit.

Attractions Are Pretentious

Entertainment features were many. As usual there was an excellent trotting and pacing card, with some of the fastest horses on the circuits competing. Between races the Zucchini's, flying act; August Jansley, high pole (works at actual height of 205 feet), and Eddie Polo, hair slide, were featured. Outstanding entertainment feature was the grandstand revue, *On To Victory*, produced by Barnes-Carruthers. Beautifully costumed and featuring many top-notch acts, it attracted large crowds nightly and made a tremendous hit. Working in front of a brilliant stage setting, the revue was spectacular, with the 20 Hild dancers and the singing chorus of six men and eight girls (the Song Stylists and the Melodists) in gorgeously dressed production numbers. Exceptionally brilliant were the Enchanted Garden and Latin America numbers and the finale, a patriotic number closing with Miss Victory, woman shot from a cannon.

Jack Klein and Bert Lynne alternated as emcees and Izzy Cervone and his band and Al Melgard at the Hammond organ provided music. Acts in the revue included the Iwanows, outstanding bar act; Mandel Trio, comedy balancing; Jim Wong Troupe of Chinese acrobats; four Wong children in song numbers; Rousee, magician; Harold Boyd and the Jigsaws, hilarious comedy knockabout act; La-Tascha and Lawrence, dance team; Four Sidneys, bicycles and unicycles; Gaudsmith Brothers, comedy, and Bert Lynne, electric guitar. On the track Joe Greer presented a splendid Liberty horse act, horses trained and worked by William Bushbaum. Following the revue night shows concluded with Thearle-Duffield fireworks displays that introduced many patriotic features.

Grandstand show Saturday night was the *National Barn Dance*, broadcast from Coast-to-Coast direct from the fair. It drew a capacity audience that overflowed (See Wis. Has Two-Year Top, opp. page)

Sartwelle Named in Houston

HOUSTON, Sept. 2.—James W. Sartwelle was re-elected president and general manager of Houston Fat Stock Show and Livestock Exposition for the 19th term at the annual meeting of the board, when 1945 dates were set. Others re-elected were G. L. Childress, Wylie O. Johnson, W. A. Lee, Russell W. Nix, Julian A. Weslow and J. Howard West, vice-presidents; J. Virgil Scott, secretary-treasurer, and Herman Engle, executive secretary. Most of the 89 directors were renamed, with 26 new ones. President Sartwelle predicted the '45 show would be best on record and asked that efforts be made to acquire added space.

WIS. HAS TWO-YEAR TOP

(Continued from opposite page)
onto the track. Joe Greer's rodeo was presented Saturday afternoon but could not show Sunday because of rain.

Indies in Wide Variety

Independent midway had a wide variety of concessions and shows, all of which did excellent business. Among shows were Harry Lewiston's large Side Show; Jimmy Demetral, wrestling exhibition; Monty Wax, Log-Rolling Show; John D. Wixom, wild animal farm exhibit; John F. May's Tropical Exhibit of 35,000 specimens of butterflies, beetles and other insects, and three Wild Life Shows, operated by Floyd King, R. A. Walton and Dick Welles.

Among "home-talent" features were concerts by Wisconsin bands, plays presented in the Little Theater by 4-H Club members and Girl Scouts, and a pageant, *Youth Serves*, in the Coliseum. Several hundred Boy Scouts, housed at Camp Ammon, gave interesting demonstrations. Feature of Milwaukee Day was a show-window contest sponsored by the Association of Commerce, in which 57 companies competed for prizes. International Harvester male chorus and Lake Shore Singers gave concerts in the Little Theater. This is the first year that industrial groups have performed in the fair's theater and the feature was well received. Men and women of radio and press were entertained by the fair management Friday. After dinner on the grounds they saw the grandstand revue at night.

Educational exhibits were exceptionally good. Every building was filled, and agricultural and livestock displays were a spectacular demonstration of what Wisconsin has done in increasing quantity and quality of foodstuffs needed in the war. There were more industrial exhibits than last year and an endless display of products of the home. More than \$80,000 was paid out in premiums.

Improvements Are Planned

So satisfied with the nine-day event were W. T. Marriott and Milton H. Button, directors, that they tentatively skedded a nine-day 1945 fair. The last two years the management has functioned minus legislative appropriation but with increased premiums, believing the fair would pay. Now the management believes it is set for planned building and improvements.

"We hope to acquire 60 acres north of the grounds across the railroad tracks for parking," said Manager Marriott. "Parking is our major difficulty, especially when we have crowds of around 100,000 or more. By building an underpass to eliminate the railroad crossing hazard we can improve parking, have more space within grounds and enable visitors to leave faster. A new administration building is also needed. Plans are under consideration for midway improvements and a building to house livestock exhibitors."

MINN. GROSSES GO UP

(Continued from opposite page)
than 12,000 the 1943 total of 45,429. Monday figure was even ahead of the 1942 and 1941 attendances, when marks of 56,465 and 56,230, respectively, were set. Tuesday gate was 36,598, ahead of 1943 by 6,000, when the total was 32,713.

Show Is Imposing

Gate was reduced from 35 to 30 cents, with same for autos. Grandstand was 75 cents, unreserved; \$1 reserved, and \$1.25, boxes. Kids under 12 came thru gate free. Children's Day kids 12 to 15 were admitted upon payment of the five-cent tax and saw a free grandstand show at 10 a.m. Special prices prevailed at midway shows and rides. Grandstand afternoon receipts thru Tuesday totaled \$15,000, as against a 1943 total of \$5,000 for the same period. Night receipts thru Tuesday were \$18,000 as compared with last year's \$21,000. Night drop was due to the Sunday rain and canceling of the night show. Sunday and Wednesday afternoon shows were called off because of rain, too.

Night grandstand show, *Parade of the Nations*, a Barnes-Carruthers production was personally directed by Mike Barnes and started at 6:30, with concerts by bands from State high schools, followed by presentation from St. Paul Post, No. 8, American Legion. Happy Kellems, clown, was next on, followed by Izzy Cervone's band in the pit, with Iwanows and Mandell Trio for the come-on. The line got the show under way with *Jitter Jive*, first production number, featuring Nichols and Hurley. Next were Jacqueline Hurley, Wong Troupe, Buddy and Jean, Three Flames, Whirlettes; Song Stylists and Melodists,

six gals and six men; Eddie Polo's Slide for Life, hanging by his hair; Enchanted Garden, production number, capped by Rousee and Company, magic; Three Jigsaws, comedy acro; Four Sidneys, cyclists; Sibyl Bowan, comedienne; Bert Lynne and electric guitar; Gaudsmith Brothers and dog; Flying Zacchins; Joe Greer's Liberty Horses; ansley high pole; Miss Victory, human cannonball; finale, fireworks display of beachhead invasion and caricatures of FDR and Dewey, staged by Thearle-Duffield. Afternoon show had Ace Lillard's Cavalcade, thrill show, on opening day, September 2 and Labor Day. Harness races, Monday thru Friday, were for \$6,000 in purses.

Feature of exhibits was the United Nations Exposition in the grandstand building, made up of displays from the allied nations. Individual booth displays were well attended. All the service branches were represented, as well as the Red Cross War Bond sales, salvage division of the WPB and other government agencies. A captured Jap two-man sub attracted much attention. The 4-H Club exhibits and competitions were well represented.

Midway Figures in Rise

Midway on the new lot, site of the old Machinery Hill, occupied by the Royal American Shows, did big business despite rain. Co-Owner Carl J. Sedlmayr said that the midway record of \$120,854.24, set in 1943, would be endangered this year. Opening-day receipts of \$15,916.42 were nearly \$5,000 better than the \$11,000 figure set in 1943 by the Rubin & Cherry Exposition, which last year did \$2,000 better than the '42 opening-day figure. With rain on Sunday the midway grossed \$4,942.53. Monday's receipts were \$21,482.26 and Tuesday's \$11,295.63, according to General Manager Sedlmayr.

Two deaths in the official family marred the fair. David J. Murphy, 68, for 15 years vice-president of the State Fair Association, died in a Minneapolis hospital on opening day. On August 20 William Vasatka, 64, superintendent of the greenhouse and grounds for 28 years, died of a heart attack in his home on the grounds. Among early visitors were Maurice W. Jencks, Kansas Free Fair, Topeka; John P. Mullen and Lloyd Cunningham, Iowa State Fair, Des Moines.

COMMERCIAL EXHIBITS

(Continued from opposite page)
music. Night displays were by Hudson Fireworks Company.

Owen J. Roper, president, and J. M. Nielsen, secretary, were especially pleased with size and quality of exhibits. The half dozen brick exhibit buildings were well filled. There was a fine exhibit of draft horses and extensive showing of dairy cattle, poultry, rabbits and other livestock, as well as agricultural products, home economics and 4-H Club work. Commercial exhibits were more extensive than for several years. Farm machinery showing was almost of State fair proportions. Among exhibits were Ford tractors, Caterpillar tractors, Fairbanks-Morse Farmall, New Holland ballers, DeLaval milkers, Case tractors, Hinman milkers, John Deere machinery, McCormick-Deering reapers and Allis-Chalmers tractors and drills.

Among independent concessionaires and pitchmen were John Barber, photo gallery; C. Antone Oehler, oil paintings; Ernest Warther's hand-carved locomotives; Samuel Eddy, Earl Meyer, jewelry; Mrs. Joe Kury, handwriting analysis; the Venekos, horoscopes; Speck Tinder, block puzzles; Jack Hawthorne, Harry Snyder, scales; Whitley Woods, guess-your-age, and E. H. Singer, J. V. Bradley and Charlie Jasper, writing sheet.

KY. HIKE UPS RECEIPTS

(Continued from opposite page)
to War Bond booths, from form charts to farm displays. Derby barns housed horse and cattle entries, merchants' and manufacturers' exhibits were beneath the grandstand and chickens cackled where race fans used to place their \$2 bets.

Good Play for JJJ

Cavalcade of Hits, a revue of novelty, comedy, musical and aerial acts, played its last show in front of the grandstand Thursday night. Selden, "The Stratosphere Man," worked twice daily, and Horse Show was held each night.

Setting up in the infield, the Johnny J. Jones Exposition had to build a bridge over the track before its heavy wagons were allowed to cross. General Manager E. Lawrence Phillips said. Kiddie rides were not erected but 11 other rides and

12 shows got a good play, with Carl J. Lauther's Side Show tops. John G. Talbert, Augusta, Ga., Negro employee of the Jones show, who was killed en route to Louisville Sunday, fell from the train at Lewisport, Ky. Hancock County Coroner Joe A. Sapp declared his death was accidental.

AROUND THE GROUNDS

(Continued from opposite page)
grounds back to the State early this year. Grandstand show has vaude and high acts and fireworks by Thearle-Duffield, with a combo ticket for grounds and grandstand. Monte Young Shows are on the midway.

NORTHAMPTON, Mass.—Officials of Three-County Fair here denied charges of Blandford Fair officials that the local fair had "snatched" the Labor Day opening date from Blandford. Blandford officials said they felt that, inasmuch as Blandford Fair had the Labor Day date for many years, it should be entitled to the same date this year. Blandford Fair was not held last year. It was pointed out that dates were assigned by the State department of agriculture, division of fairs.

DES MOINES.—Iowa county and district fairs are having one of their best years, with no State Fair or several larger district fairs and with a record farm income. Elkader Fair had 8,600 attendance, said Secretary E. F. Selfert, and profit of over \$1,500. Mitchell County Fair had its largest opening day in 25 years. Lloyd B. Cunningham, secretary of Iowa State Fair Board, reported attendance good at Northwood, Manchester, Indianola, Fonda and Buchanan County fairs, which he visited. Harlan County reported two days of rain, with attendance slightly under the 18,000 of '43.

HEAT AIDS EAST

(Continued from page 41)
outdoor amusements. Beaches and amusement parks chalked up record attendances and money was spent freely. On the debit side are the fire disasters at Luna, Pallsades and Whalom parks, but even here bigger and better fun spots are promised for next season to replace the burnt-out plants. Other headaches have been the shortage of experienced help and of various items such as shooting gallery ammunition, popcorn and other articles handled by concessionaires.

The last two week-ends in August were the only ones since Decoration Day when Sunday attendances at both Coney Island and Rockaway Beach did not hit or top the 1,000,000 mark, with Saturday crowds only a trifle lower. Other beaches and parks enjoyed proportionately good crowds.

Olympic Park, in New Jersey; Playland, at Rockaway Beach; Steeplechase and what remains of Luna Park, in Coney Island, and other spots will operate on a day-to-day basis after Labor Day—all depending upon the weather. There will be no Mardi Gras or other special closing features at Coney Island this year.

PENNSY ATTENDANCE

(Continued from page 41)
burgh; F. W. A. Moeller, Waldameer Park, Erie; C. L. Beares Jr., West View Park, Pittsburgh.

Among guests present were Edward J. Carroll, Riverside Park, Agawam, Mass.; Mr. and Mrs. Harry A. Guenther, Olympic Park, Irvington, N. J.; Fred W. Pearce, Walled Lake Park, Walled Lake, Mich.; Fred Fansher, Norfolk; Arthur R. Eldred and Willard A. Eldred, Flemington, N. J.; Whitfield Reed, West Springfield, Mass.; Mrs. Mabel Humphrey Kellal, Euclid Beach, Cleveland; John Carlin and Elizabeth Carlin, Baltimore; Raymond Lusse, Lusse Bros.; Mr. and Mrs. H. P. Schmeck; John Allen and Clarence Gerhart, Philadelphia Toboggan Company; Harry A. Ackley; Harold Bradley, Vernon Keener, Pittsburgh; J. W. Goodman; M. W. Jones, Globe Ticket Company; John Logan Campbell, Baltimore, and B. H. Patrick, Philadelphia.

TWO DEALS SET

(Continued from page 41)
Sr., widow of Senator J. W. Watson. Playland, Sheck announced, will be modern in every respect, with 15 riding devices on the midway, as well as all the usual concessions. There will also be sight-seeing boats. The park will be designed and built for children, and no gambling or intoxicating beverages will be permitted on the grounds, Sheck announces.

The land acquired for the fun spot

is already zoned for amusement park purposes, Sheck added, and no stock will be sold in the company, as it is already financed. Commitments have been made for the necessary building materials, riding devices and other necessary equipment.

Grand opening of Playland is expected to be held in December or January.

MILWAUKEE, Sept. 2.—State Fair Park, Inc., operator of State Fair Park here, has purchased Muskego Beach Amusement Park near here in a \$150,000 deal, Charles S. Rose, president of State Fair Park reported this week.

The Muskego beach property, involving 30 acres, rides and a dance hall, was sold by Mrs. Nellie Boschardt, executrix of the estate of William Boschardt, her late husband. Part of the deal was in a property exchange. With the end of the war the Muskego park property will get expanded recreational facilities, with emphasis on the beach, Rose said.

State Fair Park, Inc., is part of the Rose & Ammon Enterprises which operate amusement parks in the Midwest.

BOOKING LATE DATES NOW
the only act featuring a 35 ft. Swaying Handstand atop a high pole.

Selden THE STRATOSPHERE MAN
World's Highest Aerial Act!

Care of the Billboard Cincinnati 1, Ohio Address

ATTENTION! SOUTHERN FAIR SECY'S GUS SUN
ATTRactions
ARE CONTRACTED FOR THE SOUTH'S LEADING FAIRS
FOR AVAILABLE ACTS REVUES — CIRCUSES
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GUS SUN
SUN'S REGENT THEATRE BLDG. SPRINGFIELD, OHIO

HIGH POLE ACT
Write for Publicity Matter.
Beautiful Lighting Effect.
THE SKYTHRILLER
THE BILLBOARD, CINCINNATI 1, OHIO Will Buy Rigging.

WANTED
Cook House, two Grab Joints; also Concessions and Shows.
WAYNE COUNTY FAIR
Honesdale, Pa., Sept. 19-22

FOR SALE
Limited quantity of Remington .22 Long Rifle Ammunition
Wire or Write for Price.
BOX 612, Care The Billboard, 1584 Broadway, N. Y. 18, N. Y.

FREE ACT WANTED UNION COUNTY FAIR
UNION, S. C., OCTOBER 9-14
Must Show Twice Daily. Contact M. C. PAGE, Sec., Box 201, Jonesville, S. C.

NOTICE
I would like to contact direct Tumbling, Bicycling, Animal and other similar Acts that can work in a dirt-floored arena with a 20-foot ceiling. Fair dates are October 16-20. In writing please give me facts or other events where shown and quote price for 4 nights, beginning October 16, 1944, to include advertising appearances at civic clubs and similar events not to exceed three appearances. Address: GARFIELD COUNTY FREE FAIR ASSOCIATION, J. B. HURST, Mgr., Box 1066, Enid, Okla.

A Straight Line and a Curve Or Scooting Versus Skating

By Perry B. Rawson

Chairman, Dance Committee, RSROA, and Writer on Skate Dancing and Skate Dance Diagrams

(Continued from last week)

The Costly Turnover

JUST what is the percentage of turnover in new customers? No one seems to know, but we do know that it is frightfully large. Estimates made by observant rink operators range from 80 to 95 per cent of discouraged prospects who sample the merchandise and do not come back. Mr. Brown's four out of five who do not come back is, doubtless a modest minimum estimate. Roller skating must possess more inherent charm than its most enthusiastic addicts have credited to it in order to subsist and progress against such a disastrous turnover that would spell bankruptcy for any other business.

Any business man will agree that these turnover figures should be reversed. Instead of four out of five who do not come

back, this marvelous art of ours should be so presented and sold that five out of five would come back for more; not only come back for more but bring others with them. Under the present system they go forth to spread abroad the gospel of danger. The word "dangerous" may not be frightening to juveniles, but it is frightening to adults. Here we have the lowdown on why it has been impossible to secure and build up and hold a huge adult clientele on plain skating and dancing.

There is no more danger in skating than there is danger in any other active sport if the underlying principles are understood and properly taught. If the underlying principles are correctly taught, there is no dividing line between adults and juveniles—between age and youth. If safe and sane roller skating were to be merchandised on a true roller skate built

for curves instead of for straight lines, there should be no turnover at all. Every new prospect should be a convert and an apostle. It is my firm opinion that this result can be achieved by selling real roller skating on a real roller skate by real roller skating teachers. My opinion is just as firm that it never will be accomplished by offering "scooting" on a "scooter" skate by teachers who, themselves, are "scooters."

Ops, Coaches and Pros

It is said that everything is fair in love and war. So, also, may it be said at present that everything is fair in skating competitions. If "tricks of the trade" and bits of fakery can "get by" the judges and the referees, why, one may ask, should anyone become so exercised over maintaining the "purity" of the art as to waste time trying to "reform" competitive technique. There is one very good reason why. The rink operators, rinks, professional skate men do not exist on skating competitions. Their meal ticket is the pleasure-skating public, the mass, the 99 per cent—not the 1 per cent of competitive skaters. Skating competitions do not finance the building of super rinks.

Unfortunately our glamorous competitive skaters—who do so much to put the glitter and the showmanship in the skating movement—are targets for copyists and imitators. Human nature is prone to copy a champion's skating equipment, even down to socks and shoes. Whatever is good in the champion's equipment may safely be passed on to the public—the 99 per cent. Whatever happens to be bad in the champion's equipment should be rigorously prevented from reaching the 99 per cent. A solid line of resistance should be interposed by cooperative team work on the part of rink operator, professional and skate man. In so far as the box office is concerned, the matter of fakery in competitive skating can be left safely in the hands of the skating judges who will, in time, clean it up, but the problem of what and how to sell the 99 per cent public is a major consideration.

Start Not Too Late

Fortunately this campaign does not get off to too late a start. There is time enough if all hands study it, join it and pull together. The infiltration of the dangerous skate adjustment, the spread of fakery and the growth of scooting versus skating has been with us only since 1940. Our dancers, being warned at the outset, are partially out of the wet. Good skaters in some sections of the country have steadfastly refused to fall for scooting versus skating. It is the mass public—the 99 per cent, the goose that lays the golden egg—that has been most neglected. If allowed to go on without correction too long, it could be too late.

Time out for every rink operator to make a technical analysis of what he is selling is indicated—and right now! As he cannot do the selling job alone, he must call into conference his professionals, his floor men, his skate men. An intense course of study, tests and experimentation will provide the inevitably correct answers. It will be found, as it was found in inventor Plymton's day, that the safety, happiness, enthusiasm and patronage of the roller-skating public is tied up with the skate that is built and adjusted for curved lines, and that none of the above factors are promoted by the skate that is built and adjusted for straight lines.

It is obvious that all members of the team must approach the subject with open minds. All hands must work in harmony, must be able to produce a unanimous and demonstrable conclusion. The days of rink employees working against each other, helter skelter, at cross purposes (with the box office, the public and the movement suffering grievously) are drawing to a close. For one thing, it is too costly. For another thing truth is making headway. And truth cannot triumph too soon. For just around the corner, ahead of us, lies the greatest roller-skating boom the U. S. A. has ever seen. If anyone in the business desires it to be just another of our previous booms, followed by a disastrous flop, there is no need to discontinue the sale to the public of scooting versus skating.

JIMMY TOPPI, who reopened his Olympia Rink, Philadelphia, September 5, is readying his newly purchased Metropolitan Opera House there for a late September opening as an amusement center, featuring roller skating, dancing, basketball and boxing.

Van Winkle, Calif., Joins URO; County Meets Boosting Biz

MONTEREY, Calif., Sept. 2.—Walter S. Van Winkle, Port Chester, Calif., owner of Del Monte Roller-drome here, signed with the United Rink Operators. Armand J. Schaub, resident manager of the spot, is reported to be doing all he can to further interests of the URO on the Pacific Coast. Special one-hour sessions for teaching dance skating are held thrice weekly to prepare entries for the 1945 national meet.

Monterey and Santa Cruz County operators, managers and patrons have been staging meetings to stimulate dance, figure and exhibition skating. A big affair was held Labor Day at Capitola Beach Rink by representatives of Del Monte Roller-drome, Salinas Rollerland, Civic Auditorium Rink, Watsonville, and Skateland, Santa Cruz. Members of Del Monte Rollerettes took part. All girls are members of the Amateur Roller Skating Association.

WAYNE C. STOYER, owner of Lebnadrome Rink, Lebanon, Pa., is now a junior grade officer of the navy reserve at Princeton University. He was given presents when he entered the service August 22 at a special party arranged by Mack A. Edwards, rink manager for the past four years.

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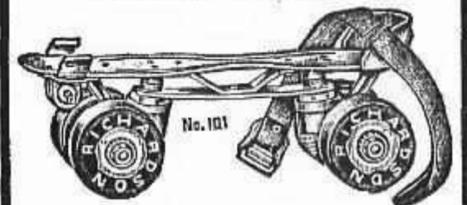
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Allies Release War Films To Spur Production, Fight "War Is Over" Sentiment

New Pictures Show Action on the World's Battlefronts

CHICAGO, Sept. 2.—As the tempo of the war quickens, 16mm. films are being released in ever-greater quantities by the allied governments.

To combat the "war is over" sentiment that has swept the country, a two-reel film, *The War Speeds Up*, is being distributed for the War Department by the war activities committee of the motion picture industry. The film was made at the request of Gen. George Marshall in an effort to offset the production lag and to show the public that the armed forces continue to need war material ranging from bombs to insect repellent. Distribution of this film begins Thursday (7).

Produced by the signal corps of the army pictorial service, the theme of this film is that with the war speeding up, America is slowing down. It features actual demands for materiel from generals in the various theaters of war, the first time such demands have been made public.

To reduce absenteeism and labor turnover, the Navy Department is arranging for showings of three films: *Behind Nazi Guns*, (*The Billboard*, September 2), *Battle for the Beaches* and *December Seventh*.

Two films available thru the industrial incentive division of the navy, for exclusive showing to war workers, are announced. Heralded as timely new combat films, the pictures are *Return to Guam* and *Invasion—Nazi Version*.

Filmed by Nazis

The latter picture shows the storming of the beaches of Europe by allied armies

as seen thru the eyes of Nazi cameras. These films, captured from the enemy in the swift-moving onslaught of the Allies, starkly illustrate the high cost in men and material exacted by the most gigantic invasion in history. Highlights of the film are scenes in which captured American and English paratroopers are shown being marched to prison camps behind the Nazi lines, and other footage depicting the savage duel of gunfire between German shore batteries and allied battlegroups off-shore, firing at almost point-blank range. The film, which was obtained by the office of strategic services, runs 18 minutes.

Return to Guam is a 16-minute resume of the terrific amphibious assault which brought U. S. forces back to the soil of Guam for the first time since Japan grabbed this former American possession.

First the 17-day "softening up" process is shown, with all the navy's guns seen and heard throwing at the Japs some of the 11,000 tons of ammunition expended in that one bombardment. Climax of the camera report is the action showing marines "hitting the beach" in the re-taking of this stepping-stone to Tokyo.

British Release Four Films

Four new war pictures are available thru the film division of the British Information Service. Longest of the group is the six-reel *Coastal Command*, which runs 60 minutes. This is a vivid picturization of the activities of this branch of the Royal Air Force, which guards convoys at sea from submarine and air attack. The story concerns the part played by one of the great flying boats in the destruction of a German raiding vessel. This is a companion picture to *Target for Tonight*.

Already known as a classic of the sea in England, *Merchant Seaman*, another BIS film is now available for the first time in the United States. A one-reel picture, it runs 11 minutes. The story concerns a merchant ship sunk by torpedoes. An eager youngster, rescued from the wreck, takes the gunnery course and at last gets his chance to sink a submarine. Under cover of this story is woven the life of the merchant seamen, showing its hardships, its humor and its unassuming heroism.

Two other timely films released by the British are *D-Day* and *Cherbourg*, both one-reelers. *D-Day*, showing the invasion of France, was filmed under fire, and pictures allied air and naval power "softening up" the enemy-occupied coast. A gigantic convoy is shown on its way across the English Channel, as well as the American and British troops landing and establishing beachheads.

Cherbourg pictures combined American and British action in Normandy subsequent to D-Day. The landing of Generals Eisenhower, Montgomery and De Gaulle is shown, as well as the attack upon Cherbourg by American forces and its liberation by them.

Short Splices

By The Roadshowman

PICTORIAL FILMS, INC., has signed new contracts with RKO and Harmon-Ising for the distribution of sports, entertainment and educational subjects.

THE 21ST ANNIVERSARY of the 16mm. motion picture industry was celebrated recently at a dinner given by the Victor Animatograph Company at Davenport, Ia., and was attended by educational, business and industrial leaders.

"TERRY AND THE PIRATES," widely syndicated comic strip by Milton Caniff, Sunday (27) devoted a full page to dramatizing the motion picture industry's 16mm. gift films for servicemen in combat areas. Last box in the strip shows the G. I.'s seeing a movie that is obviously *Going My Way*, Paramount film starring Bing Crosby, which had its world premiere in 75 different locations overseas.

REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Florida Blossom Preps for 'Nother Southern Swing

NORFOLK, Sept. 2.—Florida Blossom Minstrels, colored tent, is readying equipment and personnel for an early opening in the South and a trek over its established territory in that section, according to George D. Floyd, who returned here last week from Philadelphia, where two 30-foot semi-trailers are being built for the show by the American Truck & Body Company. Each bus sleeps 22 people, Pullman style, and can be converted into coaches for day-time travel.

The show's big top is being flame-proofed with a fire-resisting compound obtained under a government permit. Twenty-five new band uniforms have also been received at quarters here.

Three 30-foot semi-trailers, built in North Carolina by F. H. Walden, of Rich Square Truck & Body Company, have also been delivered. A 30-foot closed steel van and two ton-and-a-half trucks will move the outfit. Two new 10 k.w. light plants will be installed on a ton-and-a-half truck.

S. C. Good to Brown Tenter

MOUNT CROGHAN, S. C., Sept. 2. — Brown's Dixiana Test Show, presenting vaude and pictures, continues to get a healthy play on week stands in this State, where it has shown all summer. Unit is operated by Paul and Selma Brown, of Newark, O., who for many years had out Brownie's Comedians tent show in Kentucky and Ohio. Harry DeCleo, trouping again after a year in the hospital with an injured leg, is featured on the vaude end with his magic and illusions.



New and Recent Releases

(Running Times Are Approximate)

PRIVATE LIFE OF HENRY VIII, released by Brandon Films. This lavish film has been referred to as the one that brought the British motion picture industry to life. A star-studded cast is headed by Charles Laughton as the king; Merle Oberon, Elsa Lanchester, Binnie Barnes and Wendie Barrie are four of his queens, and Robert Donat appears as an inconvenient admirer. Running time, 95 minutes.

JACARE, distributed by Commonwealth Pictures Corporation, was filmed by Frank Buck. Featuring James N. Donaldson, Buck's protege, and Miguel Rojinsky, as a seasoned hunter, the film shows their hair-raising adventures. *Jacare* is a huge, crawling jungle monster, and one of the highlights of the picture is Donaldson's barehanded struggle with him. Running time, 80 minutes.

FIGHT FOR ROME and *Russia's Smashing Offensive*, released by Castle Films, Inc. First half of this film shows the landing at Anzio, battle to retain the beachhead, the destruction of the Nazi fortress in the ancient Benedictine monastery and the terrific artillery duels which follow. Second half of the picture shows the Russian army in action pushing back the Nazi.

HARI KIRI, released by Walter O. Gut-ohn, Inc., stars Charles Boyer and Merle Oberon. Boyer plays a war lord who typifies Japanese fidelity to creed and barbarous tradition. Included in the film are some of the most spectacular naval battles ever filmed.

YOUTH IN CRISIS, distributed by Nu-Art Films, Inc., is a *March of Time* release. Tells what is happening to America's younger citizens as a result of the disruptions and excitement of war. Not always a pleasant picture, it is honest and often highly dramatic. Running time, 18½ minutes.

Rep Ripples

HOMER MEACHUM, tab, rep and minstrel vet, has joined the Cornhuskers' Jamboree heard daily except Sunday from 6:15-6:45 a.m. over WKRC, Cincinnati, and each Saturday night, 7:15-7:45, via WKRC, from the stage of a theater in the Cincy area. He is doing two different comedy characters with the unit. . . .

HAROLD CARLE, former repster, has a three-people vaude-picture trick in the Lebanon, Tenn., territory and says business is okay. . . . GUY WELKER, bass player; Bob Martin, trombonist, and "Hi-Brown" Bobby Burns, comic, who trouped together on the old Lasses White Minstrels, enjoyed a few days' visit recently at Shelbina, Mo., where Burns was visiting his son, Lloyd, solo trumpet player with the Neil Schaffner Players. . . .

JACK SWEETMAN, ace snare drummer of the old minstrel days, was tendered a surprise party Sunday, August 27, in his home town of Circleville, O., by showfolk friends from Columbus, Zanesville, Lancaster and Chillicothe, all in Ohio. Sweetman has rejoined the Linton DeWolfe unit show for another swing over the Kemp Time in the South. . . . CHARLES H. REID, who has had a vaude-picture unit in the Berkshire sector of Massachusetts and Connecticut this summer, will operate a circle picture show out of Troy, N. Y., this winter, playing towns in New York and Southern Vermont. . . .

ARTHUR KINSLEY, who has been getting a good play with his vaude-picture unit in Northern New England this summer, moves into halls and schools the middle of September. . . . MEL (SAMBO) HUM-MITZSCH is reported readying his Dixie-land Minstrels for his annual showings in his established territory around Sheboygan, Wis. . . . F. D. WHETTEN, veteran circus trouper, and who later operated his own one-night rep, cracks with his kiddies' magic circus in West Virginia schools September 20. He's set in that State and Maryland until December 10. . . .

H. M. CONNERY will operate a vaude-picture circle in York County, Maine, beginning late this month. . . . R. E. WILLIAMS reports good business in Hunt County, Texas, for his vaude-picture combination playing fairs and celebrations. Master Robert Williams is the vaude, with music, monologs and vent.

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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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(See LETTER LIST on page 57)

MORE GIFTS AT FALL SHOW

Ersatz Toys Nixed For Holiday Trade

CHICAGO, Sept. 2.—Merchandisers learned this week that it would be an "All-American Christmas when Santa slides down the chimney with his pack filled with a quarter-billion dollars' worth of toys made in the U. S. Retailers expect to have \$50,000,000 more in toys and games than in the late pre-war years, according to the picture given by the shoppers and distributors in the Merchandise Mart.

Small wooden toys, jigsaw puzzles, games, wooden guns and hobby toys were said to be in good supply. In spite of restrictions, game makers have been able to increase their output as high as 40 per cent over pre-war production, altho war games will not be as popular this Christmas with the feeling that the war may end abruptly. Hobby toys are plentiful, especially model planes and ships, altho a few small wooden toys will be scarce because of shortages in lumber. Dolls and stuffed animals will be expensive this year, and they won't cry "mama" or bark because the voice boxes were made out of hard-to-get metal. Human hair has been substituted with yarn wigs, and one manufacturer expressed the belief that yarn would be popular even after the war. Toy men are expecting a large business in collectors' items made by famous European refugee doll makers.

Because of wartime shortages, doll buggies, children's wooden furniture, and cowboy suits will be of poorer quality, and mechanical toys and models will not be available.

Toy buyers said there were some long faces among those manufacturers who got into the business after the war started, expecting that the spending public would gladly buy anything turned out. They found that wholesalers and retailers didn't feel that way, because the "fly-by-night" toy brought on too many complaints last year when it broke down the first time junior

MERCHANDISE TRENDS

By Evelyn Mareneck

CHICAGO, Sept. 2.—Apparently last week's memorable triumph across the fields of France which saw the "City of Light" freed from its four years of Nazi darkness was not responsible for the rather sorry display on reconversion matters being done by Congress. It is almost as if the quicker V-Day is coming upon us, the slower are Congress' actions, for the peace at home is far from being won. . . . In the meantime, WPB was still involved in its long-standing dissension, the unfortunate climax resulting in the resignation of Charles E. Wilson, executive vice-chairman. Wilson apparently saw fit to join the military authorities in their theory about man-power needs for war production, while it was Chairman Donald Nelson's contention that the problem of meeting specialized military needs would not be solved "by letting loose a blunderbuss against the whole man-power situation or by general edicts and broad limitations upon the use of labor." The question of man-power needs, however, was put quite bluntly before the Mead committee (formerly the Truman), which evidently entertained some doubts about stocks in domestic warehouses, and it was announced that its members will start an inspection of both civilian and war supplies. . . . Merchandisers who have been following WPB developments closely recognize that this is the first real step to get at the facts tied up in the matter of war supplies vs. peacetime production. . . . spot checking war supplies and inspecting domestic warehouses may be the key to reconversion, labor, material and

played with it. Toy dealers and distributors admit that playthings are higher priced than in previous years, but as one wholesaler put it, "There are so many things parents cannot buy for their youngsters—they won't stop to think twice about the price of one good toy."

other questions which must be ironed out to have a fluid drive from war to peace.

Gift Orders Increase

Of interest to the specialty merchandise field was the estimate this week of the Army Exchange Service which indicated that about 1,600,000 individual orders from soldiers overseas would be handled in the coming weeks. The colossal task of helping the G. I.'s make out their Christmas lists for the folks back home is being handled thru a gift catalog which the Exchange Service has sent to camps overseas. The 1944 catalog, distributed last June to overseas Yanks only, offers a wide variety of goods at slightly less than U. S. retail prices and features toys, novelties, candy, perfume, flowers and in addition book and magazine subscriptions and personal items. Manufacturers are expecting an increase of gifts this (See Merchandise Trends on page 52)

Buyers Shun Ersatz Mdse.

Luggage dealers also meet, say changes predicted in industry for post-war era

NEW YORK, Sept. 2.—Reports at the semi-annual New York Gift Show here which opened August 28 indicated that the 20 per cent federal tax on gift merchandise had not slowed up sales nearly so much as had been expected by the trade when the tax went into effect. This was the general opinion expressed by more than 2,500 buyers who came to the show. Increasing amounts of money in circulation and big pay rolls are said (See Gift at Fall Show on page 51)

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16/18" Fox Tails, Per 100	16.00
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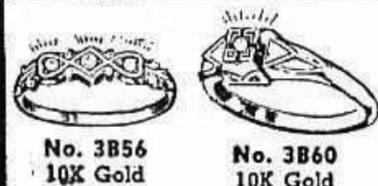
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Wood Mag. Rack, Walnut or Maple	1.15
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Drip Type Glass Coffee Maker	.95
Fiesta, 4-Piece Ref. Set	1.10
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A new indoor golf game which has many of the thrills of outdoor golf has just been perfected and put on the market by the handcraft division of Burgess-Battery Company of Chicago. Burgess is offering the new game for sale by all types of outlets featuring novelty merchandise. "Handigolf" is played by dropping a plunger down the length of the club, which, when it strikes the head of the club, propels the ball to the hole. Trick shots can be made the same as in outdoor golf, and the game comes packed in a colorful "golf bag" box with two clubs, four handigolf balls and a set of numbered "holes," plus instructions. "Handigolf" should be popular with everyone.

It's Sensational

Beautiful, practical and profitable are the words retailers are using to describe a mock tortoise shell cigarette container offered by Sig. Dawer & Company, New York. The translucent, plastic "Fethalite" container holds over 20 king or regular-size cigarettes comfortably, and its smart, distinctive lines make it a wonderful gift and household item. Reports say that "Fethalite" is the most outstanding item of its kind, because there is nothing like it on the market for the money. The manufacturer urges that wise merchandisers who want to increase their sales and profits order a stock immediately.

Oh, Baby!

From sunny California, brilliantly designed Rainbo toys are being offered for immediate delivery by W. A. Genesey & Company, Los Angeles. These toys are said to be an innovation on any novelty merchandise shelf because they are perfectly formed, non-breakable lucite rods on which are strong, colored hardwood rings to keep tiny hands busy. Wee fingers learn fast on these unusual baby educational toys, and each comes in individually packaged gifts.

Some Fun—Some Book!

A new fast seller promised to bring big profits is the handy pocket-size booklet which contains 12 quiz and forfeit question and 12 games of chance. Gay Games, Inc., Muncie, Ind., offers this sharp item and claims that the book is ideal for parties, service men and women, campaign-fund raising and the like. It is said that the *Book of Fun* is fast moving in all novelty and specialty stores, cigar counters, taverns, lunchrooms or wherever it is displayed.

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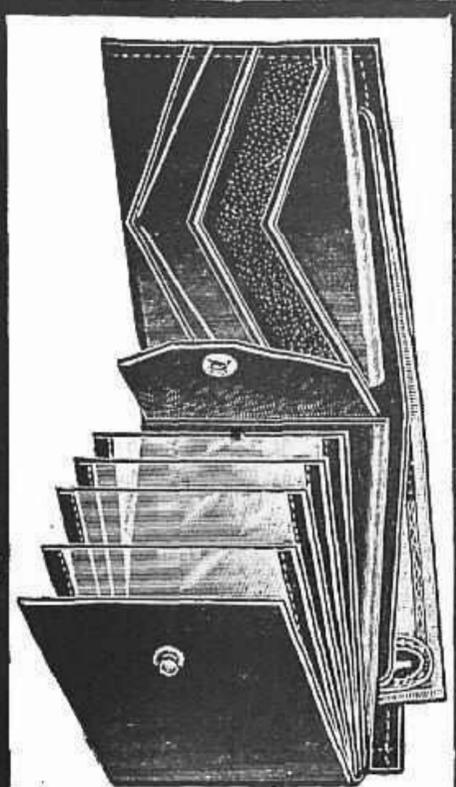
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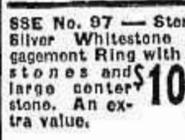
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No. W8861Y. Sterling Silver Whitestone Wedding Ring. Set with 5 stones. \$4.50 Dz.



No. S288 \$12.00 Dz. Sterling Silver, Side Stones, Large Center Stone.



68E No. 97 — Sterling Silver Whitestone Engagement Ring with side stones and large center stone. An extra value. \$10.50 Dz.



MID CONTINENT JEWELRY CO. 100 1/2 N. Wilson Ave. JEFFERSON, IOWA

GIFTS AT FALL SHOW

(Continued from page 49) to be the reasons why the tax did not discourage consumer purchases. Beginning of the Christmas gift purchases for people in the services overseas scheduled to start September 15 is expected to boost gift sales considerably.

Attendance Slightly Smaller

Attendance at the gift show this year was said to be slightly smaller than a year ago at the same time and also under that registered at the February show this year. About 400 lines were on display and this showed an increase over the merchandise of last year. According to some trade leaders, this is a very favorable sign, showing that more goods may be available. Discussions of trade conditions showed that metals are still out of the picture for making toys and gift merchandise. This meant more displays of such articles as handbags, leather goods, costume jewelry, china and glassware, pictures, figurines and ornamental wood items.

A lot of interest was shown on the ersatz goods but hesitancy in buying was reported in many quarters. Buyers were studying this type of goods but said they had been instructed to buy less of this merchandise unless they found it to have unusual merit.

Firms that displayed the goods said they wanted to clear it all out by the end of the year.

Reconversion Discussed

There was much discussion of the spot authorization plan and what new merchandise might be made available as the WPB plans for reconversion progress during the rest of the year. Opinion seemed to be that the first civilian goods permitted would be necessities and that it might be some time before gift items appeared on the market in quantity. Manufacturers said they faced labor problems in their plans to increase production even when materials and other conditions are favorable. The president of the Chicago Gift Show attended the show here and commented that the fall show held recently in Chicago had not been quite as active as the spring show in that city.

While the gift show was in progress, the National Luggage Dealers were also in session at the Hotel Pennsylvania. Luggage items will figure largely in gift sales this year, trade leaders say. The luggage industry is planning to produce 35 to 40 per cent more goods in the post-war period than it did in 1940. Manufacturers said much will depend upon retailers being able to sell this production. Many radical changes in luggage are predicted in the post-war era, with plastics to play an important part in new models. Lighter weight leather goods are also expected to become more popular. Production restrictions on luggage are expected to be eased immediately after Germany collapses, and trade leaders think that leather luggage will be permitted soon thereafter.

Consider Used Goods

While in convention here, the gift and luggage trade had time to consider the newly amended form of MPR-429 which was issued by the Office of Price Administration August 24. A number of popular merchandise articles, when sold as used goods, have been put under the price ceiling regulations of this order. In fact, the list of goods covered by the order reads almost like a catalog of specialty merchandise and includes such items as china and glass, household appliances, jewelry, lamps and shades, luggage, optical goods, personal accessories, radios, phonographs and records, sporting goods, toys and games and other articles.

PHOTO STUDIOS 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. \$1.00 for all 3 Samples. Satisfaction or Refund.

C. GAMEISER

146 Park Row, New York 7, N. Y.

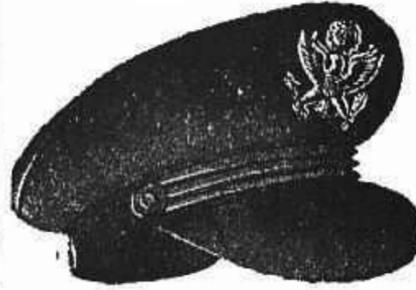
FINE WATCHES

MEN'S & LADIES' And Novelty Jewelry. Wholesale Only.

MARLENE SALES

5 N. Wabash Ave. Chicago 2, Ill.

SPECIAL CLOSE-OUT FOR WIRE WORKERS!

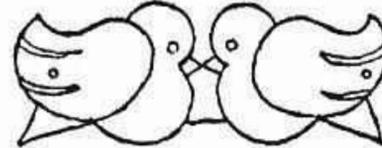


No. 151 — Khaki Mother of Pearl Cap, Drilled for Wire Work.

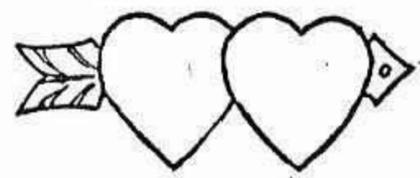
With Sterling Silver \$48.00 Gold Plated Insignia. GR.

Without Insignia . . \$36.00 GR.

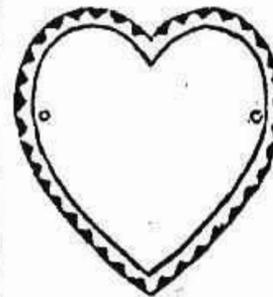
PEARL PLATES



8567



8520



8515

NUMBER AND DESCRIPTION		IRIDESCENT FRESH WATER
No. 8515	50 Ligne Heart, 2 Holes, 2 Engravings	\$16.20 Gr.
No. 8518	70 Ligne Leaf	\$ 9.00 "
No. 8520	70 Ligne Double Heart & Arrow	\$12.00 "
No. 8545	85 Ligne Feather	\$13.50 "
No. 8567	70 Ligne Double Love Bird	\$13.50 "
No. 8593	55 Ligne Bow	\$ 8.40 "

5 Gross Lots, Assorted—5% Discount 1/3 Dep., Bal. C. O. D., F. O. B., N. Y.

CLOSE-OUTS OF MILITARY INSIGNIA JEWELRY—WRITE FOR PRICES!

MURRAY SIMON CO.

114 EAST 32D STREET NEW YORK 16, N. Y. Phone Lexington 2-5788

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.

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.

BINGO

SPECIALS ★ CARDS TRANSPARENT MARKERS Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO



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—\$5.50 in dozen lots, \$80.00 per gross, or send \$1.00 for 2 Samples.

SCOTCH, 1129 6th Ave., N. Y.

BIRDS BIRDS BIRDS

Coney Island's Best Seller

AMERICAN-MADE SWINGING AND SINGING BIRDS

Hustlers, Novelty and Souvenir Men

Sample Four Birds, \$1.00—\$21.00 Per Gross

Send Deposit, Balance C. O. D.

U. S. FLAG & BANNER

319 W. 50th St. at Madison Square Garden

NEW YORK, N. Y.

CATALOG NOW READY

SWAGGERS Assorted Colors - Full Length - Heavy Weight. Gross—\$10.50

2 Gross in Carton—Single Gross, \$11.00 SPECIAL — 12 Gross American Made Slum Prepaid When Cash Accompanies Order, \$12.00. NOTE, PLASTER USERS: Write for List of Special Items To Take the Place of Plaster.

MIDWEST MERCHANDISE CO.

1010 E. DUBLINWAY KANSAS CITY, MO.

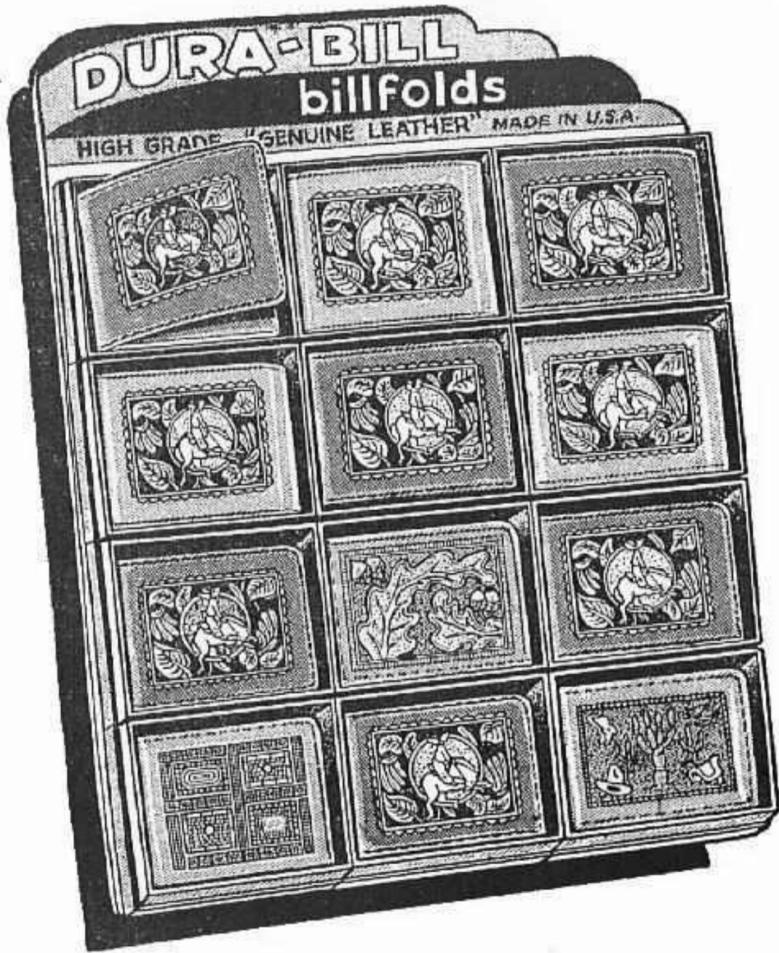
3 COMPLETE SERVICES

Printed Cards — Information. Wire or Write Quick. Dept. C.

HYKE FOOTBALL SERVICE

9th Floor, Southland Hotel,

Dallas 1, Texas



WESTERN LEATHER BILLFOLDS

12 Assorted High Grade Leather Billfolds, Light and Dark Leathers, Two-Tone Embossings, Zipper Billfold for Last Sale. Complete With 1200 Hole 5c Salesboard, Takes in \$60.00 and Pays Out All 12 Billfolds and \$4.00 in Trade. Per Assortment Complete—

\$16.50

Terms Net Cash F. O. B.

BERG SALES CO.

309 HENNEPIN AVE., MINNEAPOLIS 1, MINN.

AVAILABLE TO JOBBERS AND OPERATORS ONLY

MERCHANDISE TRENDS

(Continued from page 49)

year, for G. I.'s have already bought about 850,000 orders from the catalog, exclusive of Christmas.

Trade Higher

Retail trade was given a promise that fall business would furnish good gains after the holiday, according to its swing back from mild heat prostration the week before. Dun & Bradstreet reported that trade showed an improvement over the corresponding 1943 period, and nationwide retail sales were estimated to be 3 to 7 per cent above a year ago. Department store sales were 1 per cent higher also, the Federal Reserve Board reported. Generally, all new merchandise met immediate consumer response and back-to-school purchases accounted for a large portion of the increased volume of sales.

Washington Warning!

Premium business expects to flourish after the war, but the Federal Trade Commission advises retailers to be careful in these terrific, yet turbulent, last hours before victory. The trade is warned not to offer free goods or services unless it really means it. According to FTC, such practices are out of line when advertised that installation costs for an article are "free"—and, in fact, the cost is figured into the sales price. Also on the nix list are articles given away contingent upon purchase of a set when cost price includes the so-called "free" gift. If the item or service is advertised as a premium, FTC insists that it must be given away unconditionally—without cost.

Pocket Radios Coming

A trend was revealed in Boston last week thru surveys that there will be a huge demand for miniature pocket radios after the war. It is likely that the post-war models will be a great improvement over the popular pre-war radios, as already there are changes being made in parts, designs and reception. Battery makers were encouraged with the relaxing of restrictions in WPB's reconversion order under L-71, and announcements are expected to be made soon as to what they are doing in advancing developments in battery designs. Those who studied the situation say that miniature radios will corner a huge market because of their two-fold use—entertainment at a moderate cost, entertainment at any location—be it on a Ferris Wheel or at the seashore.

JEWELRY!

AT FACTORY PRICES

Direct From Providence

- Beautiful Locket on chain...\$29.00 dz.
- Crosses on chains..... 18.00 dz.
- Identification Bracelets..... 2.95 ea.
- Identification Bracelets..... 3.50 ea.
- Identification Bracelets..... 4.50 ea.
- Ear Rings (assortment)..... 12.00 dz.
- Baby Rings, 10 Karat Gold.. 18.00 dz.
- Carmen Type Bracelets..... 7.95 ea.
- Expansion Watch Bracelets.. 6.75 ea.

Send 1/3 Deposit, Bal. C. O. D.

PROVIDENCE WHOLESALE JEWELERS

357 WESTMINSTER ST.

PROVIDENCE, R. I.

Write to us for ANYTHING IN JEWELRY

SOME OF OUR LATEST NUMBERS

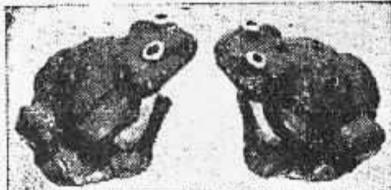
For our full line of latest numbers, send for our Set K of illustrated price lists

Beautifully Colored Salt & Peppers for Collectors.

Made of moulding composition. \$3.00 per doz. pairs; in gross lots, \$2.75 per doz. pairs, but the gross may be assorted among over fifty different numbers. But never less than 1/2 doz. of a number.

#4248K Frogs

#4245K Astonished Scotties



1 1/2 Inch High, Green with White Breasts

2 3/4 Inches High, White, Pink and Blue

All Salt and Peppers are packed 1/2 doz. pairs of a number in box. 1/2 doz. pairs smallest quantity sold.

We have a tremendous assortment of Salt & Peppers for collectors. Fully illustrated price lists K matted on application.

We carry a large line of GIFT GOODS from \$1.80 to \$90.00 per doz. Complete set of K illustrated price lists will be sent to any Gift Shop on application. We fill no orders for less than \$15.00.

115-119 K South Market Street Chicago 6, Ill.

LEO KAUL IMPORTING AGENCY, Inc.

NOW IN STOCK FOR IMMEDIATE SHIPMENT ROOSEVELT AND DEWEY BUTTONS

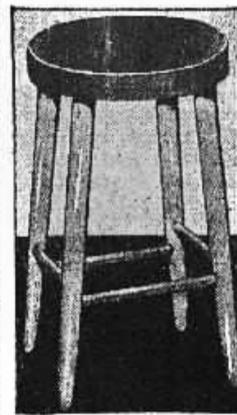
\$17.00 per M \$2.00 per C



Cloth R.W.B. Bow Flags...\$1.25
Tin Horns, Flags All Sizes.
Comic Saying Bands.....\$1.75 C
Comic Felt Plaques..... 2.75 C
Asst. Plaster Dogs, Elephants, Bunnies—Dutch Boy and Girl, at \$9.50 Gross.

50% Deposit With Orders, Balance C. O. D.

HAMMER BROS. NOVELTY CO. 114 Park Row, N. Y. 7, N. Y.



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.

B28A28 Each...\$1.85 Lots of 12 Each...\$1.75

25% Deposit Required on C. O. D. Orders. We Sell Wholesale Only. Catalog Sent on Request.

Hagan JOSEPH HAGN COMPANY WHOLESALE DISTRIBUTORS SINCE 1911 217-223 WEST MADISON ST., CHICAGO 6

WHIPS

100 Gross in Stock

Whistle-Handle Silk Lash Whips, \$19.00 per gross. Dewey or Roosevelt Campaign Buttons, 36 ligne, \$2.00 per C; \$17.50 per M. 1/3 deposit with order. Act fast.

CHARLES SHEAR

146 Park Row NEW YORK 7, N. Y.

Attention, Concessionaires

If you are playing the fairs near New York and you want plaster for all kinds of games come and get it. Stock on hand.

PROSPERITY ART NOVELTY CO.

2865-7 West 15 St. Coney Island, N. Y.



WILSON "WALKIES"

—Those Astounding Toys—

SELF-WALKING MINIATURES—They walk on their own power. The sweethearts of the toy world—the solution to your OVERSEAS GIFT problems. Ten smart characters—DOUGHBOY, SAILORBOY, RED CROSS NURSE, JOHNNY PENGUIN, CIRCUS CLOWN, LITTLE RED RIDING HOOD, MAMMY of pancake fame, PA & MA BUNNY and old SANTA CLAUS himself. Just think of the surprise and pleasure you can give to those in the service abroad. And here are the astoundingly low prices: Any pair you wish, \$1.00—the MILITARY TRIO, viz. DOUGHBOY, SAILORBOY and RED CROSS NURSE, packed in a tri-colored patriotic carton, with demonstrating device, \$1.85—including a CIRCUS CLOWN or JOHNNY PENGUIN, making a total of four characters, packed in an OVERSEAS MAILING CARTON (which you can use for forwarding), \$2.25. The complete set of ten (10) characters, packed in a novelty LUNCH KIT, which you use for forwarding OVERSEAS, with a demonstrating device, \$4.00. Price to dealers, \$30.00 per gross characters—make up your own deals—all prices quoted mean delivered. Send remittance in full for what you want. Offer good in Continental U. S. A. only. No C. O. D. shipments. Overseas mailing starts Sept. 15th and ends Oct. 15th—no time to dally.

WILSON "WALKIES" 15 Wilson Bldg. Crestline, Ohio



\$1.50 EACH

In doz. lots. 20-yr. gr. Metal with pearl-like inlay. Order Now! Catalog Free.

UNITED JEWELRY CO.

Dept. 388-B Wheeling, W. Va.

THANKS TO OUR MANY FRIENDS AND CUSTOMERS...

Your generous patronage in the past has necessitated our removal to new, larger headquarters at 5 No. Wabash Ave., Chicago 2, Illinois. We sincerely appreciate your business and promise you that we shall continue to give you the best possible service and the finest merchandise available at prices that allow you a fair profit.

MARLENE SALES

5 NO. WABASH AVENUE

CHICAGO 2, ILLINOIS



#670 ARMY TANK
A real reproduction of the tanks now in service. Makes a continuous machine gun noise as it moves. 8" long and 3 1/2" wide. Each boxed. An excellent value.
\$4.75 Dozen.

SPECIAL
#7007-A—Three-piece Lucite set in silk lined gift box.
\$2.90 Per Set. \$33.00 Dozen.
1/3 Deposit.

CATALOG FREE
DIVERSO PRODUCTS COMPANY
610 North Water Milwaukee, Wisconsin

Novelty Biz Brings Exhibitors to Mart

CHICAGO, Sept. 2.—Buyers of novelty merchandise found a big attraction in the exhibitions of gift and art goods, toys, novelties and variety merchandise at the Fall Market opening here. Among the heavier items that will also be shown in the group displays, novelty merchandise exhibitors will have their showrooms in the Palmer House thrown open to a record number of buyers as the trade seeks to fill their fall and holiday season needs. According to the Chicago Association of Commerce, the 1944 mass display of Chicago's wares will find more than 2,400 local manufacturers and wholesalers throwing their showrooms open to buyers.

The Fall Market this year will be unlike previous showings, being strictly a mercantile affair, and all entertainment attractions have been ruled out for the duration. The need for transportation and hotel accommodations has also been emphasized by the committee.

Not only is Chicago the "convention" city, but manufacturers are striving to make it the novelty center of the post-war world, and the specialty merchandise exhibitions are anticipated to forecast this trend.

Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

RALPH GARDNER . . . cards from Lansing, Mich., that he is still on sheet and doing okay, but that he hasn't cut up a jackpot with a pitch lad for a long time. He also wants pipes from Tom Kennedy and Count Seldom Skoff.

RESPECT the contract you sign.

KID CARRIGAN . . . is on a two-week vacash and looking for a new spot to open a store. He sold his Cincinnati Sixth Street site to a Hindu, who will continue to sell med that Carrigan had in stock. The Kid was there six months, a record for him at one indoor spot. Carrigan's folding green is quite a bunch as a result of his recent takes.

SMILIN' AL STOFEL . . . in the army and putting on shows for the boys, cards from Spartanburg, S. C.: "They like *Over the River, Charlie.*"

BEEFING about biz never makes it better.

BILLY (JIGGS) FINNIGAN . . . of Jiggs and Maggie fame, pencils from Macon, Ga., that they have been doing okay thru Louisiana, Mississippi and Florida. He met old-timer Franky Shunes, who reported good takes in Macon.

HELEN GAGAN . . . was knocking over big takes with shampoo when spotted at Nelsner's in Cincinnati one day last week. She has stock to last until the Christmas holidays.

HAVE YOU been getting big takes out of little affairs?

PAT MALONE . . . and Jack (Bottles) Stover report a red one on leaf at Petersburg (Va.) Tri-County Fair. They met Freeman, the leafie, who reported good takes in the Cumberland Valley.

H. H. DAWSON . . . types from Chattanooga that he is operating Jobbers' Supply Company there and recently cut up a jackpot with Doc Robert N. Smith and J. Sparks Jr., who had recently returned from Georgia markets.

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 14K Gold Wedding Band, in beautiful new modern style, with chip 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.

1,000 SLUM
10 Varieties
\$9.00
American Made
Better Grade - \$15.00 Per 1,000
SPANISH HATS, \$2 Doz. \$23.00 Per Gross.
Also Leis and Canes.
1/4 Deposit, Balance C. O. D.
K. S. CAUFIELD
308 S. Third Louisville 2, Ky.

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

MONEY-BACK GUARANTEE!
EXPLODING STICK MATCHES, \$5.95 GROSS.
BOB PINS (18 on beautiful Card packed in attractive Counter Display Box), 48 Cards to the Box. \$11.80 GROSS (144 Cards).
ERNIE'S ENTERPRISES
725 Pine Street St. Louis 1, Mo.

— FAIR AND CARNIVAL SPECIALS —

Our buyers have scoured the markets for merchandise U. S. MADE SLUM

Worth Covered Base Balls	Per Doz. \$ 2.00
Spanish Hats	2.25
Mexican Hats	2.00
White, Blue or Tan Yacht Caps	1.90
Horseshoe Plaques	2.00
16-Inch Soldier and Sailor Dolls, Plastic Heads With "Goo-Goo" Eyes and Stuffed Bodies, Special	16.50
Jumbo Hawaiian Leis, Gro.	6.75
Swaggers, Gro.	10.75
Jumbo Fox Tails With Comic Cards, Per 100	23.00
Knife Rack Rings, Per 100	2.50
Cane Rack Rings, Per 100	2.50
Shooting Corks, Per 1000	2.25
4 to 7 Inch Hoop-La Rings, Doz.55

GLASSWARE

Heavy Whiskey Glasses	Gross \$ 3.50
Ash Trays	3.75
Tumblers	4.00
Nappies	4.50
Sugar Bowls and Creamers	4.80
Saucers	4.80
Cups	5.20
6" Bowls	6.75
8 1/2" Bowls	10.80

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.

COSTUME JEWELRY

EARRINGS — PINS. New Styles, **\$7.00**
Beautiful Numbers. 12 Assorted Doz.
Styles to Doz. at the Low Price of **Retails for \$1.49**

MILITARY INSIGNIA PINS. **\$4.50**
Sterling Silver. Dozen Assorted Doz.
Handsome Styles . . . at the **Retails for 98¢**
Low Price of

Send for Sample Order of Each.

L. COHEN 2403 BEVERLY RD. BROOKLYN, N. Y.

CANES, LEIS, VICTORY "V"

Canes, 1/4 in. thick, 30 in. long, painted bright red, colored knobs, silk tassel, \$6.00 per 100; Leis, 1 in. Waterproof, \$3.00 gross; others, \$4.00 and \$8.00 gross; Victory "V" on stand with flag, great gloveout item, 6 and 12 in. high, \$11.00 and \$14.00 gross; samples, 50¢ stamps. Slum and Balloon Sticks.

UNGER SUPPLY CO.
567 Harrison St., Chicago 7, Ill.

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.
1033-1035 Mission St., San Francisco 3, Calif.

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.

CANDY IN XMAS, O'SEA TINS

Over 4# Fine Assorted Candy in new O.D. tins, ready to wrap and mail. Can be shipped without request Sept. 15 to Oct. 15, \$3.50 to \$4.00 Retail value, \$30.00 doz. net. F. O. B. cash with order or 25%, balance C. O. D. Supply limited.

PRESCOTT CANDY KITCHEN
1017 W. Platt St., Tampa 6, Fla.

COMIC AND PATRIOTIC HAT BANDS

24 Inches Long — Assorted Colors.
Large Variety of Up-to-the-Minute Wise Cracks.
\$1.75 Per 100. Special Price, Lots of 1000, \$16.50
Complete Line of Merchandise for Any Type of Concession . . .
Send for Catalog — Just Off the Press.

ON TO VICTORY
DOWN WITH THE JAPS
WERE OUT TO WIN
DOWN WITH HITLER
SLAP THE JAPS
THE BRUCE—WITH THE FORCE

TELL IT TO Casey YOUR DEPENDABLE SOURCE OF SUPPLY
1132 S. WABASH AVE. • CHICAGO

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.

HARD TO GET NECESSITIES — ALSO — MILITARY PATRIOTIC ITEMS



Priced below competition in 192-page Wholesale Catalog, FREE. Write Today! 28 Years of Values!

MILLS SALES CO.
MAIN BRANCH • OUR ONLY MAILING ADDRESS
901 BROADWAY, New York 3, N. Y.
WORLD'S Lowest Priced WHOLESALERS

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!

S. ANGELL & CO. Manufacturing Furrier
236 W. 27th St. (Dept. b-3), New York 1, N. Y.

CHOCOLATES

In Cedar Chests, Leatherette Vanity Boxes and Packaged 1 and 2 Lb. Boxes.
Deals for Operators. Write for Prices.

Earl Products Co.
1144 S. St. Louis Ave., Chicago 24, Ill.

JOBBERS' SPECIALS

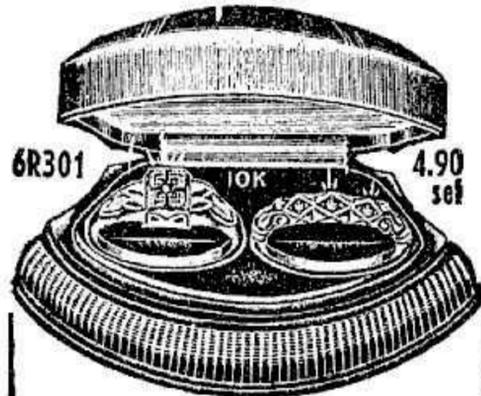
Prompt Shipments
NATIONAL BRAND Fountain Pens with 14K Solid GOLD Points, \$18.00 Dz. Pen & Pencil Sets, same, \$24.00 Dz. All Individual Gift Boxes. Gold Plated Pocket Lighters, \$12.00 Dz. Zipper Leather Wallets, \$9.00 to \$30.00 Dz. Custom Built, Ind. Bss. Samples prepaid, \$10 to \$25.

Monarch Products Co.
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POPULAR BRANDS ANY QUANTITY
Can Use Some Off Brands.

W. R. DOZE AMUSEMENT CO.
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DIAMOND RING SETS
 10K Gold Mountings
6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring Set \$4.90
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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

COIL WORKERS
 The same high-class Merchandise and the same prompt service you have received in the past. Now ready to ship any amount.
\$33.00 Per Gro. F. O. B.
H. O. STRIKER
 616 RIVER YPSILANTI, MICH.
 Est. 1919
 Pioneer Originator and Inventor of the First Auxiliary Coil

NYLON HOSE
 From the heart of the hosiery industry for merchants and dealers only. Very Sheer Genuine Du Pont Nylon, in thirds only, \$7.00 doz. pair. Regular sizes 8 1/4 to 10 1/4. 61 Gauge Rayon, seconds, \$6.50 doz. Very Sheer Bare Leg Hose, thirds, \$2.40. Beautiful 45 Gauge Full Fashion, seconds, \$4.00. Nylon Tooth Brushes, per doz., \$2.00. Men's Fancy Long Socks, seconds, \$1.75. Men's Beautiful Banner Wrap, thirds, \$2.00. Men's Asst. 12-Inch Top, fancy, long, \$1.00. Ladies' and Children's Anklets, 75c, \$1.25, \$1.50. **LIVE DISTRIBUTORS AND DEALERS WANTED.** Let us suggest you send \$25.00 for a beginner's order, which includes 1 doz. Nylon Hose. We guarantee all Nylon has been produced prior to June 1, 1944. No refunds on Nylon.
Jobbers Supply Co.
 1277 Market St. CHATTANOOGA, TENN.

15 Magic Tricks AND PUZZLES
 In Large Four-Color Box. \$1.00 retail — \$7.20 dozen prepaid. One-third cash. Sample 60c. Jobbers write.
15 SEALED MYSTERIES
 NO SKILL REQUIRED
Theron Fox
 1024 CAROLYN - SAN JOSE 10, CALIFORNIA

Edgerite Stropper, No. 178-175 Auto Stropps and Dressing. Barber Stropps in No. 50, 40, 20. All No. 1 shell pigskin.
WALLENBECK MFG.
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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

The latter team had a new truck loaded with socks and was headed for the peanut country. Other visitors included Doc Blackey Cummings and C. D. Newson, of sheet fame.

NO FOOT WORKER ever brags about defeat.

E. J. HORST . . . is working in a war plant in Lima, O., but itching to get back with his Mex jumping beans and snowballs. He recently visited the Wapakoneta (O.) Fair, where he cut up jackpots with John Brennan and John Jacobs, punch needles; Gene Krieg, cut-out names, and Ed and Ethel Hill, with Chappy, on jewelry. "Looked like a big week for the folks," Horst inks.

COL. C. A. MAITLAND . . . made the jubilee at Waynesboro, Va., recently.

SOME CHILDREN chased away today may be the tips of tomorrow.

EILEEN ROGERS . . . shoots some advice from Crystal Palace Market, San Francisco: "Isn't it time some one should point out to engravers that engraving should be sold, not given away. Stores featuring novelty jewelry, different from the five and dime store variety, will function long after the war. Engraving will always be the main sales appeal. But it should be sold separately and not given free. A legible scribe can charge \$1 for a monel ring; 75 cents for a name on a watch; 35 cents for initials on cig lighters, powder compacts, etc. Choosing an engraver will have to be done with more discrimination. It isn't good handwriting that makes passable engravers, it is a sensitive touch. One writes by sight; one engraves by touch. Employers should ask the aspiring engraver to sketch a profile to determine his touch; not say, 'write Mary Doe,' and if it looks okay, hire him."

NEXT TIME you cut up jackpots send a slice to the column.

NEW ENGLAND JACK MURRAY . . . pipes from Oshkosh, Wis.: "Walton the Great, modest wild-life impresario, opines that competition spurs a man to greater effort. Wells and Floyd King, a little more bally would help. Sam Bedrick and fellow sheet writers are always welcome to a big free chicken dinner every Friday under my big top."

MONTY FERDON . . . off the road for 15 years and now located in Dayton, O., recently hopped to Baltimore to take care of the funeral arrangements of his father, James Ferdon, who had a heart attack after pitching there recently.

SOME ARE getting ready to lay down the tools of war for the old tripes.

FREDDIE KJORLINE . . . and Bill Newcomb are grabbing the green with peelers on fairs in Wisconsin. They hail from the Twin Cities.

Events for Two Weeks

- September 4-9
 CALIF.—Los Angeles. Rodeo 3-4. Newman. Rangers Rodeo, 10. San Jose. Dog Show, 4.
 COLO.—Arvada. Dog Show, 9. Rocky Ford. Rodeo, 6-8. Trinidad. Round-Up, 3-4.
 IDAHO—Filler. Rodeo, 6-9.
 IND.—Portland. Dog Show, 9.
 KAN.—Dodge City. Round-Up, 8-10. MO.—Plint. Dog Show, 4. MO.—Bucklin. Home-Coming, 7-9. Leadwood. Celebration, 4-9. N. J.—Phillipsburg. Legion Celebration, 4-9. N. Y.—Albany. Dog Show, 4. Rye. Dog Show, 9-10. O.—Greenville. Dog Show, 10. Cheviot. Harvest Home Festival, 8-9. S. D.—Rapid City. Legion Celebration, Sept. 4-9.
 TENN.—Petersburg. Colt Show, 5-8. WASH.—Renton. Dog Show, 9-10.

- September 11-16
 CALIF.—Los Angeles. Dog Show, 17. CONN.—Darlen. Dog Show, 16-17. IND.—Indianapolis. Dog Show, 16. KAN.—Topeka. Rodeo at Kansas Free Fair, 9-12. MASS.—Boston. Gift Show, 11-14. MO.—Monroe City. Victory Festival, 14-16. O.—Junction City. Home-Coming, 10-16. North Baltimore. Mexican Fiesta, 13-17. OKLA.—Chickasha. Rodeo, 14-16. ORE.—Pendleton. Round-Up, 14-16. PA.—Claysburg. Farm Products Show, 14-16. McClure. Bean Soup Celebration, 14-16. TEX.—Corsicana. Rodeo, 12-16. UTAH—Brigham City. Peach Days, 15-16. CAN.—Montreal, Que. Rodeo, 14-24.

ARREST MINN. ACCUSER
 (Continued from page 32)

annual programs of education and entertainment, we have authorized this statement."

Lee Demands Witness

Board action came after a verbal exchange between Soltau and Secretary Lee at the administration building. Soltau is said to have started to question Lee, but the latter refused to permit any conversation unless witnesses were present. "I want some one to listen because I have no confidence in your veracity," said Lee. After a witness was obtained, Soltau demanded that Lee and the fair board take immediate action against concessions the clergyman alleged to be operating gambling. When Lee asked Soltau if he had presented the matter to the courts, the latter said that he had, and the fair secretary replied: "Then it rests with the courts."

Soltau's big complaint, following the arrest of the 18 he had accused, was said to be that their cases had been continued until Monday, last day of fair. Two years ago, it was said, Soltau attempted similar action at the fair, but was unable to obtain the arrest of any of the persons that he accused.

Venue Changed Is Asked

Rev. Soltau denied criminal libel charges brought against him by the board when he was arraigned today before Justice Lebens at the fairgrounds. Trial date was set for September 6 at 10 a.m.

Attorney for Soltau filed an affidavit of prejudice against Lebens and asked a change of venue. Frank Collins, special assistant attorney general assigned to the fair, said there could be no venue change because a special act of the Legislature setting up the State Fair org did not permit such a change. The attorneys are to confer and be ready with venue arguments before Justice Lebens next Wednesday.

FUTURE OF SHOWS SEEN
 (Continued from page 32)

rides built of new light metals, which will undoubtedly go into the ride of the future. For instance, view the time-honored Merry-Go-Round, with center pole sweeps and gears of light, strong magnesium or aluminum alloys, platforms of the same metal, light and strong, held together with light, bright, strong fittings and running on bearings that would require no grease! Scenery and horses might be of unbreakable cast plastic, lighted from the interior by forever-glowing, vari-colored gas introduced at the time of manufacture, the whole weighing a fraction of the present-day contrivance.

Consider a Wheel and other well-known rides built along the same lines. Designers and manufacturers can and will think of many short cuts and savings to go along with the modern ride. They will undoubtedly provide electrical power units which are small and light and built of single castings, with long-life bearings, doing away with the old type of complicated and troublesome wound motor.

Imaginative artists will vie in designing a front arch in keeping with the modern outdoor show suggested, with glowing, comfortable, plastic ticket boxes to match. Imagination run riot, you say? By no means, for the most progressive will conceive, design and place some such a show on the road to keep pace with modern America—and others will be forced to follow suit if they expect to remain in the running.

TROUPERS IN NEW ROOMS
 (Continued from page 32)

Smith was guest for the first time. Bill Dill sent in the "poor box" from Crash Inn and it augmented the funds of Bank Night, which went to Martha Levine. Members in for the first time in the new clubrooms complimented the committees in charge on their arrangement and the new features, especially the snack room, where the Bamboo Bar was opened for the first time.

BIG FOR O'BRIEN SHOW
 (Continued from page 32)

R. K. Chapman, bagpipe novelty; sperm whale, management presentation; Vincent Irolli, illusions.
 Bally: Rusty Mansfield, drums and fire; Virginia Mansfield, escapes; Puddin Wickert, novelties, Annex by Edith David and Blanche Palmer, showing Loretta, recently acquired by Manager W. J. O'Brien from Jimmy Rinzi, Coney Island, N. Y. Illusion girls, Mary

Toomey, Merle Thain, Alice Herlys.
 Rivers liquid-air act will headline a unit being put out by Lew Dufour. Graf-fin, Raymond and Chapman will go into clubs and Flo Carlson to New York. The O'Briens and Blanche Palmer will go to Hot Springs and open a winter show later. Harrison King act will go into theaters as it did last winter.

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 Many Styles
 PROMPT SHIPMENT
 We Can Still Ship, But Don't Delay.
ADIRONDACK CHAIR CO.
 1140 Broadway NEW YORK, N. Y.
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 The loveliest
Lucite Heart Necklaces and Earrings
 you have ever seen
 Multi-colored hearts on sterling chains and earscrews. Each heart as beautiful as though cut from the rainbow. Send \$3 or \$10 for samples to
Breefwor Products Co.
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FAST SELLING JEWELRY
 FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. **FAST SERVICE!**
 Latest styles of Locketts, Identification Bracelets, Anklets, Signet Rings, Earrings, etc.
 Send \$10.00 or \$20.00 for Samples.
MAJESTIC BEAD & NOV. CO.
 807 Fifth Avenue NEW YORK 16, N. Y.

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 For profitable side line. Quick selling merchandise deals for operators and jobbers. Write in confidence territory covered and lines now handled.
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 The Billboard, Cincinnati 1, O.

300 WAYS TO MAKE MONEY
MONEY BACK GUARANTEE
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 In "CASH IN" you get ALL the real money-makers—dozens of profitable tested mail order plans, confidential business secrets, dozens of practical tested formulas, successful tested schemes—actual experiences of men who have started on a shoestring—with less than \$10 capital.
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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 10c.
VETERANS' SERVICE MAGAZINE
 169 Duane St. 28th Year N. Y. 13, N. Y.

JOYLAND AMUSEMENTS

RIDES ★ ★ ★ SHOWS ★ ★ ★ CONCESSIONS

Now playing the better Fairs of Indiana and Ohio. Crown Point and Warsaw, Ind., Fairs were better than ever with our many new rides and the best equipment on the road.

WANT TO BUY—Ten new Rides of every kind. Must be in perfect condition. Wild Life Show of any number of Animals. Arcade Machines in perfect condition.

FOR SALE—TILT-A-WHIRL, now operating and in good condition. In Hartford City, Ind., week of Sept. 4, and in Bluffton, week of 11. EIGHT-CAR WHIP, now operating and in good condition in Joyland Park, Lexington, Ky.

NEED DRIVERS AND OPERATORS AT ONCE.
BOB TIPTON, Owner JIM WILLMAN, Mgr. E. W. WEAVER, Agent
Office: Joyland Park, Lexington, Ky.

EMPIRE STATE SHOWS

JIMMIE BROWN WANTS FOR SOUTHERN TOUR **JOE BAXTER**
Gen. Mgr. STARTING SEPT. 18 AT Bus. Mgr.-Gen. Rep.
SILER CITY, N. C.

With 7 weeks of Fairs and Celebrations, all uptown locations, in heart of South's Greatest Tobacco Belt and Defense Centers, with all winter south. Want Concessions of all kinds except Pop Corn and Cookhouse. Want A-1 Cookhouse and Bingo Help, or will consider storing cars and booking same if A-1. Want Photos, Custard, Snow, Floss, Diggers and all other Concessions. Want Roll-a-Plane and Octopus or any Flat Ride. Want capable Side Show People to take over new Side Show complete with banner line, must have acts and produce. Want party with at least 3 Girls to take over new complete Girl Show. Have Snake Show and other outfits. Want Shows of all kinds. Want A-1 Electrician; Whittie Goodrich, wire. Johnnie Caruso, wire me at once. Johnny Levellyn, Blackie Henry and others who have worked for me before, wire; especially Wheel Man and Second Men on Mix-Up and Little Beauty Jimmy. Help in all departments. YOU ALL KNOW WHAT THESE SPOTS WERE LAST YEAR, THEY WILL BE BETTER THIS YEAR. Wire now.
EMPIRE STATE SHOWS, 4316 Princeton Ave., Greensboro, N. C.
Notice: Have some open time for late fall dates in Georgia and Florida.

BINGO

LOCATION DESIRED

Experienced Operator with high-grade equipment and personnel desires location. Finest references. Will go anywhere!

Organizations, Landlords, Promoters—what have you?

Write in strict confidence!

Satisfactory arrangements can be made!

REDEF & COMPANY 30 Clifton St., Newark 5, N. J.

WANTED AGENTS

For Roll-Down, Razzle-Dazzle, Six Cats, Slum Skillo. Will book 2 Wheels. Have opening for good men for Stock Wheel Agents. Do not tear down on this show. This spot has 60 thousand defense workers within 25 miles. Wire

CHICKIE ALLEN OR EDDIE STEELE

Care Allan & Nickerson Shows, Harriman, Tenn.

P.S.—No drunks.

FAY'S SILVER DERBY SHOWS

OPENING OF WINTER SEASON

SEPTEMBER 16, PULASKI, TENN.

WANT FREE ACT FOR ALL WINTER'S WORK. WANT ADVANCE MAN, join at once. WANT CONCESSIONS—Ball Game, Penny Pitch, Sno Cone, Popcorn, Slum Wheel, Corn Game, Fish Pond, Cigarette Gallery or any Grind Store not conflicting. WANT SHOWS—5 or 10 in 1, Wild Life, Minstrel. WILL BOOK any Ride not conflicting. Buy for spot cash \$15 with transportation. This show stays out all winter playing the best money spots. Ask anyone who has been with us. Address: Dundee, Ill., until Sept. 13th; then Pulaski, Tenn. E. J. FAY, Owner.

HARRY CRAIG SHOWS WANT

Grind Store Agents, also Ball Game, Cigarette Pitch, Darts and other Stock Store Agents, Man and Wife for Office-Owned Mug Joint. Can always use good Ride Help. Floyd Woolsey wants Talker, Magician, Fire Eater and other Pit Show Acts. Out until Christmas. Ada, Okla., week September 4; Duncan, 11; Anadarko, 18; all Fairs.

WANT WANT
FOR LEADWOOD, MO.
ANNUAL FALL FESTIVAL

9 DAYS—SEPT. 9 THRU 16
Only Show here this year. Mines working 24 hours. STOCK CONCESSIONS OF ALL KINDS. Pan Game, Frozen Custard, Etc. SHOWS WITH OWN EQUIPMENT. This Celebration will be followed by Bonnie Terra, Mo. (on the streets), with several other good Celebrations in Southeast Missouri and Arkansas. Address: LAKE STATE SHOWS Leadwood, Mo.; then per route

WANTED

BUTCHERS—NOVELTY MEN

Four Weeks' Police Circus Working Now. Write or Wire.

Ralph (Specks) Cautin
c/o Jefferson Hotel, Richmond, Va.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Sept. 2.—Visitation program will include the Fred Allen Shows and Paul J. Mattie Rides at East Rochester, N. Y.; J. C. Weer Shows at Bath, N. Y.; Holman's Rides and C. & V. Exposition Shows at Fairport, N. Y., and World of Mirth Shows at Allentown, Pa. A second letter by President James E. Strates on the membership campaign will be sent to all non-members. Bobby Mansfield, of the Strates Shows, was a visitor at ACA offices.

As the result of the circus fire in Hartford, Conn., the New York State commissioner of labor has created a committee to revise rules in connection with places of public assembly, including fairgrounds and temporary structures at carnivals and other amusement centers. Committee will hold its first meeting in New York City September 15, and the ACA is watching this situation closely to ascertain the nature of the new rules applicable to the industry. Should the situation require it, the ACA general counsel will appear in behalf of the members at such hearings as may be held.

War Production Board having announced that restrictions on use of metals in connection with lighting fixtures are removed, it is anticipated that in the near future considerable material of this type may be available thru commercial channels.

The Pool Whirl

By Nat A. Tor

All Communications to Nat A. Tor, Care New York Office, The Billboard

Naval Mermen

From *The Bainbridge Mainsheet*, official publication of the Bainbridge (Md.) Naval Station, we learn the following:

"It's now compulsory for all officers below the rank of lieutenant commander to spend one of two weekly periods improving their swimming technique under supervision of physical conditioning.

The program's objective is perfection. The course is marked completed only after the officer is able to pass the standard "Navy First-Class Swimming Test." Upon working his way up the ladder to the second class test, it's possible to substitute the water survival course for the arduous first, with its 220 swim and 25 yards under water. Upon completion of either advanced test, the officer is awarded a certificate indicative of accomplishment in the water.

Many officers of higher rank, recognizing the value of instruction, have been mustering in weekly. Altho it is not a requisite, some have completed both the first class and the water survival courses. Captain Short was the first officer on the Center to do so.

The program is supervised and taught by the same personnel handling recruit swim training. Latest figures reveal that of the 347 officers who have been tested, 49 have qualified as third-class swimmers; 80 as second class; 21 as first-class swimmers; 91 are now learning the water survival techniques, with 65 completing that course. Forty-one are on the NQS lists.

One of the first-class swimmers is Ens. Mary Yost, WAVES conditioning officer, who is probably the nation's only WAVE officer to pass the gruelling tank tests and pace the masculine swimmers.

PLACE

Octopus, Tilt Foreman, salary \$60 week. Have for Sale—12-Car Lusse Scooter, new top and plenty extra parts, \$6500 cash. Also Spitfire, very good shape, and Neonized Lights, \$5000 cash. Lincoln, Nebr., until Sept. 9th; then Hutchinson, Kansas, until Sept. 22nd. Will buy Fly-o-Plane and Flying Scooter.

AL WAGNER
CAVALCADE OF AMUSEMENTS

Attention, Show Folks

PARADISE PARK

RUSKIN, FLA.

Open Under New Management

Camping, boating, swimming and good fishing. An ideal spot to spend the winter months. This camp is located half way between Tampa and Bradenton, Fla., on the Little Manatee River. We cater to show folks. No X. Come as you are.

BOB BROWNING, Mgr.
JACK ALLEN, Fishing Guide

Johnny J. Denton Shows

WANT

Ride Help, Foreman for Little Beauty Merry-Go-Round; Leonard Robinson, wire; also Second Men for Wheel and Chair-o-Plane. All Concessions open. Have new 20x30 Top for show if you have something to put in it. Fred Alomey, wire.

JOHN DENTON, Calhoun, Ga.

WANTED

Ferris Wheel Foreman, Chairplane and Tilt-a-Whirl Help. Also Concessions and Shows for McClure, Penna., Celebration, week of Sept. 11.

JOHN GECOMA

BRIGHT LIGHTS EXPOSITION SHOWS
Port Royal, Penna., this week

Missouri Celebrations

Have complete Carnival for your September dates.

Carthage, Illinois, this week; Monroe City, Mo., next.

Sunset Amusement Co.

D. S. DUDLEY SHOWS

WANT

People for Girl Shows and Girls. Grind Store and Agents. We move every week and work every Monday night. Sept. 4 to 9, Lamesa, Texas; then Odessa, Sept. 11 to 16.

WANT

Wheel Foreman and Second Man to join on wire. Also want Cookhouse or Grab, Popcorn, Candy Apples and capable Ball Game Agent.

Royal Exposition Shows
Waynesboro, Ga.

WANTED SHOWS AND WANTED CONCESSIONS WILLIAMS SOUTHERN SHOWS

Show Has Five Major Rides

Jonesboro, Tenn., this week; Elizabethtown, Tenn., week of Sept. 11; Spruce Pine, N. C., week Sept. 18; Statesville, N. C., week Sept. 25; Hickory, N. C., week Oct. 2, and five major celebrations to follow.

CONCESSIONS All open except Bingo. Want Ball Games, Duck Pond, Fish Pond, High Striker, Seals and Age, Pitch-Tilt-U-Win, Clothes Pin, Hoop-La, Photo Gallery, Pop Corn, small Cook House or good Grab. Rates reasonable.

SHOWS Want Minstrel, clean Girl Show, Five-in-One or any worth-while Show with own outfit.

RIDE HELP Foreman for Loop-o-Plane, Second Man for Ferris Wheel, Second Man for Chair-o-Plane. Pay your own fare and we will refund same.

DOC WILLIAMS, Owner; EDDIE HORNE, Mgr.

Carnival Routes

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- A. M. F.: Warrenton, Va.; Shenandoah 11-16.
- Alamo: Hobbs, New Mexico.
- All-American Expo.: (Fair) Greenville, Miss.; (Fair) Clarksdale 11-16.
- Allen & Nickerson: (Fall Festival) Harriman, Tenn., 9-16.
- American Beauty: Manchester, Ia., 6; Fairfield 8-9.
- American Expo. (Gooding): (Fair) Mt. Gilead, Ohio.
- Arcade: Texarkana, Tex.
- Ark.-La. State Shows: Ruston, La.; Tallulah 11-16.
- B. & H.: Mullins, S. C.
- Badger State: Black River Falls, Wis., 8-12; Fairmont, Minn., 15-17.
- Baker United: (Fair) Akron, Ind., 6-9.
- Bantley's All-American: Martinsville, Va.
- Barkoot Bros.: Deshler, O.
- Bumbo: Al: (Fair) Belvidere, Ill.
- Berryhill United: Ludowici, Ga.; Darien 11-16.
- Blue Ribbon: Jacksonville, Fla., 11-23.
- Bodart Greater: (Fair) Shawano, Wis., 7-10; (Fair) Weyauwega 14-17.
- Bright Lights Expo.: (Fair) Port Royal, Pa.; McClure 11-16.
- Buck, O. C.: Fonda, N. Y., 4-7.
- Buckeye State: Decatur, Ill., 8-16.
- Buffalo: Dannemora, N. Y.
- Bunting: (Fair) Sandwich, Ill., 5-8; (Fair) Henry 12-15.
- Byers Bros.: Lawton, Okla.
- C. & L.: (Fair) Horton, Kan., 5-8; (Fair) Washington 13-16.
- Capell Bros.: Wetumka, Okla.; Wewoka 11-16.
- Cavalcade of Am.: (Fair) Lincoln, Neb.; Hutchinson, Kan., 11-22.
- Central Am. Co.: (Fair) Murfreesboro, N. C.; (Fair) Whitakers 11-16.
- Cedlin & Wilson: Wilmington, Del., 4-7; Trenton, N. J., 10-16.
- Christian, George W.: Gridley, Ill.
- Coastal Plain: Chesterfield, S. C.
- Coleman Bros.: (Fair) Schaghticoke, N. Y.; (Fair) Greenfield, Mass., 11-14.
- Colley, J. J.: (Fair) Kingfisher, Okla.
- Collins, Wm. T.: (Fair) Madison, Minn., 8-10; (Fair) Blue Earth 12-13.
- Conklin: (Fair) Quebec City, Can.; (Fair) Lindsay, Ont., 13-16.
- Crafts 20 Big: Oakland, Calif., 4-12.
- Craig, Harry: (Fair) Ada, Okla.; (Fair) Duncan 11-16; (Fair) Anadarko 18-23.
- Crescent Am. Co.: (Fair) Gaffney, S. C.
- Cumberland Valley: (Fair) McMinnville, Tenn.; (Fair) Woodbury 11-16.
- Cunningham's Expo.: (Fair) Caldwell, O., 11-15.
- Curl, W. S.: (Fair) Suuman, Ind.; Blanchester, O., 11-16.
- DeLux Am.: Ludlow, Mass., 7-16.
- Denton, Johnny J.: Calhoun, Ga.
- Diamond State: Chester, Pa.
- Dick's Paramount: Newark, N. J., 8-16.
- Dickson United: (Fair) Hydro, Okla.; (Fair) Carnegie 11-16.
- Dodson's World's Fair: Dodge City, Kan.; Amarillo, Tex., 11-16.
- Dudley, D. S.: Lamesa, Tex.; Odessa 11-16.
- Dumont: Pocomoke City, Md.
- Elite Expo.: Arkansas City, Kan.
- Ellman: (Fair) Beaver Dam, Wis., 6-10.
- Endy Bros. & Prell: Richmond, Va., 6-16.
- Pay's Silver Derby: Roscoe, Ill., 7-9; Dundee 11-13; Pulaski, Tenn., 14-16.
- Fidler United: Sycamore, Ill., 7-16.
- Fleming, Mad Cody: (Fair) Ellijay, Ga.; (Fair) Jasper 11-16.
- Garden State: Riverside, Pa.
- Gay Way: (Seal Road) Phenix City, Ala., 4-16.
- Gentsch & Sparks: Marks, Miss.
- Gerens United: Connersville, Ind.; Marion 11-16.
- Gold Medal: (Fair) Kentland, Ind., 4-8; Dyersburg, Tenn., 11-16.
- Golden Gate: Eddyville, Ky.; Graham 11-16.
- Golden West: (Fair) Waukon, Ia., 5-8; Henderson, Minn., 11-13; (Fair) Arlington 15-17.
- Gooding Greater: (Fair) Fremont, O.
- Gooding, F. E., Am. Co. No. 1: (Fair) Canton, O.; No. 2: (Fair) Dayton, O.; No. 3: (Fair) Van Wert, O.; No. 4: (Fair) Wauseon, O.
- Great Sutton: West Frankfort, Ill.
- Greater United: Brownwood, Tex.; (Fair) Corsicana 11-16.
- Groff United: Clovis, Calif., 5-10; Visalia 12-17.
- Groves Greater: Winfield, La., 4-16.
- Hall Bros.: Monroe, La.
- Happy Attrs.: (Fair) McConnelsville, O., 7-9.
- Happyland: Battle Creek, Mich.
- Hedrick's Gay Way: Hillsboro, N. C.; Louisville 11-16.
- Hennies Bros.: Mobile, Ala., 7-17.
- Henry, Lew. Rides: Waynesboro, Va.
- Henson, J. L.: Clarksdale, Miss.
- Heth, L. J.: Gallatin, Tenn.
- Howard Bros.: (Fair) Marietta, O., 4-7; (Fair) Upper Sandusky 11-16.
- Jones Greater: Webster Springs, W. Va.; (Fair) Sutton 11-16.
- Jones, Johnny J., Expo.: Huntsville, Ala., 6-10.
- Kaus, W. C.: Jacksonville, N. C., 4-15.
- Keystone: Hemingway, S. C.
- Kirkwood, Jos. J.: Keyser, W. Va.
- Lake State: Leadwood, Mo.
- Lawrence Greater: (Fair) Leighton, Pa.; Woodstock, Va., 11-16.
- Magic Empire: Malvern, Ark.; Benton 11-16.
- Marks: Charleston, S. C.
- Merit: (Fair) Lewiston, Me.; (Fair) South Paris 11-16.
- Midway of Mirth: Sparta, Ill., 4-8; Bernie, Mo., 9-15.
- Mid-West: Downey, Idaho, 8-9; (Fair) Jerome 12-16.
- Mighty Monarch: Brunswick, Ga.
- Moore's Modern: Rosiclare, Ill.; Mound City 11-16.
- Mound City: Kennett, Mo.
- Page, J. J.: (Am. Legion Celebration) Sweetwater, Tenn.
- Page, W. E., Am. Co.: Jasper, Ind.
- Parada: (Fair) West Mineral, Kan.
- Peppers All-State: Savannah, Tenn.; (Fair) Lexington 11-16.

- Pike Am. Co.: Van Buren, Mo., 7-9; (Fair) Salem 14-16.
- Pioneer: Mill Hall, Pa.
- Playland: Dayton, Tenn.
- R. & S. Am. Co.: Holly Ridge, N. C.
- Reading's: (Fair) Petersburg, Tenn.; Centerville 11-16.
- Regal Expo.: (Fair) Knoxville, Tenn.; (Fair) Sevierville 11-16.
- Reld, King: (Fair) Brookfield, N. Y., 4-7; (Fair) Vernon 11-16.
- Reynolds & Wells: Pittsburg, Kan.
- Rogers Greater: (Fair) Albion, Ill.; (Fair) Olney 11-16.
- Rogers & Powell: (Fair) Sebastopol, Miss.; (Fair) Forest 11-16.
- Royal American: (Fair) Topeka, Kan., 9-15.
- Royal Amuse. Co.: Bamberg, S. C.
- Royal Expo.: Waynesboro, Ga.
- Sheasley Midway: Du Quoin, Ill.; Nashville, Tenn., 11-16.
- Slebrand: (Fair) Piler, Idaho.
- Smith, George Clyde: Claysburg, Pa., 6-12; (Fair) Cookport 14-16.
- Snapp Greater: (Fair) Marshfield, Wis., 4-7; (Fair) Fon du Lac 8-12.
- Sparks, J. P.: Springfield, Tenn.; Athens, Ala., 11-16.
- Stablar's Greater: (Fair) Clintwood, Va.; (Fair) Laurens, S. C., 11-16.
- Strates, James E.: Binghamton, N. Y.; (Fair) York, Pa., 11-16.
- Stumbo: Bentonville, Ark.
- Sunflower State: Liberal, Kan., 6-16.
- Sunset Am. Co.: (Fair) Carthage, Ill., 6-9; (Fair) Monroe City, Mo., 11-16.
- T. & B.: Crestview, Fla.; Niceville 11-16.
- Tassell Unit: Fairfax, Va.; Culpeper, Va., 11-16.
- Thompson Bros.: Jersey Shore, Pa.; Mill Hall 11-16.
- Tidwell, T. J.: Shamrock, Tex., 4-9; Pampa 11-16.
- Tivoli Expo.: (Fair) Sac City, Ia.; (Fair) Audubon 11-14.
- Tower Amusements: Spartanburg, S. C.
- Traxo: Falfurrias, Tex., 4-14.
- Turner Bros.: Mattoon, Ill.; (Fair) Mt. Vernon 11-16.
- Twin River: Bridgeport, Neb., 3-5.
- Virginia Greater: Dunn, N. C., 4-10; Dillon, S. C., 12-18.
- Wade, W. G.: (Fair) Ithaca, Mich.; Bourbon, Ind., 11-16.
- Wade, W. G., No. 2: Hart, Mich.; Coldwater 13-16.
- Wallace Bros.: Itta Bena, Miss.
- Weer, J. C.: (Fair) Bath, N. Y.; Martinsburg, W. Va., 11-16.
- Williams Southern: Jonesboro, Tenn.; Elizabethtown 11-16.
- Wolfe Am.: Madison, Ga.
- Wonder City: Magnolia, Ark.; Parkdale 11-16.
- World of Today: (Fair) Iola, Kan.; Wichita 11-17.
- World of Mirth: Rutland, Vt.
- Zeiger, C. F., United: Rocky Ford, Colo.

Circus Routes

- Anderson, Bud E.: Wilber, Neb., 5; Washington, Kan., 6; Frankfort 7; Wamego 8; Council Grove 9; Peabody 10; Eldorado 11; Howard 12; Fredonia 13; Parsons 14; Seneca 16.
- Arthur Bros.: Tulsa, Okla., 6; Muskogee 7; McAlester 8; Sherman, Tex., 9.
- Bailey Bros.: Burlington, Ia., 5; Macomb, Ill., 6; Quincy 7; Hannibal, Mo., 8; Jacksonville, Ill., 9; Alton 11.
- Beatty, Clyde-Russell Bros.: Beatrice, Neb., 5; Fairmont 6; Marysville, Kan., 7; Manhattan 8; Emporia 9; Ottawa 10-11; Chanute 12; Independence 13; Coffeyville 14.
- Cole Bros.: (Washington & Hill St.) Los Angeles, Calif., 4-17.
- Dailey Bros.: Wymore, Neb., 5; St. Joseph, Mo., 6-7; Manhattan, Kan., 8; Abilene 9; Herington 11; Salina 12; Osage City 13; Osawatomie 14; Eldorado 15.
- Globe Bros.: Cleburne, Tex., 8; Hillsboro 9; Waco 10-13.
- Hunt Bros.: Milford, Del., 5; Dover 6; Middletown 7; Elkton, Md., 8; Havre de Grace 9.
- Kelly, Al G.-Miller Bros.: Clear Lake, Ia., 5; Charles City 6; Osage 7; Eldora 8; Tama 9.
- Mills Bros.: Plymouth, Ind., 4; Knox 5; Winamac 6; Kokomo 7; Lebanon 8; Danville 9; Brazil 11; Jasonville 12; Sullivan 13; Logansport 14; Vincennes 15; West Baden 16.
- Monroe Bros.: Waterville, Minn., 5; New Richmond 6; Ellendale 7.
- Polack Bros.: Portland, Ore., 8-17.
- Ringling Bros. and Barnum & Bailey: (Victory Ball Park) Indianapolis, Ind., 5-6; (State Fairgrounds) Milwaukee, Wis., 8-10.
- X Bar X Ranch Rodeo & Circus: (Fair) Marietta, O., 4-6; (Fair) Sidney 12-15.

Misc. Routes

- Adams, Kirk, Dogs (Fair) Waterford, Pa., 4-9.
- Barrett, Roy (Circus) Charleston, S. C., 11-16.
- Basile, Joe, Band (Fair) Port Royal, Pa., 4-9; (State Fair) Trenton, N. J., 11-16.
- Birch: Sturgis, S. D., 6; Belle Fourche 7; Spearfish 8; Lead 11; Newcastle, Wyo., 12; Torrington 13; Douglas 14; Casper 15.
- Daniel, B. A.: Colon, Mich., 7-9.
- DeCleo, Harry (USO unit) Jackson, S. C., 4-17.
- Lippincott, Mal B.: (Fair) Huntsville, Ala., 4-9.
- Phillips, Glen (Fair) Menville, Ia., 6-7; (Fair) Stanton, Neb., 9-10.
- Rickett's Dogs: Manchester, Tenn., 4-9.
- Sadler, Harley, Show: Lubbock, Tex., 4-9; Littlefield 11-13; Moton 14-16.

WANT

For Minstrel Show, Musicians of all kinds. Good salary. All winter's work. Wire

FRANK TEZZANO
HENNIES BROS.' SHOWS
Mobile, Ala.

GLASSWARE

Stock Number	Item	Per Ctn.	Gross Price
6312	Ash Tray	Gross	\$3.00
6304	Ash Tray	Gross	3.25
1433	Salt and Pepper	Gross	3.25
6200	Whiskey Glass	Gross	3.60
6302	Ash Tray	Gross	3.60
6313	Large Nappy	Gross	3.75
1588	Water Glass	Gross	4.00
1395	Bowl	6 Doz.	4.00
1525	Water Glass	Gross	4.00
1500	Water Glass	Gross	4.00
6225	Wine Glass	Gross	4.00
1574	5 Oz. Sherbet	6 Doz.	4.50
1443	Vitroek Bowl	6 Doz.	5.30
1441	Creamer	4 Doz.	5.40
1442	Sugar	4 Doz.	5.40
1572	Moonstone Dessert	6 Doz.	6.00
1598	6" Bowl	6 Doz.	6.75
1446	6" Bowl	6 Doz.	7.00
1378	Creamer	4 Doz.	10.00
1373	Butter Dish & Cover	4 Doz.	11.55
1377	Sugar Bowl & Cover	4 Doz.	11.55
1460	Dinner Plate	2 Doz.	11.60
1447	10" Oval Relish Platter	3 Doz.	12.00
1448	Fruit Bowl	4 Doz.	12.00
1575	Moonstone Bowl	2 Doz.	12.00
1450	1/2 Gal. Provision Jar & Cover	2 Doz.	15.50
1449	54 Oz. Water Bottle & Cap	1 Doz.	18.00
1569	Moonstone Sandwich Plate, Large	1 Doz.	21.00

AMERICAN MADE SLUM

Item	Price
Plaster Animals (1 Gr. to Ctn.), 8 Different Kinds	1.25
3633—Wedding Rings	1.10
3622—Flag Pin	1.00
3632—R. W. B. Bow Pin	1.40
3635—Comic Mask	1.00
3638—Comic Pennants	1.00
3989—Pencils	2.40
3628—Notal Potal	Per M 5.00
3625—Emblem and Card	Per M 10.00
3636—Assorted Charms	1.00
3747—50 Ligne Comic Buttons	Per M 21.00
3749—84 Ligne Comic Buttons	Per M 40.00
3984—Horse Pin and Card	Gross 2.75
3623—Bowling Pin Charm	Gross 2.75
3700—Plaster Animals	Gross 5.75
Assorted Key Rings	Gross 5.00

Wisconsin Deluxe Co.

1802 N. Third St. Milwaukee 12, Wis.

PEANUTS

Peanut Supplies, Popcorn Supplies, Popcorn Boxes, Colored Cones, Glassine Bags, Seasoning (but no Popcorn), Best Va. Roasted Peanuts. Ceiling price 19¢ Lb., 100 Lb. Bags.

Headquarters for
CIRCUS, CARNIVAL AND PARK BUYERS
CHUNK-E-NUT
PRODUCTS COMPANY
(formerly Moss Bros.' Nut Company)
Philadelphia 6, Pa. Pittsburgh 22, Pa.

COASTAL PLAIN SHOWS

WANTS
For FALL FESTIVAL, CHESTERFIELD, S. C.
SEPT. 2-9

Chair Plane Foreman, \$50.00 a week; Second Men on other Rides. Concessions: Ball Games, Cig. Shooting Gallery, Snow, Apple and Pop Corn, Hoopla, Custard, small Cook House or Sit Down Grab, Pan Game. Agents for Stock Stores and others. Paul Renn and Frank Crawford, get in touch with me. All replies to C. V. (BILL) COX.

MONTGOMERY, PA.

AMERICAN LEGION CELEBRATION
SEPT. 11 TO 16
Want Popcorn, Photo Gallery, any legitimate Concessions, Shows and Rides not conflicting. Plenty defense work here. Answer this week.
Mickey Percell, Manager
PIONEER SHOWS
Mill Hall, Pa.

Rolo-Plane & Tilt-a-Whirl

HELP WANTED
Must stay sober. Top salary. All winter in Florida. Must join at once. Wire
L. B. BARNEY LAMB
Care Marks Shows Charleston, So. Car.

Continental

Write for these items

- SLUM**
- #432—Blowouts (IMP) ... \$1.75 Gr.
 - 537—Comic Straw Hats (IMP) ... 1.75 Gr.
 - 540—Min. Uncle Sam Hats (IMP) ... 1.75 Gr.
 - 1974—Flags95 Gr.
 - 1985—Flags ... 1.45 Gr.
 - 2706—Flags (Bow Pins) ... 1.35 Gr.
 - 929—Paper Masks ... 2.25 Gr.
 - 2123—White Por. Statues (IMP) ... 1.50 Gr.
 - 87102—Wedding Rings ... 1.10 Gr.
 - 2300—Plaster Animals ... 1.50 Gr.
 - 1698—Comic Hat Bands ... 1.75 C
 - 2418—Carded Tie Holders ... 4.25 Gr.
 - 2298—Puzzles Imp. ... 1.25 Gr.

- GLASS**
- #3688—Glass Coaster Ash Tray \$3.50 Gr.
 - 7899—Sq. Glass Ash Tray ... 3.90 Gr.
 - 3871—Footed Glass Nappy ... 4.32 Gr.
 - 7841—Sugar Crystal ... 5.40 Gr.
 - 7842—Creamer Crystal ... 5.40 Gr.
 - 38004—5 Oz. Juice Glass ... 3.90 Gr.
 - 7888—Bottle Shaker, Pk. 2 Gr. ... 3.80 Gr.
 - 7882—Whiskey ... 3.00 Gr.
 - 3612—S&P Shakers ... 3.25 Gr.
 - 3913—Toy Mug ... 3.50 Gr.
 - 3914—Bottle S&P ... 3.75 Gr.
 - 1826—Dec. Tumblers, 3/4 Oz. Pk. 6 Dz. ... 4.80 Gr.
 - 1828—Grape-Shaped Dish, Pk. 4 Dz.48 Dz.

- NOVELTIES**
- #86105—Jockey Straw Hats ... \$7.50 Gr.
 - 87105—Clown Rings ... 3.50 C
 - 1526—Leetex-Dancing Clowns ... 5.40 Gr.
 - 8002—Plastic Combs, 7" ... 8.50 Gr.
 - 2771—50 Ligne Comic Buttons ... 22.50 M
 - 2768—70 Ligne Comic Buttons ... 4.50 C
 - 1697—Comic Felt Yodler Hats with Feathers ... 12.00 Gr.
 - 1677—Blue Yacht Hats ... 2.25 Dz.

- BINGO ITEMS**
- #48074—Panda Bears ... \$2.24 Ea.
 - 46071—Elephants ... 24.00 Dz.
 - 6315—Zipper Bags ... 2.25 Ea.
 - 24.00 Dz.
 - 6315—Zipper Bags ... 2.40 Ea.

- BALL GAME ITEMS**
- #8702—Solid Color Canes ... \$ 3.75 C
 - 35.00 M
 - 8705—Wood Swagger Canes ... 10.00 Gr.
 - 1923—R.W.B. Batons ... 15.00 Gr.
 - 7270—Aluminum Milk Bottles ... 1.75 Ea.

Continental
Distributing Co.
822 N. Third St.
MILWAUKEE 3, WIS.

PEANUTS

RAW JUMBOS IN THE SHELL @ \$18.00 PER 100 LBS. ROASTED, \$21.00 PER 100 LBS. Packed in 90-Pound Containers. Prices F. O. B. St. Louis. On new accounts, payment with order. We do not have any other kind of Peanuts, nor do we have Popcorn.

PRUNTY SEED & GRAIN CO.

620 North 2nd St. ST. LOUIS 2, MO. "In Our 70th Year"

WANTED

Bud E. Anderson Circus

Performers and useful people in all departments. Will pay cash for Elephants and hay-eating Animals. Long season SOUTH. See route in Billboard. Write or wire.

WANTED

Boss Canvasman and Seat Man. Good pay and meals. Also Acts for Big Show and Side Show. Can use Second Cook and another Dog and Pony Act, or any Animal Acts. Useful people, answer. Late season. Will buy or lease Elephant with transportation, also 40x80 or larger Tent.

SEILS STERLING CIRCUS

E. E. COLEMAN, Manager
Care Billboard, Cincinnati 1, O.

CAN PLACE CAPABLE SHOW SECRETARY

Salary no object. Must understand all forms of taxation. Ted Woodward, wire.
Address:
AL WAGNER
Care Cavalcade of Amusements
Lincoln, Nebr., this week; then Hutchinson, Kans.

LETTER LIST

(Continued from page 49)

WILKERSON, George
 Williams, Clarence
 WILLIAMS, Daniel
 Williams, Fred X.
 Williams, Legs
 WILLIAMS, Moses
 WILLIAMS, Sparky L.
 Williams, Mrs. W.
 Wills Jr., Geo. Burl
 Wilson, Mrs. Carl
 Wilson, Lloyd
 WILSON, Pett
 Wilson, Mrs. Rose
 Wilson, Mrs. Ruby
 WINNING, Charles
 James

MAIL ON HAND AT NEW YORK OFFICE
 1564 Broadway,
 New York 19, N. Y.

AMES, Donald
 Aurora, Rose
 Barnard Jr., Henry
 Brady, Mrs. Van
 Bryan, Julie
 Burns, Lawrence
 Carter, Betty
 Casanovas, Tho
 Clark, Ernestine
 Cole, Olive Cooper
 CONTIWEEL, Peter
 COURTNEY, Albert J.
 Crawford, Marcie
 DAVIS, Samuel
 Dawn, Delores
 Earle, Beatrice
 Fecteau, Joseph A.
 FLYNN, Thomas
 Ford, Carl
 Ford, Hughie Cecil
 Gilmer, Vera
 Giroud, Paul
 Halpin, George G.
 Hans, Daniel
 Healy, G. P.
 Heleron, Mrs. B.
 Hoer, Mr. G.
 Horowitz, Harold
 Howard, Eddie
 Huberte, Margaret
 Jackson, Mrs. M.
 Jacyz, Gloria
 Kelsey, Wm.
 Kennedy, Ken
 LINDSAY, Fred
 Ashbell

McLaughlin, Andrew
 Merrill, Arthur J.
 Nocera, Antonio
 Pierpoint, May
 Rivers, Joe
 Rosita
 Rowley, Elenor
 RUSSELL, Lewis
 Ryan, Neal
 Shephard, N.
 Viles, Providence
 A.
 Walter, Clarence
 Young, Albert

MAIL ON HAND AT CHICAGO OFFICE
 155 No. Clark St.,
 Chicago 1, Ill.

Parcel Post
 Bracy, Robert J.
 28c
 Ballinger, J. E.
 BERNSTEIN, Morris A.
 BEDEIAN, Wm.
 Bartell, Buddy
 Canine, Joseph P.
 D'Arcy, Grls
 Day, Darling
 Foreman, Grant
 Komako, Dossie
 Lott, Leo
 MERCER, Johnny
 Green
 Powers, Babe
 Patricia
 Vaught, Mrs. Pearl
 Wilbur, Whitey

WON, HORSE & UPP
 (Continued from page 38)

show to catch up with the wagons on Wednesday. He knew that the crew was to be in Hill Top, W. Va., billing for our Saturday date. Upon arrival there wasn't a sheet of paper up nor could he locate his men. Some natives told him that the wagons had passed thru town at a wild speed, heading for Hill Bottom, Ky., which was at the foot of the hill. Going across the State line, Upp found the town well billed but no billers were in sight. From a livery stable man the boss learned that, because the advance wagons had no brakes and the harness had no breechings, they couldn't be stopped at the top of the hill. Rushing to the city hall to get a license permit, the boss was turned down because no tent shows were allowed in the burg. That caused the show to wildcat Hill Top on Saturday.

Not a soul came onto the lot for the

WANTED
MUSEUM ACTS
 All winter's work. Have knives for Knife Thrower.
HOWARD'S MUSEUM
 Huron, S. D.

BOURBON, INDIANA, FAIR
 September 12 to 18
 Want independent Shows and legitimate Concessions of all kinds except Corn Game. Reasonable rates. Defiance, Ohio, Fall Festival follows Bourbon. Address:
W. G. WADE SHOWS
 Ithaca, Michigan, this week

FOR SALE
 Limited quantity of
Remington .22 Long Rifle Ammunition
 Wire or write for price.
 BOX 611, Care The Billboard, 1564 Broadway,
 New York 19

THE FRANCESVILLE, INDIANA, STREET FAIR
 Sept. 14, 15 & 16
 Held on the Streets in the Town.
 Wanted—Clean Concessions. No large Gambling. Also one more Free Act and one or two more Rides. Charles C. Kent, phone ERNEST E. SMITH, Mgr., Tel. 112, Francesville, Ind., at once.

matinee and we know it would be another bloomer. While everyone was waiting for a few live ones, we heard a sudden rumbling underfoot and gradually the entire lot started to move. There was some excitement among our people, but most of 'em stayed cool, as the landslide was slow and steady. When it stopped we were at the edge of Hill Bottom, with the entire show intact. Crowds which had been waiting for the circus rushed to the lot and we had two straw houses. When the mayor tried to stop the show our fixer proved to him that there wasn't a thing he could do about it because, even tho we were in Kentucky, the show was still on West Virginia soil and we had a license to prove that we had paid to show on it.

CONEY ISLAND, N. Y.
 (Continued from page 41)
 outside Tirza's Wine Bath show. . . . Walter's (Hubener) Humanettes comprise a new attraction at the World Circus Side Show. Turn was until recently at Hubert's Museum in Manhattan. This is Walter's first Island appearance. He doubles as lecturer. . . . Lucille Doner, singer, making a return at Fred Sindel's Stable, after a tour of USO shows, is rehearsing for a Gay '90s sextette to be managed and exploited by Billy Jackson. Other Stable additions are Harry Ford, pianist, and Carmen Ryan and Claire Martin, vocalists. Jerry Montana's instrumental unit, with Lorraine Parker, canary, held over. . . . Christine Holly, alligator girl, is a newcomer among Dave Rosen's large assortment of freaks. Brother Carl, alligator boy, who was at Rosen's the early part of the season, is now at Hamburg & Posner's Wonder Show in Luna. Christine comes from Riverview Park, Chicago. Both are Louisville born. . . . Chick Gardner, lecturer at Rosen's, is educating the alligator girl in the art of spiel and incidentally helping her to amass a fortune with every pitch by his glib, persuasive talk talents. . . . Bob Russell, talker at Mammoth, moves to the Brockton, Mass., and Allentown Pa., fairs, and thence back to burlesque for Oscar Markovitch.

TOWER AMUSEMENTS WANT
 For four weeks' work playing lots in and around Spartanburg, S. C.; then on tour for balance of season and all winter.
 Concessions of all kinds. Good opening for Bingo, small Cook House or Sitdown Grab, Ball Games, Fish Pond, Penny Pitch, Bowling Alley, Shooting Gallery, Candy Apples and Floss, Pop Corn and Peanuts or any legitimate Concession. Can place American Palmistry. Will book any show of merit. Want Ride Help for Ferris Wheel, Merry-Go-Round, Loop-o-Plane, Chair Plane and Tilt-a-Whirl. Have complete outfit for organized Plantation Show. Would like to hear from Prof. Vidalia. This show positively out all winter. Following people, get in touch with me: Bill Ove, Gus Costa, Jim Johnson (Mitt Camp), Art Hauso, Joe Corey, Vanzel Balam, don't write, wire.
MILTON McNEACE or FRANK HARRISON
 Spartanburg, S. C.; then per route

WELCOME . . .
SOLDIER FIELD—CHICAGO
 SEPTEMBER 8TH - 9TH - 10TH
 Sensational Marion
 Great Gregoresko
 Superman Eddie Polo
 Flying Melzoras
 Jack Raum's Riders
 Captain Earl McDonald
 Charles DeMelo
 Simon D. J. Collins
 Tam Aumann
 Lyle Van Patter
 Juanita Van Patter
 Curly Medo
 Rose Exton
 Oscar Medo
 John Strachan
 Verna Sacks
 Red Beyers
 Pete Hoop
 Amos Selby
 Clay Lewis
 Jack Cashan
 Earl Shipley
 Arthur Chester
 Eddie Menettll
 Frankie Little
 Linsey Wilson
 Fonda and Gladys
 Fred Greiner
 AND MANY OTHERS
GREAT "G" RANCH RODEO AND TEXAS WILD WEST THRILL CIRCUS
 VETERANS OF FOREIGN WARS of U. S. A., Cook County Council
VAN GRAY, Producer

GOLD MEDAL SHOWS
 WANT FOR A VERY GOOD ROUTE OF MISSISSIPPI FAIRS
 CONCESSIONS: Bingo, Penny Arcade and other Merchandise Concessions.
 SHOWS: Can place good Grind Show with own transportation.
 RIDE HELP: Want sober, reliable Merry-Go-Round Foreman, one who can drive semi, for Little Beauty Two-Abreast, also Second Men on other Rides that can drive semis.
 Address Kentland, Ind., this week; Dyersburg, Tenn., next week.

CHILlicothe, OHIO, FALL FESTIVAL
 SEPTEMBER 26-OCTOBER 1 — 6 DAYS — INCLUDING SUNDAY
 LOCATION — CITY PARK — ONE SQUARE FROM BUSINESS DISTRICT
 FREE ADMISSION TO GROUNDS
FOLLOWING CONCESSIONS OPEN:
 Ball Throwing Games, Fish and Duck Pond, Pitch-Till-U-Win, Cork Gallery, Hoopla, High Striker, String Game, Huckley Buck, Engraved Jewelry, Root Beer, Lunch Stand, Waffles, and other legitimate Concessions. Address Inquiries:
F. E. GOODING AMUSEMENT CO.
 1300 NORTON AVE. COLUMBUS 8, OHIO

DODSON'S WORLD'S FAIR SHOWS
 WILL BOOK Frozen Custard for balance of season to join Amarillo, Texas, week September 11. Will buy if flashy and mounted on truck. Address DODSON'S WORLD'S FAIR SHOWS, Dodge City, Kan., week September 4 to 9; Amarillo, Texas, week September 11 to 16.

ARTHUR BROTHERS' CIRCUS WANTS
 Boss Canvasman, Riggers and Seat Men. We want the best in the business and salary is no object if you can produce. Will send tickets to join if you are known to us. William Debarrie wants for Side Show—Colored Minstrels and Hawaiian Troupe and Feature Acts. Can always place useful Circus People in all lines for the largest motorized circus in the world. Everybody address: MARTIN E. ARTHUR, Managing Director, Arthur Bros.' Circus, Sept. 5th, Tulsa; 6th, Muskogee; 7th, McAlester; 8th, Durant; all Oklahoma. Sept. 9th, Sherman, Texas. Then per route in Billboard.

WANTED FOR BLANCHESTER, OHIO, FALL FESTIVAL
 ON THE STREET — SEPTEMBER 11-16
 Merchandise Wheels that throw out stock. Ball Game, Pitch-Til-You-Win, Fish Pond, Penny Arcade or any other Stock Concessions that put out stock. No percentage. Followed by New Holland Annual Fall Festival on the street and Hillsboro Fall Festival on the street—all Ohio. Address W. S. CURL, Sunman, Ind.

WANT AT ONCE
 Foremen for Whip, Ferris Wheel and Chair Plane, and Second Men for all Rides. Long season south. All address:
Lawrence Greater Shows
 Leighton, Penna, this week; Woodstock, Virginia, next week.

WANTED
 Pop Corn Concession and other Concessions for Kennett, Missouri, uptown lot, week Sept. 4th, and other choice spots.
Mound City Shows
 Kennett, Missouri

WANTED
 Ferris Wheel for balance of season. Also Pop Corn and American Palmistry and other legitimate Concessions that do not conflict. This week, Newport, Del.; Sept. 11th, Richardson Park, Wilmington, Del.
JOHN KEELER

GOLDEN GATE SHOWS WANT
 Concessions of all kinds, Ball Games, Penny Pitch, Hoop La, Pop Corn, Mitt Camp, Stock and Grind Joints, come on. Playing the coal fields, working full time. Going south this winter. Eddyville, Ky.; then Graham, Ky.; then Drakesboro, Ky.
FRANK OWENS, Mgr., Golden Gate Shows

WANT FERRIS WHEEL FOREMAN
 To Join on Wire.
 Carthage, Ill., this week; Monroe City, Mo., next.
SUNSET AMUSEMENT CO.

NEW JERSEY STATE FAIR

Trenton, N. J.—Opening Sunday, September 10, to 16 Inclusive
POSITIVELY TWO BIG CHILDREN'S DAYS—THE BIGGEST IN THE EAST
 Grounds In Trenton Will Start Laying Off September 8th.
CAN PLACE ALL LEGITIMATE MERCHANDISE GAMES EXCEPT BINGO, AND ANY AND ALL RIDES FOR THIS ENGAGEMENT.

HAGERSTOWN INTER-STATE FAIR

HAGERSTOWN, MD., SEPTEMBER 17 TO 23 INCLUSIVE

WANT—Line Girls for the Famous Paradise Revue. Union salary paid by the office. Also want Posing Girls for Pin-Up Girls Attraction.

WANT—Penny Arcade, Grind Shows of merit, SILODROME, Glass House and Fun House.

WANT—Octopus Foreman, Working Men for Paradise Show and also all departments.

WANT—Office Assistant to join immediately.

LYMAN TRUESDALE, WHAT ABOUT THAT LOCATION?
 ANSWER IMMEDIATELY. All Address

CETLIN & WILSON SHOWS

WILMINGTON, DELA. UNTIL SEPTEMBER 7; THEN TRENTON, N. J.

HEDRICK'S GAY WAY SHOWS WANT

For LOUISBURG, N. C., Week of September 11, for Lions' Club Festival.

Will furnish any worth-while show that does not conflict. Stock Concessions, no X. Have good proposition for Cook House. Show has five Rides. Four Shows owned by office. Our fairs start Sept. 8 at Nashville, N. C.; Sept. 25, Enfield, N. C.; Walnut Cove, N. C.; Mayodan, N. C.; Statesville, N. C.; Mooresville, N. C. Watch Billboard for route. Hillsboro, N. C., this week. No collect telegrams accepted.

FRED HEDRICK, Gen. Mgr.
 R. C. PARRIS, Spec. Rep.

C. J. BELTON, Business Mgr.
 J. F. BRADFORD, Secy.

**DAN ELIAS AND SAM GOLDSTEIN, Owners
 BODART'S GREATER SHOWS**

Want Advance Man who knows Southern territory. Al H. Herman, telephone us. Jimmy Reads, John Webb, Ernest Potter, R. T. Laverette, contact Fred Shufelt. Penny Arcade, Girl Shows with own equipment and transportation. Wanted for Southern tour, Man to operate Pea Pool and take charge of two others. Also must drive truck. Concessions of all kinds wanted. Secretaries in Alabama, Mississippi and Louisiana, contact us as per route.

Shawano, Wisconsin, September 7th to 10th; Weyauwega, Wisconsin, 15th to 17th.
 Wire, don't write.

WANTED FOR GREATER CINCINNATI FAIR

CARTHAGE, OHIO, SEPTEMBER 11-16, AND FOR
HAMILTON, OHIO, FAIR
 SEPTEMBER 24-30

FIRST-CLASS SIDE SHOW — ALSO OTHER CLEAN ENTERTAINING SHOWS
 Two of the Greatest Fairs in the Middle West. Address Inquiries:

F. E. GOODING AMUSEMENT CO.

1300 NORTON AVE.,

COLUMBUS 8, OHIO

CLYDE BEATTY-RUSSELL BROS.' COMBINED CIRCUS**WANTED**

Help in all departments. Big Top, Property Dept. Truck Drivers, Ticket Sellers, Candy Butchers, Side Show Talkers, Cookhouse, Ushers, Front Door Men. Top salaries, good accommodations, long season. Join at once. Route: Beatrice, Neb., September 5; Fairmont, Neb., 6; Marysville, Kan., 7; Manhattan, Kan., 8; Emporia, Kan., 9; Ottawa, Kan., 10 and 11; Chanute, 12; Independence, 13; Coffeyville, 14.

Frank Seigear, Assistant Trainmaster, Wants

Train Crew Help, Polers and Chalkers, Ride Help in all departments, Wagon Builders, Show Painters, Man to Manage De Luxe Cookhouse. Have everything complete. Girls for Posing Show. Wire or write J. M. SHEESLEY, Mighty Sheesley Midway, this week, Du Quoin, Ill.; week of September 11, Nashville, Tenn.

**AMERICAN LEGION GALA WEEK
 AND THRILL CIRCUS**

LEGION STADIUM, WILMINGTON, N. C.

6 DAYS—6 NIGHTS—MONDAY, OCTOBER 16, TO 21

Already booked 20 major Rides. Have all Rides necessary. 12 major Shows. Will book few Grind Shows. 12 big Thrill Acts. Can use few more good grand stand Acts. Want to hear from best Cannon Act in business. Concessions all open except Bingo. No EX, but space is limited. No Wheels, Coupon Stores or Gypsies. Write or wire

LEGION GALA WEEK COMMITTEE, Wilmington, N. C., P. O. Box 1047.

J. F. SPARKS SHOWS

WANTS FOR BALANCE OF SEASON INCLUDING

ATHENS, ALABAMA, VICTORY FAIR, SEPT. 11-16

1 Block from Courthouse. First Show in 3 Years.

MIDDLE TENN. DIST. FAIR, LAWRENCEBURG, SEPT. 18-23

NORTH ALABAMA STATE FAIR, FLORENCE, SEPT. 25-30

RANDOLPH COUNTY FAIR, ROANOKE, ALABAMA, OCT. 2-7

DALE COUNTY FAIR, OZARK, ALABAMA, OCT. 9-14

JACKSON COUNTY FAIR, MARIANNA, FLORIDA, OCT. 16-24

BAY COUNTY FAIR, PANAMA CITY, FLORIDA, OCT. 26-NOV. 4

With others to follow

W Legitimate Concessions of all kinds. Flashy Girl Show with Girls to join at Lawrenceburg. Money-getting Grind Shows with own equipment. Super Roll-o-Plane with truck or own transportation. Will book or buy. Also book Fly-o-Plane. Join Athens for balance of season. Musicians and Performers for Minstrel. Man to operate Fun House. Counter Man for Bingo. Sensational Free Act to join first week in October for balance of season. Altdos, write or wire.

J. F. SPARKS, Springfield, Tenn., this week; Athens, Ala., Sept. 11-16.

W
A
N
T

GEREN'S UNITED SHOWS

MARION, INDIANA, SEPTEMBER 11 TO 16

Five Blocks From Court House

Want Shows and Concessions. For Sale—Will offer to cash buyer 3 major Rides, No. 5 Eli Wheel, Dual Loop-o-Plane, Chair-o-Plane. Good trucks for same. One 22 foot Elcar Trailer, Wire and Switch Box, beautiful Front Entrance, 20x30 Snake Show with 50 ft. banner line. Plenty other equipment too numerous to mention. The above equipment is in A-1 condition, not junk. Come look it over as per route.

LAST CALL**LAST CALL****MINEOLA FAIR**

5 BIG DAYS AND NIGHTS — SEPT. 12-13-14-15-16
 SHOWS With Your Own Equipment, what have you? CONCESSIONS—Legitimate of all kinds open. Locations will be given from Saturday, September 9th.

I. T. SHOWS, INC.

I. TREBISH, Concession Manager

2686 VALENTINE AVE.,

Phone Before 9 A.M. — Fordham 4-3630

BRONX, NEW YORK

CLINTON COUNTY FAIR, September 12 to 16, Mill Hall, Pennsylvania

FULTON COUNTY FAIR, September 19 to 23, McConnellsburg, Pennsylvania

Want legitimate Concessions that operate for stock except Bingo and Eating Stands. No Gypsies or Grift allowed at these fairs. Want Shows of all kinds. Will buy one Transformer with or without Truck and Heavy Cable Stranded Wire. Must be in good condition. Will buy any worth-while Concession Tops that are in good condition. Address all mail:

THOMPSON BROTHERS, Jersey Shore, Pa., this week; Clinton County Fair, next week, or THOMPSON BROTHERS, 2906 4th Ave., Altoona, Pa. P.S.: Have six Rides available after September 23, including Octopus, Ferris Wheel, Chair-o-Plane, Merry-Go-Round, Kiddie Auto Ride and Kiddie Swings. Will book all or part.

A M P SHOWS**JUGGY**

Warrenton, Virginia, this week, Sept. 4th, benefit Sauquier County Tuberculosis Assoc.; Shenandoah, Virginia, next week, Sept. 11th, Gigantic Firemen's Celebration. First show in 4 years. Playing uptown. Want Shows with own outfits. Ten-in-One, Five-in-One, Funhouse (Pop Thompson, contact), Illusion, Wild Life, Penny Arcade, Unborn, Pit Shows. Rides: Will book for long route 7 fairs: Roll-o-Plane, Tilt, Octopus, any other not conflicting. Ride Help of all kinds, come on. Concessions that work for ten cents, Pop Corn, Candy Apples, Siring Game, Devil's Bowling Alley, or what have you? Don't write, wire or come on. A. M. PODSOBINSKI, Manager.

T AND B SHOWS

Crostview, Florida, this week; Niceville, September 11.

Will buy Eli Wheel for cash. Will book any 10-cent legitimate Concession. Tom Hale wants Agents for Bingo. Hoop-La, Penny Pitch, Cigarettes, Charley Eichorn, wire at once. Stanley, wire Bill Johnson. Jack Rainey wants Agents for all kinds of Grind Concessions. All that know me, write, Marshall and Pa, contact me. Show out all winter.

DRAFT OF L-21-A UNDER WAY

Repair Parts Still Depend Much on Future Conditions

Developments combine to pile up pending orders — vender order amended but music, amuse. mch. order may be delayed—parts to boost reconditioned mch. market

CHICAGO, Sept. 2.—War news from Europe this week continued to be increasingly optimistic and the collapse of Germany may soon change the entire picture with respect to reconversion to civilian production. Reports this week indicated that progress by the WPB toward reconversion was now considerably involved in political maneuvering. It was anticipated that when Congress began to propose legislation on reconversion the whole subject would develop into a political muddle.

Recent changes in high WPB officials was regarded by many as a consequence of developments in Congress. The reconversion picture this week, as to reports directly related to the coin machine trade, presented two contrasting views. One suggests speedy developments which will bring an amended form of L-21-a to permit progress toward making parts for juke boxes and amusement machines. The contrasting report is that the amended form of L-21-a may simply be lost in the hopper and not come out for months. There is also the possibility that political muddling may soon lead to a mad rush by many industries to get early approval on reconversion, and in that case big business might out-manuever small industries like the coin machine trade.

L-27, which covers vending machines, was amended August 19 to bring the order under the provisions of PR-25, and it is understood that vending machine manufacturers are slowly making their plans under this amended order. Reliable reports this week said that Thomas Craig, administrator in the durable goods section of WPB, was already drafting the amended form of L-21-a, which would bring juke box and amusement machine manufacturers also under the provisions of PR-25. Official releases published in newspapers August 25 reported WPB officials as saying that plans to permit the making of repair parts for juke boxes and amusement machines were definitely under way but that the industry should not become too optimistic.

Press Reports

J. A. Krug became acting chairman of WPB recently when Donald Nelson left to visit China. The nation's press has, in the last few days, been filled with reports and rumors as to the sudden changes in high WPB officials. Most observers agree that Krug represents the view that small industries and small firms should get any advantages that reconversion may offer. It had been reliably reported for some time that there was a real fight between big business and small industries going on inside official circles. Big business was said to favor the delay in plans in reconversion because the larger firms would of necessity be kept busy with war orders until final victory.

WPB officials this week frankly stated in Washington that with the German crack-up coming nearer every day the agency is almost sure to be caught with hundreds of control orders awaiting clearance while many industries are champing at the bits to get an early start. If this maelstrom develops soon, it may work to the disadvantage of the coin machine industry. It was known in January of this year that the WPB had orderly plans whereby the coin machine industry would be given early consideration in plans for reconversion and that the vending machine trade would get first consideration, the juke box trade the next favorable consideration and amusement machines following the vending and music sections. But

conditions are changing so fast now that no certain predictions can be made as to the future.

Representatives of coin machine manufacturers have confined their petitions to simply asking for repair parts for coin machines. If conditions permit WPB to revise control orders so that manufacturers may begin making repair parts at an early date, it may lead to a revival of putting reconditioned machines on the (See L-21-A UNDER WAY on page 62)

OPA Amends MPR-429; Some Important Changes Are Made

CHICAGO, Sept. 2.—The recently amended form of MPR-429 attracted much attention in coin machine circles here this week because it suggests the possibility of a new approach to ceiling prices on used coin machines. The Office of Price Administration issued the amended form in Washington, August 24 and it includes three previous amendments, and the fourth and last amendment became effective August 29. The amended order has been changed in so many respects that it looks almost like an entirely new order.

MPR-429, setting up ceiling prices on used coin machines, first went into effect September 1, 1943. It caused considerable commotion in the coin machine industry because of the problems it created for operators and distributors due to the big trade in used machines.

Operators were concerned because they not only were buying used machines but they also sold many machines on the used market. Reconditioning of coin machines also created a problem under price ceilings. OPA eventually appointed an industry advisory committee, and this group met with officials in Washington last December. At that time, ideas were considered which indicated that OPA might remove used games and gaming devices from under the price ceiling regulations entirely. The industry committee and also OPA officials seemed agreed that price ceilings could better remain in effect on used juke boxes and vending machines. But time passed by, and no official orders were issued on these questions. George Toomey, who presided at the meetings and who handled most of the questions relating to coin machines, later left OPA and the price ceiling question has been dormant since.

Many Changes Made

The amended form of MPR-429 makes a number of general price changes which, if applied to used coin machines, may open up avenues for much more favorable consideration for the trade. Among the general changes which have been made, there is a complete revision of Section 1 which defines the products to be covered by the order. The paragraph relating to coin machines has been simplified to read as follows: "All kinds of coin-operated vending machines for cigarettes, candy, beverages, etc.; and coin-operated weighing machines and juke boxes, pin-ball machines, and other amusement machines."

The question of auction sales on any used products seems to be settled by the amended order. Plans have been made in the coin machine trade to use auction sales in a few trade centers in (See AMENDS MPR-429 on page 60)

Text of Amended OPA Order MPR-429

NOTE—So that the trade may immediately have a copy of the newly amended MPR-429, we are reprinting it with the exception of a few points which have no bearing on the coin machine trade. A news report on the amended order is published elsewhere in this issue.

AMENDED ORDER MPR-429

(Issued August 24, 1944)

This compilation of Maximum Price Regulations 429 includes Amendment 4, effective August 29, 1944.

In the judgment of the Price Administrator, the maximum prices established by this Maximum Price Regulation No. 429 are and will be generally fair and equitable and will effectuate the purpose of the Emergency Price Control Act of 1942, as amended, and Executive Order No. 9250. A statement of considerations involved in the issuance of this regulation has been issued simultaneously herewith and has been filed with the Division of the Federal Register.

Insofar as this regulation uses specifications and standards which were not, prior to such use, in general use in the trade or industry affected, or insofar as their use was not lawfully required by another government agency, the Administrator has determined, with respect to such standardizations, that no practicable alternative exists for securing effective price control with respect to the commodities subject to this regulation.

(Above sentence added by Supplementary Order 59, 8 F.R. 12552, effective 9-11-43)

Sec. 1366.1 Maximum prices for certain types of used consumer durable goods. Under the authority vested in the Price Control Act of 1942, as amended, and Executive Order No. 9250, Maximum Price Regulation No. 429 (ceiling prices for certain types of used consumer dur- (See TEXT OF AMENDED on page 61)

Editorial

Educating Locations

By Walter W. Hurd

RECENT government plans to issue a series of about 20 booklets, most of them telling how to operate retail stores, suggests the idea of a broad educational program for location owners. The government really proposes to help new store owners and managers, especially veterans, get off to a good start. The U. S. Department of Commerce has long conducted an educational program for retail stores, and the new plan has been started to help in the future employment program.

The coin machine industry will be vitally concerned in all future plans that may help or hinder the progress of retail establishments. The fact that a nation is so concerned about the success of retail stores in the post-war era that it will set up an educational program for them has much meaning for the industry.

Suppose it were possible for the coin machine industry to initiate and carry on a national program for promoting better relations with location owners. Much has been said in the past about public relations programs that would be aimed chiefly at informing the public about the coin machine industry. Such a broad public program is always desirable but it has in the past seemed too big for the trade to undertake.

Because of the direct bearing which relations with locations have on the sale and operation of machines of all types, the trade might unite much more quickly on a program for reaching location owners. Operators would quickly appreciate the value of a program which would get better co-operation from store owners, and the local organizations of operators would really be in key positions to carry out a program. In the past, all discussions about a public relations program have seemed to be something too big and too far removed from the daily business of the operator to arouse his direct interest.

But the operator must meet and deal with location owners daily, and any plan that would help to reduce the unfair tactics which many locations practice on operators would get attention. It may develop that operators will be al-

most compelled to seek some sort of program to reduce location evils after the war because it seems certain there will be a lot of new locations, new owners and managers and also new operators looking for locations. These probabilities should be considered in a constructive way now so that educational plans can be under way before a crisis comes.

Enough tentative work in promoting better relations with locations has been done in the past so that good examples are already available. Most of this work has been done by local associations, but it has been constructive and also very successful. All these local programs could be reviewed by industry leaders to lay foundations for future plans.

The public has been treated to a very effective educational program during the war which has emphasized the importance of retail stores in the American system. Perhaps the U. S. Department of Commerce has done most of the work in this field, thru its surveys and its many reports issued on the subject of retail trade.

It should be easy to get the co-operation of the Commerce Department in helping to get data on the importance of most types of coin machines to retail stores because Commerce officials are vitally interested in anything and everything that will promote the welfare of retail trade.

Now the coin machine industry well knows, and store owners well know, what coin machines mean in boosting the income and drawing patronage to most small establishments. But the information and the data has never been really assembled so that the story can be cleverly told to locations in general. If the full story were presented to store owners in an informative way it would help much to prevent those unfair practices which are too well known to operators generally.

The coin machine industry cannot exist without locations and the stores need coin machines. The two need to get together for their own good and so that both groups can promote an ever-increasing patronage of coin machines among the people.

COINMEN YOU KNOW

New York:

ABE LESH, brother of JOE LESH, Vassar Cigarette Service, on biz out of town is back in New York and looking for a route. . . . MATTY FORBES, CMA exec, vacationing in the White Mountains, N. H., where Matty hopes to unload his hayfever. . . . Universal Distributors, recently opened, has decided H. Rosenberg Company fits firm better. . . . MAXIE GREEN will soon operate a phonograph route. . . . DAVE ENGELS, well-known New York and New Jersey coinman now acting as salesman for American Coin Machines of Newark, N. J. . . . NATE WEISENBERG, Cleveland op; BEN RODINS, Washington op, and H. AXEL, coinman from Richmond, Va., snapped in confab with BERT LANE. . . . JACK EHRLICH, Hart Music Company, looking over boxes. . . . JOE EISNER, former Wurlitzer distrib, may soon get back in the biz. . . . RAY HARRISON, Automatic Cigarette Service, still looking for good route. . . . ANGELO CHIRDO and JOHN MORALES, Du Greier servicemen in New York office, cited by local coinmen for excellent workmanship. . . . CHARLIE ARONSON, Brooklyn Amusement, checked in on the "ROW."

Indications that the East may become a coin machine manufacturing center continue to mount. MARCUS KLEIN, at present moving arcade equipment, is latest outfit to announce preparations for volume production of games after the war. This makes three firms definitely committed to manufacturing: Pan-coast Amusement, Willie Blatt and Klein. Two outfits at present interested only in conversions, Framal Distributing, and J. C. H. Manufacturing Company may join ranks of permanent producers in the East.

DAVE ROSEN, Philadelphia op, and FRED ARONSON, Rochester (N. Y.) routeman, in pow wov with HERMAN ROSENBERG, new distrib on the "Row." . . . GEORGE PONSER laying plans to direct activities mostly from New York office soon. . . . SAM SCHNIEDER, veteran Detroit coinman, visiting the town. . . . MEYER PARKOFF, Atlantic Distributing exec, so wrought up over tragic ending of Charles Arato, firm's sound system expert, he had to call time out last week. . . . CAPITOL AUTOMATIC MUSIC has been disposing of part of its equipment.

The Bureau of Fair Standards and Measures of the city of New York claims that spot-checking following complaints shows many cigarette machines listing brands in the columns and actually vending off-brand merchandise. Summons will soon be forthcoming if ops do not hurry and correct the lists, bureau warned.

Buffalo:

ALFRED BERGMAN, one of the leading coin machine men here, is playing host to his son, PFC ALFRED M. BERGMAN JR., on a two-week furlough. He is taking a little time out from business to enjoy his company. Al Sr., who has just concluded a good summer season of operation, is enlarging his routes with some music and various games. He is adding new spots, with an eye to post-war possibilities.

MRS. JAMES D. BLAKESLEE, wife of one of the leading ops, is still out at her summer home at the American shores of Lake Erie. Her broken arm, sustained some weeks ago, is on the mend. . . . BEN KULICK, well-known coinman, has been out of town a lot lately, and some guesses have it that he is busy making some big post-war plans.

Baltimore:

ROY MCGINNIS, popular veteran coin machine distributor operating under his own trade name, has returned home after a two-week visit to Chicago, where he contacted leaders in the coin machine field.

Detroit:

AARON LIPIN, manager of the record department of Allied Music Sales Company, became a proud father for the third time August 20. Mother and daughter are doing well. . . . That makes MAX LIPIN an uncle once more. . . . ARCHIE GAYER, well-known showman for 15 years, is opening the Funland Arcade, Monroe and Library avenues—in the heart of downtown Detroit—the first arcade to operate on the historic amusement center of Monroe Avenue since Manfred Linick closed his spot there 10 years ago. . . . MAX MARSTON, of the Brilliant Music Company, has left for

his annual vacation, which he will spend in Cleveland and environs. . . . WILLIAM K. PALMER is vacationing currently in New York city.

MORRY KAPLAN, sales manager of Brilliant Music Company, reports a fine sale on the Jensen Operator's Needle, for which they have been appointed State distributor, and are also using it exclusively on their own operations. . . . JOSEPH LA ROSE, manager of the Eastown Theater, is organizing a night club for teenagers in a store location in his neighborhood. It will be built around the idea of a juke box for entertainment. Objectives is to make it a place for the kids to do their studying, combined with a bit of recreation.

MRS. BERNICE STAHL, wife of Harry Stahl, president of the Michigan Showmen's Association, reports she has done very well with her digger machine operation in Eastwood Park at East Detroit this past summer. She is planning to re-enter the music operating field, resuming a department dropped by the Stahl Music Company when they sold out their juke route some seasons ago. . . . SOL BOESKY, head of Banner Novelty Company, is keeping bachelor hall these days, with Mrs. Boesky in Northern Michigan for several weeks because of hayfever.

Minneapolis:

OPERATORS from Minnesota and surrounding States, who come to the Twin Cities on occasion to visit the wholesale markets, flocked in large numbers during the 85th annual Minnesota State Fair. Many brought their families along. Just a few seen wandering about the fairgrounds were GORDON STOUT, his wife and children from Pierre, S. D.; STAN WOZNAK and son from Bowlus, Minn.; OSCAR SUNDEM and wife from Montevideo, Minn., and LOUIS OLSON and wife from Austin, Minn.

MRS. HAROLD GREGORY, Rapid City, S. D., has taken over the coin machine route operated by her husband, who died recently of a heart ailment. . . . MIKE IMRICH, Menno, S. D., is due home on furlough from the army very shortly and has promised to come to the Twin Cities to see some of his old friends. . . . SID LEVIN, comptroller of Hy-G Amusement Company until he went into the army more than a year ago, reports from England that he has been promoted to sergeant.

MRS. GERALD JOHNSON, Menominee, Wis., whose husband is now in the army, has taken over his coin machine operations. . . . JACK KARTER, of Midwest Novelty Sales Company, Minneapolis, is passing out cigars these days following the birth of a son August 26. . . . J. J. COOK, St. Paul operator, has dropped 50 pounds from his belt line and claims he feels better than ever. . . . GERTIE (Bizerte) SPECTOR, Hy-G Amusement Company stenographer, is walking on air this week; she received the first photograph of her husband since he went overseas with the army many months ago. . . . JOE PERKINS, of Advance Music Company, is back on the job after a visit to Spokane. . . . WALLY JONES, former serviceman for Hy-G until he took a war job, is back at his old love—for one week—while his war plant is shut down for inventory. . . . RICHARD NEWELL, 15, son of OLYDE NEWELL, old-time coinman in these parts, who has been working all summer at Hy-G, quit to go back to Roosevelt High School where he is a prominent member of the football team.

Ft. Worth Coin Trade Firm Despite Cutback In War Plant Hiring

FORT WORTH, Sept. 2.—Reduction of forces at war plants in and near Fort Worth has not yet been felt in the coin machine business, operators here report. In fact, business has held up above normal all summer.

The three downtown arcades continue to play to big crowds over the week-ends and are usually crowded every night. Operators are having no trouble keeping the amusement machines in repair.

The acute cigarette shortage has cut into profits of the vending machines, however.

North American Aircraft officially an-

News Highlights of the Week

WASHINGTON.—Official press releases appearing in newspapers August 25 quoted WPB officials as saying they were considering the amendment of L-21-a to provide for the manufacture of repair parts for juke boxes and other amusement machines. Unofficial reports suggested this amendment might be announced near the end of this week. L-27 on vending machines was amended August 19 to bring vending machines under the provisions of PR-25. OPA issued MPR-429 in amended form August 24. The fourth amendment just made became effective August 29. A lot of changes were made in the order so that it looks almost like a new order. Coin machine trade will be vitally interested in sections on reconditioned machines. Amended order also suggests possibility of obtaining new consideration of price ceilings on used machines. The amended order rules out the auction sales plan of coin machines by established firms. The amended order also puts the sale of used records under MPR-429.

OLYMPIA, WASH.—State tax report for six months ending April 30 showed revenue on pinball and gaming devices collected by the State to be \$1,015,573. More than \$585,020 was collected in Seattle, Tacoma and Spokane. Spokane had a much higher play than Seattle, according to the report. Tacoma play during the six-month period ran at a fairly even level. The State tax commission is taking great interest in the coin machine trade and data which it reports has proven highly interesting.

BISMARCK, N. D.—Whether the State can collect sales tax on receipts of juke boxes came before the District Court here recently. The court took the case under advisement. State has been trying to collect sales tax on juke boxes and an operator seeks an injunction.

CHEYENNE, Wyo.—Internal revenue reports for the district show that 19 of the 23 counties in the State have slot machines operating. Four small counties did not report any machines. Federal tax was paid on a total of 231 gaming devices in the State mainly in the western part. Failure of coin machines was released.

NEW YORK.—The president of the National Tavern Association, representing 300,000 tavern owners in 26 States, has asked coin machine associations to meet with his organization for mapping out a mutual program of co-operation. Plan may prove important in the future.

CINCINNATI.—A municipal court judge here last week urged amending the pinball ordinance in order to prevent cases charging locations with exhibiting a game of chance just because players had been found gambling on it. He said charges should be made against the actual act of gambling rather than against the machines.

TOLEDO.—After much discussion in press and public meetings a location was finally approved for the new teen-age club here to be known as the Jayteen. Some groups disapproved of the first location selected because it was above a Penny Arcade.

NEW YORK.—Regional WPB office reports that a big majority of people who call for information on making civilian goods are repair men or have only small shops. Out of 1,300 calls for information only 15 firms filed applications for permits and only two of those have any chance for approval, officials say.

CHICAGO.—Increasing efforts by many business organizations to bring about removal of overlapping federal, State and city taxes after the war raises question of whether coin machine trade will join in this movement.

WASHINGTON.—President Roosevelt has ordered the next census of manufactures to be taken in 1945 instead of 1946 as scheduled. Last census of manufactures was taken in 1940 and an official report on manu-

CHICAGO.—Reports from operators in resort areas show mixed conditions during past summer season. Minneapolis area reports play much below normal; New York area reports good season despite travel problems; Michigan area reports business 10 per cent above last year.

nounced recently that 3,500 employees had been dropped from the rolls and that by November 15, 17,000 more would be dismissed due to a curtailment of production. The plant is located almost midway between Dallas and Fort Worth. The big Consolidated-Vultee airplane plant in Fort Worth has announced that no reduction is expected there.

The well-paid war-plant workers have done much toward keeping the coin machine business in this section at its best in history.

AMENDS MPR-429

(Continued from page 59)

order to speed up the sale of used machines. The amended order seems to limit exemptions from ceilings to auction sales of household goods and it also provides that auction sales by dealers or established firms definitely come under the price ceiling rules.

Reconditioned Equipment

The coin machine trade will be attracted especially by Section 8-A, which has been amended to cover sales of reconditioned machines and put them on the market again.

Due to the recent prospects under the WPB spot authorization plan that manufacturers may be permitted to resume the making of parts when war conditions are favorable, the reconditioning of machines may become increasingly important before the actual production of new machines gets under way. Reports from manufacturing plants in Chicago and New York indicate that labor and materials problems will probably delay the production of new machines until Germany collapses, even tho the production ban is lifted. Prospect of making parts for repairs and reconditioning seems much more immediate than the actual production of new machines. If parts become

available soon, the reconditioning of machines would assume new importance. For that reason, the section relating to reconditioned products takes on new interest.

Used Machine Prices

The provisions for obtaining used machine prices under the ceiling order remain pretty much the same as in the original order, but the prescribed form of notices which firms are to display has been amended and the language used may be suggestive in interpreting the order. The question raised by the amended order in its entirety is that of basing used machine prices in relation to prices obtained for new machines if such should be found on the market at present. The first rule for obtaining used machine prices of Classes I and II is to find the price of the same or similar new product now selling on the market. The big question would be what coin machines, if available at the present time, would actually be worth.

An amended section of the order says that an unused model is not to be considered a used machine except according to the following provision: "In the case of any article whose year of manufacture can be identified by annual models, any article of a model last manufactured for use in 1940 or earlier, whether or not it has actually been used, shall be considered a used article for purposes of this regulation, unless the seller provides the purchaser with a written warranty that the article has never been used by a consumer."

Interpretations of the amended order, as above, are unofficial, but they do suggest the possibility of a new approach to the subject of price ceilings on used coin machines at the present time. Copies of the amended order should be available at all regional OPA offices now. It is also reprinted elsewhere in this issue.

Text of Amended OPA Order MPR-429

(Continued from page 59)

able goods), which is annexed hereto and made a part hereof, is hereby issued.

Authority: Sec. 1366.1 issued under 56 Stat. 23, 765; 57 Stat. 566; Pub. Law 383, 78th Cong.; E.O. 9250, 7 F.R. 7871; and E.O. 9328, 8 F.R. 4681.

Maximum Price Regulation No. 429—Ceiling Prices for Certain Types of Used Consumer Durable Goods.

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1. What to look for in this regulation.
2. Relation to the General Maximum Price Regulation and other regulations.
3. Antiques and objects of art.
4. What transactions and persons are covered by this regulation.
5. How to determine your ceiling prices.
6. How to find the price of the new article.
7. How to determine the class of a used article.
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- 8a. Sales by manufacturers of reconditioned and guaranteed articles.
9. Fixing of dollars-and-cents ceiling prices for certain articles by Regional or other offices of the Office of Price Administration.
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14. Tagging.
15. Sales slips or receipts.
16. Petitions for amendment.
17. Geographical coverage of this regulation.

Sec. 1. What to look for in this regulation. This regulation tells how to find ceiling prices for certain types of used goods. As defined in this regulation used goods includes reconditioned, rebuilt and renovated goods. However, this regulation does not cover goods which were sold new and which have been returned to the original seller who has returned to the buyer the full amount paid on account of the purchase of the goods. (Such goods are to be treated as new goods under Office of Price Administration price regulations.) In the case of any article whose year of manufacture can be identified by annual models, any article of a model last manufactured for use in 1940 or earlier, whether or not it has actually been used, shall be considered a used article for purposes of this regulation, unless the seller provides the purchaser with a written warranty that the article has never been used by a consumer.

This regulation does not cover the sale of all used goods. It covers only the sale of the used goods listed below:

(Editor's Note—Here all remaining parts of Sec. 1 are stricken out except that which is of direct or indirect interest to the coin machine trade. Most of the section relates to various lines of retail merchandise.)

(n) All kinds of coin-operated vending machines for cigarettes, candy, beverages, etc., and coin-operated weighing machines and juke boxes, pinball machines and other amusement machines.

(o) All kinds of athletic equipment, firearms and sporting goods (except apparel), including but not limited to pistols, revolvers, shotguns, rifles, fishing tackle, hunting and sheath knives, game traps, golf bags and clubs, etc.

(p) Optical goods, including but not limited to binoculars, microscopes, opera and field glasses, telescopes, etc.

(q) Radios (except automobile radios sold as part of an automobile), phonographs, radio-phonograph combinations, records and accessories.

(r) All kinds of toys, games, playthings, playground equipment, etc.

(Sec. 1 amended by Am. 1, 8 F.R. 13742, effective 10-5-43; Am. 3, 9 F.R. 4020, effective 4-19-44; and Am. 4, effective 8-29-44.)

Sec. 2. Relation to the General Maximum Price Regulation and other regulations. This regulation takes the place of the General Maximum Price Regulation for the sales of the used articles which are listed in Sec. 1 above.

Sec. 3 relates to antiques and is omitted.

Sec. 4. What transactions and persons are covered by this regulation. (a) This regulation covers all sales by any person to any other person with the following exceptions only:

(1) Sales by a householder of goods

which he did not originally acquire for the purpose of selling or renting. (Sales in the course of trade or business by agents of householders, or by dealers or auctioneers whether for their own account or for the account of a householder or anyone else, and sales of used goods out of a residence as a regular business are covered.)

(Subparagraph (1) amended by Am. 1, 8 F.R. 13742, effective 10-5-43 and Am. 4, effective 8-29-44.)

(2) (Revoked.) (Subparagraph (2) revoked by Am. 1, 8 F.R. 13742, effective 10-5-43.) . . .

(4) Sales at wholesale. A sale at wholesale is a sale to a person who buys for the purpose of reselling the goods, rather than for use. Sales at wholesale remain covered by the General Maximum Price Regulation.

(b) "Person" includes an individual, corporation, partnership or any other organized group of persons; their legal successors or representatives; the United States or any government, or any of their political subdivisions.

(Paragraph (b) amended by Am. 1, 8 F.R. 13742, effective 10-5-43.)

Sec. 5. How to determine your ceiling prices. (a) First, you must find the price of a new article (which is the same as or similar to the used article you are pricing), according to the rules in Sec. 6.

(b) Second, you must find the class in which the used article you are pricing belongs. (Class I or Class II—See Sec. 7.)

(c) You then find your ceiling price which is either 3/4 or 1/3 of the price of the new article, depending on the class in which the used article you are pricing belongs.

Sec. 6. How to find the price of the new article. You find the price of the new article by using these rules in the order in which they appear:

(a) **Rule 1.** Find the retail selling price of the same article, new, for sale in your own stock.

(b) **Rule 2.** If you do not have the same article, new, in stock, find the retail selling price of a similar article, new, in your own stock. A used article is "similar" to a new article if the used article has the same uses and when new would give fairly equivalent service. In addition the used article, when new, must have sold for approximately the same price as the similar new article now sells for.

(c) **Rule 3.** If you do not have a similar article, new, in stock, find the retail selling price of the same article, new, in the same shopping area. (The shopping area is the area in which persons in your community shop for new goods of the kind you are pricing.)

(d) **Rule 4.** If the same article, new, is not for sale in the same shopping area, find the retail selling price of a similar article, new, for sale in the same shopping area. A used article is "similar" to a new article if the used article has the same use and when new would give fairly equivalent service. In addition, the used article, when new, must have sold for approximately the same price as the similar new article now sells for.

(e) **Rule 5.** If the same or similar article is not being sold in your community, find the retail selling price when this article was last sold in your community.

(f) **Rule 6.** If you cannot find the retail selling price under any of these rules above apply to the appropriate Office of Price Administration District Office for information on how to determine your price.

Remember, if you can find the price of the new article in Rule 1, you cannot use Rules 2, 3, 4, 5 or 6. If you can use Rule 2 you cannot use Rules 3, 4, 5 or 6. If you can use Rule 3 you cannot use Rules 4, 5 or 6. If you can use Rule 4 you cannot use Rules 5 or 6.

Sec. 7. How to determine the class of a used article—(a) Class I. An article is a Class I article if:

(1) No part is missing which is necessary to make the article fully useful.

(2) The article is in good working condition, can be used by the consumer for the purpose intended without further repair, and the article is clean and its appearance is good.

(b) **Class II.** An article is a Class II article if it is not in Class I.

Sec. 8. How to find the ceiling price for each class. The ceiling price for the used article must be no more than:

Class I, 3/4 (75 per cent) of new.

Class II, 1/3 (33 1/3 per cent) of new.

Example for Class I: If the selling price of a new article is \$40, you determine the ceiling price of the used article by multiplying \$40 by 3 and dividing the result by 4; 3 times \$40 is \$120; \$120 divided by

4 is \$30; \$30 is the ceiling price for the Class I used article.

Example for Class II: The selling price of the new article is \$30. To determine the ceiling price of the used article, you divide the \$30 by 3; \$30 divided by 3 is \$10. This is the ceiling price for the Class II used article.

No sales, attempts to sell, offers to sell or deliveries shall be made at prices higher than the ceiling price. Of course, sales may be made at lower than ceiling prices.

(Sec. 8 amended by Am. 1, 8 F.R. 13742, effective 10-5-43.)

Sec. 8a. Sales by manufacturers of reconditioned and guaranteed articles. Notwithstanding the provisions of Sec. 8 of this regulation, any manufacturer of an article covered by this regulation who sells the article directly to consumers, reconditioned and with a guarantee equivalent to that offered with the article when sold new, may upon securing written authorization from the Office of Price Administration, Washington, D. C., sell the article to consumers at the same price he charged them for it during March, 1942.

(Sec. 8a added by Am. 4, effective 8-29-44.)

Sec. 9. Fixing of dollars-and-cents ceiling prices for certain articles by Regional or other offices of the Office of Price Administration. Any Regional Office of the Office of Price Administration or such other offices as may be authorized by the appropriate Regional Office, may by order fix dollars-and-cents ceiling prices for the sales by any or all sellers of any articles covered by this regulation in any area or locality within its jurisdiction. Any order fixing maximum prices issued under the authority of this provision will supersede the provisions of this regulation with respect to sales subject to such order.

(Sec. 9 amended by Am. 4, effective 8-29-44.)

Sec. 10. Adjustment of prices under certain circumstances. Any regional office of the Office of Price Administration or such other offices as may be authorized by the proper regional office may grant permission to any person subject to this regulation to charge a higher price for the sale of any rebuilt or reconditioned article than is permitted by this regulation if it is found that:

(a) The article is essential, and is one of which there is a serious shortage.

(b) There has been expended (in the course of rebuilding, reconditioning, or renovating the used article) a substan-

tial amount for labor and materials.

(c) (i) If the reconditioner is the retailer, considering the substantial amount expended for labor and materials, the establishment of a price by the Class I formula would result in a price so low that he could not reasonably be expected to continue to recondition or rebuild the article, or

(ii) If the reconditioner is not the retailer, considering the properly established maximum price charged the retailer by the reconditioner, the establishment of a price by the Class I formula would result in a price so low that the retailer cannot reasonably be expected to sell the article.

For further information consult with your nearest district office of the Office of Price Administration.

Until such permission is granted the ceiling price is the price fixed by this regulation.

(Paragraph (c) amended by Am. 2, 9 F.R. 3084, effective 3-27-44.)

Sec. 11. Credit, delivery, packing and other charges. (a) Any additional charge for credit, packing, delivery, or anything else which is not quoted and billed separately is considered part of the selling price. You may charge for those services only to the extent allowed by this section.

(b) If you were engaged in the business of selling goods during March, 1942, and during that month made a separate charge for the extension of credit, or for delivery or packing, you may make a charge for any of those services on the sale of goods covered by this regulation no greater than the charge you made during March, 1942, and you must quote and bill those extra charges separately.

(Note: Revised Supplementary Order No. 34 (8 F.R. 12404) permits, under certain conditions, the addition of extra packing expenses to be added to maximum prices on sales to procurement agencies of the United States.)

(c) If you were not engaged in business during March, 1942, or if you did not extend credit or delivery or packing service during that month, you may make a charge for any of those services rendered the buyer, no greater than the charge made by your closest competitor selling used goods, who makes a separate charge for that service. You must quote and bill those extra charges separately.

(d) You cannot require the customer to take any of these services.

(Sec. 11 amended by Am. 1, 8 F.R. 13742, effective 10-5-43.)

Sec. 12. Evasion, licensing and enforce-



AUTOMATIC COIN

GIVES YOU MORE VALUES!



Knee Action for Mills. Set of 3 \$4.95 Idler Pinion Gears for Mills 2.50 Ea. Main Clock Gears for Mills, with Attachments 3.50 Bottom P.O. Slides for Mills 5¢, 10¢, 25¢ 3/5 Pay 3.50 Ea. Coin Advancing Bar Lever for Mills 3.50	Plastics for Rock-Ola, '39, '40 Models, Top Corners, Lower Sides, Ea. \$12.75 Plastics for Seeburg 1941, 1942 Models, Lower Sides, Each. 14.50 Sheet Plastics, 20x50, Red 12.50 Corner Plastics for Mills Throne. Ea. 12.50 New Locks for Pin Balls65 5, 10, 15 Amp. Fuses, Each.04 Bulbs, No. 40-44-46-47-81, 145B-145B. Each07 Cash Boxes for Mills 2.00 Reel Stops for Super Bells40
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BRAND NEW

Scientific Basketball \$139.50 | ABT Big Game Hunter \$ 47.50

EXTRA SPECIAL

5¢ Blue Front, Compl. Overhd. .. \$195.00 | 5¢ Jennings Silver Chief \$189.50
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WRITE FOR COMPLETE LIST 5¢, 10¢, 25¢ BLUE FRONTS, BROWN FRONTS, GOLD CHROMES AND MANY MORE!

CONSOLES Mills Four Bells \$550.00 Evans Lucky Lucre 199.50 Bally Royal Draw 89.50 Keeney '38 Track Time 119.50 Buck. Track Odds, Fac. Reb. 550.00 Brown Paces Races 199.50 Paces Races Red Arrow, J.P. 319.50 Late Head Jumbo, P.O. 129.50 Late Head Jumbo, F.P. 129.50 Keeney Skylark 195.00	MISCELLANEOUS Chicken Sam Jap \$159.50 Seeburg Ray-o-Lite 89.50 Periscope, Slightly Used 239.50 Evans Tommy Gun, Late Model ... 142.50 Rock-Ola '39 Standard 309.50 Seeburg Wall-o-Matic 37.50 Seeburg Bar-o-Matic, 5¢, 10¢, 25¢. 49.50
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O S C A R A N D I R V I N G

ment—(a) Evasion. You must not evade any of the provisions of this regulation by any scheme or device, or by any practice which has the effect of getting a higher-than-ceiling price. Specifically, you cannot offer to sell used goods covered by this regulation only on condition that the customer agree to pay for reconditioning, repairing or rebuilding to be performed by you before or after he buys the merchandise or only on condition that the customer buy goods which he does not wish to buy. If the customer buys an article from you, and asks you to rebuild it or recondition it, the total amount which you receive on account of the sale of the goods and on account of the reconditioning or rebuilding cannot exceed the ceiling price of the goods if you offered the goods for sale as Class I goods.

You may not use the published list price as the price of the new article under Sec. 6, if that published list price was generally not observed by sellers of new goods. Sec. 6 requires you to find the actual selling price of the new article.

(b) Licensing. The provisions of Licensing Order No. 1, licensing all persons who make sales under price control, are applicable to all sellers subject to this regulation or schedule. A seller's license may be suspended for violations of the license or of one or more applicable price schedules or regulations. A person whose license is suspended may not, during the period of suspension, make any sale for which his license has been suspended.

(Paragraph (b) amended by Supplementary Order 72, 8 F.R. 13244, effective 10-1-43.)

(c) Enforcement. On and after September 1, 1943, you are subject to the criminal penalties, civil enforcement actions, license suspension proceedings and suits for treble damages provided for by the Emergency Price Control Act of 1942, as amended, if you violate any provision of this regulation.

(Note: Supplementary Order No. 7 (7 F.R. 5176) provides that war procurement agencies and governments whose defense is vital to the defense of the United States shall be relieved of liability, civil or criminal, imposed by price regulations issued by the Office of Price Administration.)

Sec. 13. Posting ceiling price notice. If you are a retailer you must post a sign no smaller than 11"x17" in size, in a place that is permanently and clearly visible to all customers for used goods. Your nearest Office of Price Administration office can help you get this sign. This sign must read substantially as follows except that you may omit from it any articles not sold in your store.

Ceiling Prices on Used, Reconditioned, or Rebuilt Articles

(Name of your establishment)

Our ceiling prices for the used, reconditioned, rebuilt and renovated articles listed below have been fixed under Maximum Price Regulation No. 429 issued by the Office of Price Administration.

The regulation establishes ceiling prices for the following kinds of articles: Coin-Operated Machines

Ceiling Prices
The used goods covered by the Regulation must be classified as Class I or Class II, according to condition.

This store is not allowed to charge more for these used goods than the ceiling prices described below under the two classes.

Class I. This group includes all used articles which meet the requirements shown below.

Ceiling prices for articles in Class I must not be priced higher than 75 per cent of the present retail selling price of the same or similar article.

Used articles may be included in Class I only if they meet these requirements:
1. No part is missing which is necessary to make the article fully useful.

2. The article is in good working condition, can be used by the consumer for the purpose intended without further repair, and the article is clean and its appearance is good.

For example, in the case of floor coverings, upholstered furniture and bedding, the fabric must be clean and substantially free from burns, cuts, tears, stains, frayed edges, faded colors and worn spots.

Class II. This group includes all articles which do not meet the requirements of Class I.

Ceiling prices of articles in Class II must not be priced higher than 33/3 per cent of the present retail selling price of the same or similar article.

Articles Selling at \$2 or More Must Have a Selling Price Tag—Sales Slips Will Be Given to Any Customer Upon Request.

(Sec. 13 amended by Am. 4, effective 8-29-44.)

Sec. 14. Tagging. Any person selling from a regular place of business any article for which a ceiling price is fixed by this regulation must tag or label each article with the actual selling price (or, in the case of auctioneers, with the ceiling price) in plain dollars-and-cents figures, unless the selling price is less than \$2. In addition to the selling price, the tag must show the class (Class I or Class II.) This tag or label must not be removed before the article is delivered to the purchaser. The price written on the tag or label must be the one set by this regulation or a lower price. Any goods priced and tagged under the provisions of this regulation, before the effective date are covered by this regulation.

(Sec. 14 amended by Am. 4, effective 8-29-44.)

Sec. 15. Sales slips or receipts. If you have customarily given a customer a sales slip, receipt, or similar evidence of purchase you shall continue to do so. Upon request, regardless of previous custom, you shall give a receipt showing the date, your name and address, a list of the articles bought and the prices paid, kind and amount of any additional charges and the name and address of the customer.

Sec. 16. Petitions for amendment. You may seek a change in this Maximum Price Regulation No. 429 or any exception to its terms by filing a petition for amendment in accordance with the rules outlined in Revised Procedural Regulation No. 1 issued by the Office of Price Administration.

(Note: Procedural Regulation No. 6 (7 F.R. 5087, 5665; 8 F.R. 6173, 6174) provides for the filing of applications for adjustment of maximum prices for commodities or services under government contracts or subcontracts. Revised Supplementary Order No. 9 (8 F.R. 6175) makes the provisions of Procedural Regulations, excepting those which expressly prohibit such applications, and certain specific regulations listed in Revised Supplementary Order No. 9.)

Sec. 17. Geographical coverage of this regulation. The provisions of this regulation apply to the 48 States, the District of Columbia and the territories and possessions of the United States. It becomes effective in the territories and possessions 45 days after its effective date in continental United States.

Effective date. The regulation shall become effective September 1, 1943. (MPR-429 originally issued July 15, 1943.)

Issued this 24th day of August, 1944.
CHESTER BOWLES,
Administrator.

L-21-A UNDER WAY

(Continued from page 59)

market some months before new machines can be made.

Recent action by the Office of Price Administration confirmed this prospect for reconditioned machines before new machines can be made. OPA issued amended form of MPR-429 August 24, which paves the way for manufacturers to deal in reconditioned machines. This would suggest that OPA is taking steps that will prepare the way for manufacturers to take a definite part in the reconditioned trade when WPB has its plans ready, or manufacturers may decide to furnish repair parts to distributors and let them do the reconditioning.

Coin machine manufacturers agreed that the only visible hope at the present time was the prospect WPB may soon amend L-21-a to bring the juke box amusement machine section under the provisions of PR-25. This would provide orderly steps for making repair parts, they state.

Probable Delays

The other side of the picture is that of a long process in prospect for amending L-21-a and getting permits approved. Even when the amended draft is put into the hopper it must then be passed on by the WPB attorneys in the durable goods section. There are only two attorneys on the job and they are already burdened by many drafts of orders. After the attorneys pass on the order it then goes on its way to the army and navy vital materials division within WPB for approval. After final clearance by these groups it must go to the top administrator for signature and final approval before being released to the industry. Craig is known to be anxious to approve amended orders as soon as possible for small industries to prevent any sudden rise in unemployment.

General reports on reconversion prospects for various industries this week assumed increasing interest. The regional WPB office in New York released the most specific report. Since the spot authorization plan went into effect August 15, a total of 1,300 manufacturers have called at the office to get information. But of that number only 15 had actually filed applications for permits to make civilian goods up to August 29, and officials stated that only two out of these 15 firms stood a fairly good chance of getting approval. These reports indicate how slow applications and consequent approvals are taking place at the present time.

Small Firms Ask

Officials in the New York office also revealed that most of the people who come for information about making civilian goods are repairmen and small firms that really never ran a manufacturing business before. These are calling at the office at the rate of 250 to 300 a day. Some of them have very small shops. Most of them want to start making electrical gadgets. A late report this week said there was little prospect for approval in numbers by the New York office of petitions for resuming civilian manufacture.

This hesitancy to approve applications was said to be due to labor shortage, and it was taken for granted that if the New York office approves permits so slowly, the Chicago office will grant them even more slowly. Revealing information was given out by the New York officials when they reported that stockpiles of most materials were fairly plentiful in the area and that when labor conditions permit, WPB will be able to assist firms in getting needed materials for producing most types of goods. The New York office revealed that veterans are almost entirely missing among those who apply for permits. The fact that very small shops are asking information on making civilian goods in the New York and Chicago offices suggests that possibly in other regional offices distributors may approach their district offices about starting the production of coin machines or parts in the future.

BARGAIN PRICES!

- 7 Mills Melon Bells, 5¢ \$175.00 Ea.
- 1 Mills Futurity, 5¢ 95.00 Ea.
- 1 Mills Four Bells, 4-5¢ 575.00 Ea.
- 1 Evans 1940 Bangtail, J.P. ... 185.00 Ea.
- 1 Jennings Silver Moon, 5¢ ... 97.50 Ea.

FIVE BALL FREE PLAYS

- 1 Metro ... \$37.50
- 1 Hi Hat ... 39.50
- 1 Ump ... 27.50
- 1 Snappy ... 37.50
- 1 Four Roses 40.00
- 1 All American ... 35.00
- 1 Texas Mustang ... 57.50
- 1 Victory ... \$82.50
- 1 A.B.C. Bowler ... 35.00
- 1 Major, '41 42.50
- 1 Leader ... 45.00
- 1 5-10-20 ... 105.00
- 1 Sun Beam ... 60.00
- 1 Air Circus 115.00

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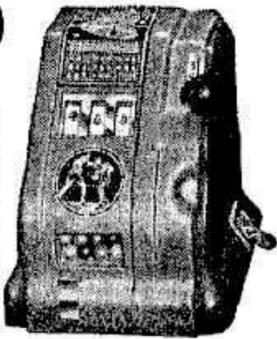
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- Mills 25¢ Cherry Brown Fronts, Original Factory, Late Serials 325.00
- Mills 25¢ Blue Fronts, Factory Rebuilt 300.00
- Mills 10¢ Cherry Brown Fronts, Original Factory 250.00
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PLEASE ORDER BY PART NUMBER

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- 351—Turf Champ Balls25
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- 180—Chicken Sam Toggle Switch 2.50
- 1489—Gun Lamps80
- 172—Pin Game Locks60
- 603B—30 MFD 450 V. Condenser 1.75
- 604B—40 MFD 450 V. Cond., Dry 1.75
- 391—Mills Clock Springs15
- 384—Mills Knee Action Stop Arm Springs15
- 396—Contact Benders45
- 923—Seeburg & Bally Photo Cells 2.50
- 928—Non-Directional Cells 3.50
- 171—3000 Ohm Variable Resistor for Chicken Sam 2.25
- Panoram Projector Bulb 4.75
- Wurlitzer & Seeburg Casters, Set of 4 1.50
- ABT Coin Chutes, Reg. & F.P. 3.75
- Case (120) 25 W. Bulbs 9.80
- Master Parts Kit 7.75

- 5¢ Super Bells \$315.00
- 5¢ Twin Super .. 525.00
- 5¢ 25 Twin Super .. 575.00
- 5¢ 5-25 Super .. 825.00
- Bang Tails, JP, '41 450.00
- Sky Fighter 395.00
- Mills 5¢ Club Bells, Fact. Rebuilt .. 450.00
- 5¢ Big Game, P.O. 139.50
- 5¢ Pace Saratoga, Comb. 169.50
- Owl Pin Game ... 89.50
- Wurl. 71 & Stand. 169.50
- West. Super Grip .. 69.50
- Bally Club Bell ... 249.50
- Ace Bomber Write
- Panoram \$395.00
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- Longacre 525.00
- Double Safe Stand 89.50
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- Jumbo Parade, PO, Late 129.50
- Shoot the Chutes 159.50
- Slap the Jap ... 159.50
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- Jenn. Lo Boy Scale 69.00

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FRIENDLY PERSONAL SERVICE



64 Hot Jazz Disks Coming

Columbia starts pressing albums — Duke, Dorsey Bros., jazz aces included

(Continued from page 21)

take the form of albums. Retail price will be \$2.50 per album of eight sides or four records. Sixteen albums are included in the list, and among them are such present-day name orks as Duke Ellington, the Dorsey Brothers, and Louis Armstrong, and such hot jazz aces as the late Bix Beiderbecke, Bud Freeman, Bessie Smith, Frank Teschemacher, Teddy Wilson, Billie Holiday and Eddie South.

Following the practice recently established, the hot jazz disks will again be available to operators as single records as well as in complete albums.

Just how much of the company's total production would be devoted to the hot stuff, it is impossible to estimate at the present moment, since the waxery is determined to continue to supply pop and Masterworks disks to the best of its ability.

The complete list of albums scheduled for reissue, together with the names of the tunes in the albums follows:

Set C-28—King Louis: *Heebie Jeebies, Save It Pretty Mama, Potato Head Blues, No One Else But You; S. O. L. Blues, Twelfth Street Rag; Squeeze Me, Knockin' a Jug.*

Set C-29—Jazz by Bix Beiderbecke: *Royal Garden Blues, Ol' Man River; Goose Pimples, Wa-Da-Da; Thou Swell, For No Reason At All in C; Louisiana, Sweet Sue—Just You.*

Set C-30—Fletcher Henderson: *Sugar Foot Stomp, Hop Off; What-Cha-Call-'Em Blues, Snag It; Money Blues, Can You Take It?; Stampede, New King Porter Stomp.*

Set C-31—Bessie Smith: *Cold in Hand Blues, Lost Your Head Blues; You've Been a Good Ole Wagon, Baby Doll; Cake Walking Babies, Empty Bed Blues, Part 1; Young Woman's Blues, Empty Bed Blues, Part 2.*

Set C-32—Duke Ellington Orchestra: *Lazy Rhapsody, Best Wishes; Blue Rumble, Bundle of Blues; Baby, When You Ain't There, Drop Me Off at Harlem; Lightnin', Merry-Go-Round.*

Set C-40—Comes Jazz, Bud Freeman and Famous Chicagoans: *Prince of Wails, Muskat Ramble; At the Jazz Band Ball, Forty-Seventh and State; Jack Hits the Road, After Awhile; That Da-Da Strain, Shim-Me-Sha-Wabble.*

Set C-41—Earl Hines: *57 Varieties, Down Among the Sheltering Palms; I Ain't Got Nobody, Love Me Tonight; Caution Blues, Rosetta; A Monday Date, Deep Forest.*

Set C-43—Frank Teschemacher: *Nobody's Sweetheart, Liza; Sister Kate, Nobody's Sweetheart; China Boy, Shim-Me-Sha-Wabble; Sugar, One Step to Heaven.*

Set C-44—Boogie Woogie: *Boo-Woo, Boogie-Woogie Prayer; Woo-Woo, Shout for Joy; Roll 'Em Pete, Bear Cat Crawl; Boogie-Woogie.*

Set C-46—Hot Trombones: *Bugle Call Rag, Makin' Friends; Dee Blues, Original Dixieland One Step; Got Another Sweetie Now, Higginbotham Blues; Tennessee Twilight, The Gold Diggers' Song.*

Set C-51—Dorsey Brothers: *Prayin' the Blues, I'm Gettin' Sentimental Over You; Oodles of Noodles, By Heck; Anything, Shim Sham Shimmy; Jazz Me Blues, Mood Hollywood.*

Set C-57—Louis Armstrong and His Hot Five: *Gut Bucket Blues, Cornet Chop Suey; Yes! I'm in the Barrel, My Heart; Muskat Ramble, You're Next; Skid-Dat-De-Dat, Oriental Strut.*

Set C-51—Teddy Wilson-Billie Holiday: *Miss Brown to You, I Must Have That Man; I Wished On the Moon, Foolin' Myself; What a Little Moonlight Can Do, Easy Living; If You Were Mine, When You're Smiling.*

Set C-66—Hot Trumpets: *I'm Comin' Virginia, Dear Old Southland; Alexander's Ragtime Band, Body and Soul; Darktown Strutters' Ball, Echoes of Harlem; One and Two Blues, Why Was I Born?*

Set C-73—Louis Armstrong and Earl Hines: *Weather Birds, West End Blues; A Monday Date, Muggles; Chicago Break-down, Tight Like This; Don't Jive Me, Heah Me Talkin' to Ya?*

C. Arato Drowned Trying To Save Life of Nephew

NEW YORK, Sept. 2.—Charles Arato, 36, sound-system expert for Atlantic Distributing Company, Seeburg outlet here, recently lost his life in a futile attempt to save his nephew, Richard Melanson, 4, from drowning.

During a vacation at Highland Lake, Eldred, N. Y., in the Catskills, both Arato and his nephew were in a canoe when the youngster lost his balance and fell overboard. Arato, considered an excellent swimmer, immediately dove in after his nephew but was attacked by cramps caused by the sudden shock of cold mountain water.

Only after considerable grappling were State troopers able to recover the bodies.

New "Is You Is" Op Break

NEW YORK, Sept. 2.—Operators got a disk break this past week of the kind that doesn't happen too often. Song *Is You Is or Is You Ain't, Ma Baby?* which hit No. 1 on the list of tunes with the greatest number of radio plugs last week, and which has been a top coin puller in the jukes on Louis Jordan's Decca record is now available in still another disk by a combination of two perennial music machine favorites, Bing Crosby and the Andrews Sisters. This waxing, also Decca, was released just last week, when the *Is You Is* number seems to have hit the real peak of its popularity. Crosby-Andrews' *Is You Is* backed by *There'll Be a Hot Time in the Town of Berlin*.

Hillbilly Tunes Score Big Hit in Most Detroit Jukes

Ops report popularity of folk disks above their most generous estimates—influx of Southern workers to local war plants held responsible

DETROIT, Sept. 2.—Dramatically reversing earlier reports from this territory, hillbilly records have sprung into significant prominence within the past six months here. A few months ago, reports indicated mountain music was of little importance, altho a few individual spots told a different story. Reports last fall and winter in *The Billboard* from here spotted the trend and predicted that the hillbillies would increase in popularity, but even the most optimistic operators did not feel that the trend would go as strongly as it has here.

The major reason for the increase is, as it is in many other Northern cities, the huge influx of Southern workers and their families, who have come here to share in wartime prosperity of the city. The population drift is less noticeable in Detroit than in most other large cities, because the town has been a haven for transients for three decades, and because there was already established a large influx of Southern-born immigrants, who acted as magnets for others of their families and friends when war production got under way.

Hillbilly music had its early heyday in Detroit in the early '30s, when the air waves were full of tunes of this type. This period reflected the high tide of the early Southern wave, which was reversed when thousands returned to their native hills as employment in the great auto plants fell off, and stayed off. At the same time, the unrestricted high of hillbillies on the air went into a slump from which it took years to recover.

But the migration wave has been com-

ing in strongly for the past four or five years from the South. Today, this factor has swept hillbilly numbers to the point where they lead all others in location demand.

Hillbilly Style Tops

The reason is easy to find. Preference of the hillbilly patrons does not go to a single tune, as with the typical popular number. Instead, they tend to patronize any number, tho they have obvious favorites. But any tune in the folk style is apt to remind them of home. Because the preference is for a type of music, rather than for any particular number or tune, the popularity of individual disks is being hidden from the surveys that depend upon total requests for specific disk titles.

Retail record sales currently are showing a preference for hillbilly tunes, according to Morry Kaplan, sales manager of the Brilliant Music Company. Despite this high percentage, few individual numbers come right to the top, but the over-all average is very high.

The demand for this type of music began in earnest about two to three years ago, and it grew rapidly in some sections of the city, as this class of newcomer tended to settle in particular localities.

Surprising Grosses

Operators of jukes who had been experimenting began to find the hillbilly tunes on their machines taking in surprising grosses. In some localities, they began to put more and more tunes of this type on the jukes, until they found that anything of this type would get a good play.

In fact, on the East Side, in many locations, operators now report that only hillbilly tunes are worth placing on the jukes. Nothing else gets enough play to warrant the space on the changer. In typical locations of this type, operators report, they are using 20 hillbilly tunes now on a 20-play machine, and the play average is surprisingly high.

In other sections, as in the North-western district of the city, where there is a scattering of Southern immigrants, two or three of the tunes are essential, sometimes more, but the over-all play is fairly well balanced. Because hillbilly tunes are hard to get, and the taste of the customers is widely diversified, these numbers never make the Hit Parade as do individual popular numbers which are in big demand but only for a short time.

Tubbs, Autry Score Best

Turning to individual artists in most demand, Viola Devroy, of the record department of Modern Music Company, reports Ernest Tubbs well in the lead, with Gene Autry a close second. Autry has been stationed a few miles outside of Detroit for some months, and this has helped build local prestige considerably.

Among foreign locations, hillbilly tunes are going over well. This is especially true of the Polish national group where these tunes have a great popularity. A basic sympathy of rhythm between Polish national tunes and these peculiarly American tunes is a possible cause.

Among other patrons, it is found that the hillbilly numbers go over fairly well when there are two or three on a juke. They hold their own with the better numbers as a rule in total play. While there may be some hillbilly play in typical spots of mixed patronage, the essential clannishness of this group prevents this from becoming a city-wide factor of significance. On the other hand, the insistent rhythm of the tunes has finally got under the skin of the Detroit "natives," and they tend to like the tunes, in moderation—an acceptance born of familiarity.

Editorial

Reporting Record Sales

By Walter W. Hurd

WITH so many firms entering the field of manufacturing phonograph records, the marketing of them is sure to become a more interesting problem after the war than it was before. Before the making of records was limited by war conditions, Petrillo ban, etc., novel ideas in marketing records were already being tried. The novelty of some of the plans suggests that the future will bring many more of these ideas.

Before the war, one of the leading trade papers in the retail music field was expressing regret that there was such a dearth of actual marketing data. It was possible to get total production statistics, but the channels of selling records were still somewhat uncharted. Many plans were under way to tab the actual outlets for recorded music of all kinds.

The juke box market was one of the big questions at the time. The public was well aware that thousands of juke boxes were scattered all over the land and that each of these machines was also stacked with from 12 to 24 records. The public also recognized that this must be a big market for records, but some of the manufacturers were not so ready to give the juke box full credit for its purchases. The public recognized that each juke box was a record sampling station where it could hear a record and then later buy the reproduction if desired.

When such important publications as *Fortune* began to pay tribute to the juke box as a market for records, then the business world began to take notice. There were some who still were inclined to minimize the juke box trade as a market for

records. With competition becoming much more keen after the war, the juke box trade is sure to gain attention as a market for disk records after the war than before.

Many new manufacturers will cater especially to the juke box trade. The whole recording market will also take on new life; not only the special sales plans but there will be new retail outlets and also new competition for the standard disks by new recording methods, such as the wire and tape recordings.

While all this competition is gaining momentum, the juke box will still be providing the public with recorded music at an economical price and will be the greatest single advertising medium for disks in existence. It seems certain that the juke box will be the one most stable market for disks thru the years to come, because new types of recorded music may find its way into the home market.

During the war, and even before the war, juke box operators were buying a lot of records from retail stores. Thus, the juke box trade actually used more records than it ever got credit for. Due to record shortages in the war period, many operators ordered theirs from the big mail-order houses because they could often get better service. The juke box trade never got credit for these purchases.

Now juke box operators are even buying the album sets at retail and find that they go well in the machines. The juke box trade will not get credit for these purchases when sales statistics are released. When measuring future markets, these facts must be kept in mind.

Air Ratings for Singers Show Bing Still on Top

Singers that click in jukes also click on ether waves, which may prove that juke play makes radio listeners or vice-versa, depends on where you sit

(Continued from page 14) months of the year and the show itself carries on at the top of the singing shows even while Bing is overseas. His competition isn't the lightest in the world for he has Major Bowes against him as well as the Blue's *Town Meeting of the Air*. Gabriel Heatter is also a whittler down of audiences and Bing has Heatter pulling against him for 15 minutes on Mutual, the other 15 minutes toward the end of the season being MGM's *Screen Test* olio. The combined shows on the net when Bing gives with the groans have at times had a rating as high as 33 and seldom go down much below 20. Bing frequently drew as many

listeners to the *Musie Hall* as were listening to all the other networks on the air at the same time... and many times did better than that.

The answer to Bing's air draw is simply that he has developed a character for himself and a framework for his singing that sets off his song selling with plenty of color and oomph that makes 'em listen. There's also an added factor that contrbuis to the Bing top slot and that's the year in, year out, occupation of the same air seg for the same sponsor with the same format. It's the same factor that gives Kate Smith the show place in the Hooperatings. Kate has developed a character for herself and even if she

Note.—Table showing Hooperatings of singers on leading broadcasting stations appears with the beginning of this article on page 14. Juke box operators and others earning living from public preference for stars can profitably study these charts which are based on surveys among listeners. Similar article giving facts on orks on broadcast nets ran in *The Billboard* August 19.

doesn't "croon" with a voice that startles song lovers, she comes thru the mike with lots on the ball. The more that a star has on the ball, in a showbiz way, the less she has to call upon the pipes to sell her.

Kate's Shifting Hurt

Kate has held down her slot on the air for a long time. Not as long, it's noted, as Bing, for she has changed to a half hour and then back to an hour and from Thursday to Friday. She has been on the ether continuously of course, but change of slot often means loss of audience and despite the pull of the singer it does mean a build-up all over again. Kate faces that problem this fall again with Jack Benny and the *Fitch Bandwagon* against her on Sunday nights. However, sponsor and agency are backing their bets that she's a homebody and that Sunday eve is homebody time and that therefore she'll pull. They point to the fact that while all the big cities loved Fred Allen he usually landed in the top slots by city slicker dialing, not by an all over nationwide listening appeal.

Sinatra and Simms in Place Slot

The place position is shared by Ginny Simms and Frank Sinatra based, of course, on the six-month standings. Reason for using the six months as a base is fact that "The Voice" was off the air a great part of the seventh and eighth month. That, of course, is the reason why the six-month rating is the determining factor in the sequence of all the singers' Hooperatings. Too many of the key singers were off the air part of the summer.

Ginny Simms rates because of her formula. It's being changed, but only gradually. For most of the first half of '44 she was presenting a number of G. I.'s each program and giving them an opportunity to call their favorite fem (wife, sweetheart or mother). The heartthrobs plus Ginny's warbling gave her the Simms' standing. Against her there were no bigtime sock shows. Only *Big Town* might be so classed, and it hasn't made the "first 15" since it lost Edward G. Robinson. Sinatra, on the other hand, with his 12.4 average rating has had a real battle with Eddle Cantor, Dunninger, Heatter and *Screen Test*.

Actually, Sinatra only gathered one third of the network listening audience for the time he was on the air. But it must be understood that the agency, sponsor and star himself were making weekly changes in style and format and it must also be understood that the trade generally knew that Frankie was having his troubles roping guest artists with sold followings. In spite of all of this "The Voice" still had two thirds of the pull of Bing, which is something to conjure with, when the short time Sinatra has been airing is considered.

Gracie Fields has no six-month rating because she came back to the air only as a replacement for Edgar Bergen and Charlie McCarthy. Her rating, while she has been replacing the wooden head, was far less than half the Chase & Sanborn regular show. Also, it must be kept in mind that the competition she faced was nothing to write home about, being Ford's *Village Choir*, Tomlinson and Alexander's *Mediation* Board.

Hildegard Draws 8.1

A considerable distance down from the top but nevertheless with a rating to show that even with summer, a new show format and a new time on the air she had plenty on her mike, Hildegard drew herself an 8.1 in the eight-month rating. She was lucky in that the show ahead of her, Charlotte Greenwood, delivered a real audience of the type that should like Hildy and that her competition was nothing to talk of with the exception of *Let Yourself Go* which has been building a growing audience. Hildegard's show is the nearest thing to doing a single of any of the nighttime songsellers.

Right behind Hildegard came John Charles Thomas, the popular crewcut

longhair. Thomas hadn't much against him on the other nets when he Westinghoused but he was still the only singer of "good" music that did anything like a 7.6. In fact, the only other longhair singing seg that rated was the Dorothy Kirsten-Mack Harrell *Keepsakes* show which gathered a 4.5 against rather solid Sunday evening competition.

Dinah Shore who nudges Thomas in the ratings has been starred on a show that hasn't hit its stride all season. Without the Dinah it would have been just so much balderdash. In other words Dinah carried her entire seg. Against her was the Davis-Haley show, which the D-H duo inherited from the solid program on which the Davis, John Barrymore and Rudy Vallee trio had gathered a really high Hooper.

Dinah Earned Her 7.2

Dinah's 7.2 was earned, in other words, by the Shore. With her show being shifted to another slot this season right between a skein of programs that rank high in audience regard, it's expected that the skein will carry Dinah along with it and add a good chunk of listeners to Dinah's regular fans. This brings up another vital point—a point that the trade has pointed out as vital for all programs as well as voices and bands—that's the spotting of the show. Three things are involved in the spotting: The show before the seg, the opposition and the time of evening or afternoon. Part of the factor in an audience delivered to a show is the mood established by the program passing on the listeners. It may deliver the top audience but an audience not ready or able to take another singer. In the new Shore spot everything is in her favor and they're laying odds on the networks that she'll do things with her Hooper this fall.

In the five-point audience grouping are other replacements, James Melton who subbed for the Fred Allen slot and Kenny Baker. Kenny hasn't been back on the air long enough for the Hooper to give too accurate an indication of where he'll finally stand. Dick Haymes is the last of the evening program voices to be rated. Dick only gathered a 4.8 but he did a solid job the first two months for *Here's To Romance* getting a real rating with this bourgeois perfumery pitch. He's set to stay with his new opus, *Something for the Boys* this fall and should do a job. However, the show itself hasn't been a whirlwind and Haymes may find himself heavy-laden.

Three singers with daytime programs inch into this special Hooper compilation: Morton Downey, Irene Beasley and Mary Small. Downey's rating proves what promotion plus a steady sponsorship over an entire network can do. While he still doesn't begin to touch what a top daytime soap opera Hooper he still heads the singers with a 3.4, a borderline figure, under which most sponsors refuse to underwrite a broadcast. Downey has two cliff hangers against him on the air and the show ahead of him *Ladies Be Seated* is no great help to a singer. Mary Small with her 2.9 and Irene Beasley with her 2.8 haven't really gotten under way. Irene knows that a framework is necessary but the trouble in the past few years is that she hasn't carried her air-frame long enough to give the listening audience a chance to identify her with it. Also, neither Mary Small nor Beasley go the full network and that's an added handicap. Small, for instance, doesn't hit many key city stations and this pulls down her opportunities of Hoopering up in the higher brackets.

The 16 singers tabbed in the charting are those around whom commercial air programs are built. To tab other segs with voices would be impossible since no one could account for just where the pull of Jack Benny stopped and Dennis Day, for instance, began and that's true of every singer on every variety show.

The voices themselves—on shows built around them—prove once again that air showbiz is an involved business—you need to be more than just good to draw an audience. You have to be "produced" and skedded by experts.



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Hollywood Barn Dance

In the nine months that *Hollywood Barn Dance* has been on the air over the CBS Pacific network from KNX, Los Angeles, it has become an extremely popular program. Several of its artists have become well known for their recording and picture work, and they are in demand for personal appearances. Foy Willing and His Riders of the Purple Sage provide the musical portion of the show. Willing and his group are now recording for Capitol and World Transcriptions. Then there are Carolina Cotton, motion picture actress, composer, yodeler, poet and singer of pop songs; Johnny Bond, hillbilly comedian; Uni-

versal star Kirby Grant, baritone singer of Western ballads, and Cottonseed Clark, emcee and author of *Brushwood Poems*. On a one-time only plug 4,000 requests for three of Clark's poems were received. When the *Hollywood Barn Dance* went to the Los Angeles Orpheum Theater the week of July 15 the house grossed \$21,500. When Cottonseed Clark joined an all-Western show at the Orpheum in San Diego August 1-7 the theater had its highest gross of any show in 19 months—\$20,500. Columbia's Jay Stewart announces the show, and Nell Reagan produces.

Tunester Tattle

Lou Wayne, songwriter (*Sweethearts or Strangers* and others), formerly located at Little Rock, is now in Beaumont, Tex., and still turning out tunes.

Rodeo in Tokio is still holding its own on the Camerano *Top-Notcher Jamboree*, KVI, Tacoma, Wash., according to songwriter Pearl Clark, of Seattle.

Doc Williams, who has the *Border Riders* on WWVA, Wheeling, W. Va., is a songwriter as well as an entertainer. His *Please Whisper Thru the Stars* is being published by Peer. Besides Doc, the *Border Riders* include Cy Williams and his wife Sunflower; Rawhide, comedian, and Curley Simms, mandolin.

Several well-known folk artists celebrate September as their birth month. Gene Autry's birthday is 29; Bill Monroe, 13; Bill Boyd, 20, and Curley Bradley, 18.

Chuck Palmer, WOV, New York, is finishing the melody to *I'll Always Be Blue Over You*, a new tune co-written by Chuck and other radio artists.

Susie, "The Girl From the Hills," has been visiting Gov. Jimmie Davis at Baton Rouge, La. Her husband is a member of Governor Davis's hillbilly band. Susie says she hopes to be the first of the artist-co-writers to record *Born To Be Lonesome*.

Juke Op Seeks To Void Sales Taxes

BISMARCK, N. D., Sept. 2.—A juke box operator here recently filed a petition for an injunction against the State tax commissioner to stop the collection of the State sales tax on juke box receipts.

The petition was heard August 22 and the court reserved its decision. If an unfavorable decision is handed down against the operator it is possible that an appeal to higher courts may be made. If such a course is taken it might be the second important juke box test case in the State on tax questions. Early in 1942 the State Supreme Court handed down an important decision saying that juke boxes were not taxable under the State's 1941 coin machine license law.

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1Q5GT	1.60 50	6J7GT	1.10 50	7G7	1.95 50	41	.85 10
1R5	1.60 10	6K8GT	1.00 1	7Q7	1.30 50	42	.85 15
1S5	1.60 50	6K7G	1.10 50	12A6	1.95 1	43	1.10 1
1T4	1.60 50	6L6G	1.95 50	12J5GT	1.00 10	45	.80 5
1V	1.00 10	6N7	1.60 10	12J7GT	1.10 3	46	1.10 20
2A4G	2.35 50	6SA7GT	1.10 50	12K7GT	1.00 1	50L6GT	1.10 1
2A6	1.00 50	6SCTGT	1.30 50	12SA7GT	1.30 1	57	.90 50
3A8GT	2.35 10	6SJ7GT	1.10 50	12SG7	1.30 1	75	.85 1
3O5GT	1.60 50	6SK7GT	1.10 50	12SJ7GT	1.10 1	76	.90 50
3S4	1.60 50	6SL7GT	1.60 50	12SK7GT	1.10 2	79	1.60 50
5U4G	1.00 50	6SQ7GT	1.10 50	12SOTGT	1.10 5	80	.70 10
5V4G	1.60 10	6SR7GT	1.10 25	22	2.35 25	83	1.30 25
5Y3G	.70 50	6U5/6Q5	1.30 50	24A	.90 50	84/8Z4	1.10 25
5Y4G	.75 10	6V8GT	1.10 50	25L6GT	1.10 50	117L7GT	2.35 1
5Z3	1.10 10	6X5	1.60 2	26	.75 50	227	.70 50
6A4	1.60 50	6Z5	2.35 50	27	.70 10	450	2.35 50
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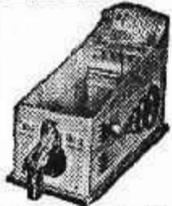
The Challenger is really all the name implies. It challenges the skill of the player.



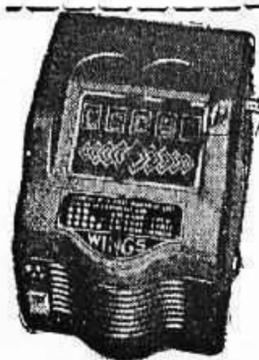
\$32.50
Each

MODEL 'F' TARGET

Targets slowly rise and then lower out of sight. Each direct hit scores. Players all thrill at feel of army type of pistol.



\$32.50
Each



'WINGS'

(Like New) Packed in original cartons, 5 Reel Cigarette symbols. Automatic divider. Straight 1¢ or 5¢ play. 6 3/4" wide, 7" high, 9" deep.

\$9.95
Each

MAKE MONEY WITH A ROUTE OF NUT VENDERS!



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 1¢ Standard Merchandisers.

INTRODUCTORY OFFER

5 Standards
30 Lbs. Peanuts

\$41.30

Sample - \$7.00

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.

BUY MORE WAR BONDS AND STAMPS

Plans 3 New Mfg. Outlets

Sites would be in East, South and Pacific areas—decentralization plan

CHICAGO, Sept. 2.—Gum vending ops showed interest in the recent announcement by the William Wrigley Jr. Company here, that plans are going ahead for the construction of three new manufacturing plants to be located in the East, South and Pacific areas of the United States.

The Wrigley firm, which makes a goodly portion of its sales to the vending machine trade, said the main plant here would continue to supply Middle West gum chewers, while the new plants would serve the sections already mentioned.

"From a manufacturing standpoint it's more economical to centralize, but from a sales point of view it's better to decentralize," Philip K. Wrigley explained.

Shaw, Naess & Murphy, Chicago architects, are making preliminary sketches of both exterior and floor plans. The three proposed plants will be modern in design, with extensive use of glass brick in outside walls. All probably will be air conditioned, it was said.

Wrigley also said they will be designed so that raw materials can be taken in at the top of a tower-like section and be fed down to ground level automatically. Many mechanical innovations in gum making machinery will be installed, it was reported.

Wrigley stated that making gum as near the consumers as possible, instead of shipping it long distances, is merely carrying out a policy instituted in its international trade many years ago.

Orbit Helps Ops

Early this year, when the Wrigley outfit announced its new civilian gum brand, Orbit, it was hailed by the vending trade as a lifesaver for ops. P. K. Wrigley himself said that his firm had developed Orbit chewing gum with the vending machine market uppermost in mind.

Of course all standard brands of gum have fallen as wartime casualties but the withdrawal of the popular Wrigley name from the regular consumer market was almost a death blow to the trade. Of the various new "brand-names" which have appeared on the market in recent months, it is generally regarded by vending ops that Orbit is probably the most popular brand with vending machine customers.

Few persons realized how much chewing gum meant to them or how much they actually purchased thru venders until they began to find the machines empty. The most recent estimate of peacetime chewing gum purchases showed that the public, thru vending machines, accounted for at least 14 per cent of the total gum sales.

Orbit Sales Rationed

The plan of voluntary rationing of sales to customers by manufacturers is being followed by Wrigley. They, too, supply old customers according to the amount of average orders turned in over a period of time.

While the new Wrigley brand has not completely solved the supply problem, it has helped a good deal and ops have gone well with the general public. Some found that "off-brands" of gum have not gone well with the general public. Some ops, in recent months, have turned to the only other type of substitute that appears to be available in the market, Mexican gum. A considerable quantity has been shipped in here in past months, reports indicate, but ops do not feel the public has responded to it satisfactorily. Difference of flavor and texture probably account for the lack of repeat interest, while smaller independent gum com- (See Wrigley Gum on opposite page)

Philadelphia Hit By Match Famine

PHILADELPHIA, Sept. 2.—Better take a hint and buy yourself a cigarette lighter because folks in this city do not have enough matches to light their weeds; or you might start chewing tobacco and save the money you would spend on a lighter. But if you can't afford a lighter or don't like to chew tobacco, you can always rub two Boy Scouts together (this is sure to bring results).

One of the major headaches, as a result of these hectic war days, is the match situation. Notices sent to dealers tell of sharp curtailments in future deliveries.

With the wood and paper shortage and transportation problems, coupled with the tremendous demands for overseas needs, there is little wonder why match manufacturers have really something about which to worry. Just to add to the complexities a bit more, the recent wood-cutters strike in the Northwest hurt production. As one match company representative stated: "The invasion of Cherbourg alone was responsible for using up 100,000 tons of wood necessary for construction of various types."

America, in the days before the war, competed against Japan, Sweden, Russia, Czechoslovakia and other countries in (See PHILA. MATCH on opposite page)

N. Y. Bureau of Fair Standards Warns Cig Ops About Brands

NEW YORK, Sept. 2.—Bureau of Fair Standards and Measures of New York, this week sent out warnings to cigarette ops that it has discovered cigarette venders listing one kind of merchandise in the columns and actually vending another. Spot checking following complaints shows that stickers indicate a certain brand is for sale when this brand is present only in part or not at all.

In certain instances advantage is taken of the fact that both Chesterfield and Chelsea have the identical first three letters. Customers, in a hurry, assume they are buying the former brand.

Thus far the bureau has assumed that omissions in this direction arise from negligence and are not willful. It points out, however, that according to the law, whether intentional or no, the practice of having one brand in the columns and another on the lists is misrepresentation and summonses will soon be forthcoming if the negligence is not corrected.

Okla. Tries New Plan for Taxing Cigaret Venders

OKLAHOMA CITY, Sept. 2.—A new plan for assessing cigarette and candy vending machines in Oklahoma County was agreed to between the Oklahoma County tax assessor and P. M. Parkinson, executive secretary, Oklahoma Association of Tobacco Distributors, whereby the owners of such equipment will save hundreds of dollars in taxes. The plan is applicable to all coin-operated devices.

In years past it has been the practice of the assessor to impose taxes only on the coin-operated machines with which he was cognizant. Such a procedure imposed an unfair burden on the owner of such equipment in that he usually paid enough taxes to cover all undeclared property. The need for additional revenue in Oklahoma County forced the assessor to curtail sources of revenue with a fine-toothed comb, resulting in the exposition of much undeclared assessable property.

Being empowered by law to impose penalties in addition to the regular taxes in such instances, assessors are wont to (See Okla. Cig. Tax on opposite page)

BALL GUM SUBSTITUTE

MARBLES—GLASS—ASST. COLORS
Barrel of 50,000 \$59.50
Keg of 15,000 19.50

CHARMS, Best Grade, 15 Gross Carton, \$13.25 Parcel Post Paid.

COIN COUNTERS, 1c or 5c Cast Aluminum, \$1.25 Each While They Last.

WINGS, Counter Game, Rebuilt, \$7.95 Ea.

TORR 2047 A - SO. 68
PHILA. 42, PA.

BRAND NEW MERCHANDISE VENDERS

18 Columbus Model "32" BI-MOR, Porcelain Finish, Lot \$292.40
22 Northwestern Model "38" Bell, Porcelain Finish, Lot 240.80
Original Cartons.

25% or more cash with order, balance C. O. D.

M. T. DANIELS

1027 University Ave. WICHITA 12, KAN.

SPECIAL!

U-NEED-A-PAK CANDY MACHINES

5 COLUMNS (102 BAR CAPACITY)

Like NEW in Appearance and in Perfect Working Condition!

\$57.50
EA.

3 OR MORE, \$55.00 EA.

1/3 Deposit, Balance C. O. D.

ALL MAKES AND MODELS OF CIGARETTE MACHINES.

READY FOR LOCATIONS

Complete Replacement PARTS and MIRRORS

UNEEDA VENDING SERVICE 100-102 SCHOLES ST., B'KLYN 6, N. Y.

DON'T WASTE CANDY

Send for free pamphlet on care and handling of Vending Candies. Turn loss into profit.

PAN CONFECTIONS 341 W. ERIE STREET
CHICAGO 10, ILLINOIS

NEW ARCADE GAME SKEDDED

Mfg. Rights to Toledo Company

"Batter Up" will be made on royalty basis--Canadian outlet also planned

SALISBURY, N. C., Sept. 2.—Fifteen years after he had invented and patented an amusement device known as Batter-Up, the J. D. Jeter estate has sold the manufacturing rights of the machine on a royalty basis to A. R. Slade, Milwaukee; F. J. Urban and A. R. Cline, of Toledo.

Final papers were drawn up in the office of a local attorney by which A. R. Slade becomes owner of all rights to the automatic baseball pitching amusement and exercise device invented by Jeter 15 years ago. Basic patent was secured in 1929 and final patent, including a number of improvements, was secured two years later.

Slade, who was here to complete the deal, expressed himself before departure for Milwaukee as "highly pleased over the whole transaction." Far from being overlooked or neglected by the amusement world during the past decade and a half, the device has had much attention and has been the objective of many manufacturers as "one of the fastest money-making amusement machines ever built." Until recently, however, no one has had a chance to develop it as the inventor, Jeter, had been in a veterans' hospital at Atlanta for a number of years and had been unable to attend to business affairs. The device is said to be so original, as well as simple, that no manufacturer was able to produce anything even approaching it in nature without infringing on the basic patent.

Last March the Rowan clerk of court appointed Arthur Carter guardian for Jeter and empowered him to seek the most favorable market for the machine, said to be the main assets of Mrs. Jeters. J. D. Jeter died a few years ago.

Advertising in *The Billboard* brought replies from all parts of the country, and many excellent offers were made. These were studied by Clerk of Court Paul M. Swicegood and Guardian Carter with a view of making the best bargain for the Jeter estate, and on August 7, Slade was awarded all rights. The transaction was then approved by Superior Court Judge Frank M. Armstrong.

Slade has made a substantial deposit binding the contract and will pay a royalty of \$100 per individual sale, with guaranteed minimum monthly payments. The device, in Slade's view, has a great future. The machine will sell for around \$2,000 and plans are to make a minimum of 150 the first year. Advance orders number 35 already, he said, with many requests on hand for information.

The machine will be sold under the trade name of Batter Up.

One of them was operated by the inventor in a theater here. The batter stands on a canvas-covered inclined court,

enclosed in heavy netting, and bats balls which are thrown by a hidden machine thru a hole in a wooden backdrop marked in sections, "Home Run," "Third Base," "Second Base" and "First Base." This is the target for the batted balls.

The machine has seven different pitches, giving the customer a good workout at bat.

Thirteen of the machines made and sold by Jeter have been found by Slade at various places in the country and are still going strong. "As good as new," he said, "and have taken in hundreds of thousands of dollars, dime by dime," for their owners. One at Evansville, Ind., was used daily this spring by the Detroit Tigers, in training near-by.

Mrs. Jeter has an extra-fancy model in her home, installed there by her husband for his own experimentation and amusement. This, said Slade, he found to be not for sale.

He purchased two of the old machines some time ago and said they have come thru prolonged tests for operation and cash catching appeal at Detroit and Toledo.

The device has been found popular not only with professional and semi-pro players who wish to improve their game, but with baseball fans in general, as well as with men, women and children who enjoy mild exercise with a game of skill.

Slade said he has already been approached by a number of persons who wish to "get in on the ground floor" but the company will remain in the hands of himself and his partners, Frank J. Urban, who will be in charge of manufacturing, and A. R. Cline, an attorney, who is secretary of the concern.

A distribution office is also to be opened in Toronto.

Manufacture of the machine will necessitate use of some critical materials, and the company will operate under an AAS(B9) priority rating.

Manufacturing patterns, tools and dies formerly owned by Jeter, which were included in the purchase, were to be shipped to Toledo, where manufacturing is scheduled to begin soon.

Patenting of the machine was given recognition in *The Salisbury Post* September 10, 1931, as follows:

"John D. Jeter, of this city, who for some time operated an indoor baseball game here, has been granted a patent for an automatic baseball pitcher for these indoor apparatuses. The patent relates to a baseball pitcher having a continuous sprocket wheel with pockets there on for lifting the balls and dropping them into a circular trough on the lower end of which they are released, one at a time, into a pitching arm which is retracted by a cam and released automatically and operated by a tension spring to pitch the ball against the canvas."

WRIGLEY GUM

(Continued from opposite page)

panies appear to be unknown in the vending field.

Orbit has come the closest to filling the bill. It is offered in only one flavor, artificial fruit, the only flavor the firm has been able to find that wartime base will take and still make a good chew. The Wrigley firm acquired the Orbit trade name when it took over the Orbit Listerated Gum Company, Inc., of Massachusetts in 1925. After marketing a product under this label for a few years the name was discontinued.

Name Brands in Service

While the gum situation has not been good in the last year, both in venders and counter sales, there have been few complaints either from ops or customers themselves. All realize that regular brands are going to members of the armed forces, and of course, this is of prime importance. When Wrigley decided to send its entire "regular" output to the armed forces, Wrigley explained the firm's decision was caused by shrinking supplies of all ingredients of quality chewing gum plus the fact that army and navy departments had consistently increased their chewing gum orders.

"We were offered only two alternatives," declared Wrigley, "to cheapen the quality of Wrigley labeled gum or to cut production to conform to the supply situation. We chose the latter course and are offering our entire remaining supply of standard Wrigley brands for the balance of this year and as long as they want it, while materials last, to

Who's the Champ?

MINNEAPOLIS, Sept. 2.—Who's the champ victory gardener in the coin machine industry?

First claimant for the title is Hy Greenstein, head of Hy-G Amusement Company here, and he has plenty of operator-gardener friends to support his claim.

Hy has brought some tomatoes—the biggest ever seen some say—down to the office to make other local aspirants green with envy. In addition, he has some splendid examples of corn—tallest in town, he says—chard, peas, cucumbers, lettuce, onions, etc.

Any other coinmen who want to lay claim to the title?

the United States Army and Navy for the men overseas who are doing the real tough jobs of this war."

So, in order to be of real aid to the vending machine trade, Wrigley came along with Orbit. Vending machines thruout the country were equipped with new Orbit displays as rapidly as supplies permitted. Attractive "block-outs" were also provided to ops for installation in machines containing PK compartments. These displays were furnished by Wrigley to operating organizations without cost.

Nothing Definite

And now comes the announcement that Wrigley may build three new plants. The company contends, however, that they are only plans and any further definite word on actual construction will be made by them.

Tying in with the announced plans for new plants, P. K. Wrigley said: "We have a factory in Australia built by Australians and operated by Australians, and you might be interested to know that the per capita consumption of gum in Australia is larger than in this country."

The Wrigley company also has chewing gum factories in New Zealand, Canada and England. A buzz bomb a few days ago destroyed a building near the London offices of the Wrigley company. The concussion wrecked most of the Wrigley office equipment, he said.

The English factory, however, is at Wembley, a London suburb, and is running at capacity making gum for the British army.

New Price Ceilings On Peanuts Will Not Affect Retail Cost

WASHINGTON, Sept. 2.—Office of Price Administration announced a slight increase in growers' ceiling prices for peanuts, but said the boost would not affect retail prices of peanuts or peanut butter.

Retail prices are unchanged, OPA explained, because "shellers' costs of stock peanuts are no higher than they were last year."

OPA gave these examples of the new F. O. B. price ceilings: Spanish type Southeastern type peanuts, \$174 a ton; Southwestern type, \$171.50 a ton, each having a 70 per cent shell-out of sound mature kernels; \$156.50 a ton on Runner and other types, and \$168.50 a ton for Virginia and Valencia types having 65 per cent shell-out.

OKLA. CIG TAX

(Continued from opposite page)

exercise such powers at the most inopportune times. Action was necessary.

The agreement reached is predicated upon the honest declaration of such property in its entirety. The basis for assessment is 25 per cent of the list price of the vending machine for the first year and 25 per cent depreciation for each year thereafter until the fifth year unless written off completely at the end of the fourth year, or unless otherwise agreed between the assessor and the owner of the machine. One operator in Oklahoma County saved 300 per cent on his assessment under this plan.

PHILA. MATCH

(Continued from opposite page)

world markets for match business. The war, with its resulting blockades, war restrictions, etc., has narrowed match production from former world sources to a national output for government, plus civilian needs. South America, as an example, formerly purchased matches from Sweden, Japan and Russia. Now it is wholly dependent on the United States for its supply of matches.

Uncle Sam looks upon matches in terms of lights. If Mr. Civilian doesn't get one type of match, he must be content with receiving another style of match.

In spite of these mounting difficulties match companies have done a good job in their allocations. Universal Match Company's allocation is based on purchases for 1942, 1943 and five months of 1944.



(Counter Model Only)

ONLY 90 LEFT!

Better Act FAST If You Want These Profit Making

GLAMOUR GIRL CARD VENDORS

ALL METAL—SIMPLE MECHANISM

2 FOR 5c CHUTES

Special Deal #1

FREE 3000 Full Color Glamour Girl Type Cards (2 for 5c Sellers) with Purchase of One Vendor . . . \$60

1c CHUTES

Special Deal #2

FREE 3000 1c Sellers—Your Choice of 24 Different Card Series with Purchase of One Vendor . . . \$55

ALL PRICES F. O. B. LONG ISLAND CITY, N. Y. SEND 1/3 DEPOSIT—BALANCE C. O. D.

WRITE for Latest Releases on Available Supplies and Factory Reconditioned Penny Arcade Machines.

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, Pres.

44-01 ELEVENTH ST. LONG ISLAND CITY 1, NEW YORK

WANTED
ARCADE MECHANIC
Give full details and references in first letter.
SCHORK & SCHAFFER
1674 Broadway NEW YORK CITY

WANTED
ARCADE MECHANIC. Must be expert. \$85.00 to start, 6 days per week, 8 hours per day. Draft exempt, permanent position. In Western New York State.
BOX D-277
The Billboard Cincinnati 1, O.

WANTED
First-class, sober Mechanic for Arcade Equipment of all kinds. Top wages. No drunks wanted.
PLAYLAND ARCADE
220 N. Washington Ave. LANSING, MICH.

Suggest NTA and Ops Co-Operate

Tavern Assn. Prexy Cites Advantages of Such Move

Asks for representatives of coin machine associations to meet with Nat'l Tavern reps to pool efforts for overcoming present and post-war problems that face both

By Irving Sherman

NEW YORK, Sept. 2.—In an exclusive interview granted *The Billboard* this week, Timothy P. Guiney, prexy of the National Tavern Association, which comprises 300,000 tavern owners in 26 States, calls upon representatives from the various coin machine associations to meet with a similar group from the NTA for the purpose of mapping out a program of co-operation that shall be mutually beneficial and binding. Guiney says that while the invitation is tendered to all coin machine associations, it is addressed specifically to the juke box trade which section today stands to benefit most from any co-operative program that may be worked out between the tavern owners and the ops.

Guiney says that he is transmitting his message solely thru *The Billboard* because he wants it to be read by the majority of the members of the coin machine industry as well as by the leading executives of the various associations. He makes the point that he did not think that it is a secret that many tavern owners are dissatisfied with the manner in which they are treated by ops and have so expressed themselves among the NTA membership thus spreading bad publicity for coinmen. It is not a question of poor servicing or inadequate shares of the take. Tavern men know that the times are abnormal, and furthermore the matter is a separate and individual issue as between a location owner and an operator and does not concern the NTA. Guiney says he refers to the over-all problems that arise with the installation of a coin machine in a tavern, problems which tavern owners feel that, partially, at least, should be the concern of coinmen, which, however, many ops disclaim.

Need for Co-Operation

As an example of the kind of complexity he means, NTA's prexy directs attention to the ruling which his association obtained from Treasury to the effect that the playing of a juke box in a tavern even if this were accompanied by singing on the part of one or more patrons does not bring the particular location under the 20 per cent cabaret tax provision. Here was a concrete instance in which phonograph coinmen were concerned as much if not more than the taverns, yet not a single op or op association as much as moved a finger to join with NTA in its appeal to Washington. The NTA did a solo on it; it won its victory, but coinmen nonetheless were losers, for with this triumph came the impression of a very poor spirit of co-operation on the part of operators. It is difficult to uphold that such a feeling augurs well for the future good relations between the two businesses. Unless correction is applied and applied soon the resentment aroused by the failure of route men to work along with tavern owners, whether intentional or no, may well spill over in acts prejudicial to all concerned.

Part of Guiney's job is to travel around the country meeting with the various local tavern organizations and tavern men generally. He reports that in many communities he finds tavern men complaining that coin machine operators are more or less an irresponsible lot. Many tavern owners, however, are of a contrary opinion and praise ops for their alertness and their quick appraisal of money-making opportunities. Yet, as is often the case, the unfavorable stories gain wider circulation. These tales very likely either stunt or kill off entirely mutually profitable undertakings. Guiney believes that this is most unfortunate from the tavern owners point of view as well as the ops. But he stresses that it is an evil the eradication of which is outside the realm of the NTA. A composite body comprised of accredited representatives from both

the ops and tavern men may, however, be the answer to the muddle.

Face Mutual Problems

Developing this idea, Guiney points out that both tavern men and coin machine operators in this era, at least, are more or less on shaky ground. Instead of being ostrich-like about it he suggests admitting this fact and facing it. Behind coinmen stands the constant dread of overnight jumps in city, State and federal taxes and a surpassing dread, that of one reform movement or another gaining momentum either locally or nationally and wiping out not only profits but also entire investments.

Behind the tavern men stands the terrible dread of the Women's Christian Temperance Union, one of the most powerful lobbies being maintained in Washington, the members of which are in constant touch with leading members of the Congress, which members are well heeled financially and are also extremely conversant with ways of getting minority legislation thru both houses. Even more pressing are local option contingencies, no mere chimers, since thru local option referendums many communities that went wet with repeal have since

(See Suggest NTA and OPS on opp. page)

Will Trade Join in Fight Against Overlapping Taxes?

Many industries planning to oppose pyramiding of federal, State and city levies when post-war tax changes get underway—industry vitally concerned

CHICAGO, Sept. 2.—The coin machine industry may have an opportunity to join with the business organizations fighting for amendments of overlapping taxes when post-war tax changes get under way. The whole subject of overlapping federal, State and city taxes was discussed this week at the tax conference of the National Association of State Chambers of Commerce in Denver. A Chicago business man proposed a general outline for preventing those overlapping taxes at the meeting which promises to become the official program of the chambers of commerce.

The coin machine trade has been vitally concerned about overlapping taxes since the federal government first passed a tax on machines effective in 1942. As many as 14 States and more than 200 cities had already been taxing coin machines of various types. Addition of the federal tax placed a triple set of taxes on coin machines in many sections of the country. Federal tax on coin machines was said to be only a war emergency tax, but the general feeling throughout the industry has been that it would remain for many years after the war.

Will Trade Join Fight?

While many industries are already making plans to fight these overlapping federal, State and city taxes, it also raises the question of whether the coin

NEW YORK, Sept. 2.—While keeping in mind that there's a war yet to be won, local distribs, nonetheless, are looking ahead. Contacts are being made with manufacturers and post-war organizations are in the process of creation or are already a fact. The whole tone of coinmen is keyed to great expectations when the world will finally be rid of Hitler and his gang.

Bert Lane, who only recently re-entered the industry with the opening of an outlet on the "Row," is at present negotiating for more extensive quarters. In comparison with present office and warehouse facilities aggregating about 1,000 sq. ft., Lane is considering premises about 30 times as large. With a successful distrib background, Lane says he is getting set to resume representation of leading Chicago manufacturers of games, exact disclosure of which lines he is not at liberty to announce now.

Tony Gasparro, of Manhattan Operators' Service, is another old-timer who has been marking time during war days but believes that when peace comes he will be up in front showing a juke box for a prominent Eastern manufacturer. Gasparro, seasoned as a merchandiser, is now laying the groundwork for an A-1 distrib outlet.

Moving fast in the direction of post-war is Leon Berman of New York Supply. Berman has just opened two outlets, one at 69 South Broadway, and the other at 399 South Broadway, Yonkers, N. Y. Berman plans to use these two outlets to represent game manufacturers thruout Westchester County and reaching as far as Southern Connecticut. He will maintain his present quarters on the "Row" for a greater New York coverage.

Plans Export Trade

Sam Sachs of Acme Sales, now interested in used phonographs, plans con-

centration on the export business after the war. He sees South America as his future market and is setting his plans accordingly. Dave Lowy, at present also in the used phonograph trade, thinks that he may get a distributorship when peace comes. He hopes to be able to handle a national line as well as continue moving used equipment. In line with these thoughts Lowy has engaged Sam Mendelsohn, well known to New York routemen as a former Seeburg distrib. With Mendelsohn as his manager, Lowy is looking ahead.

William Furst and William Schwartz of the National Vending Service, will definitely resume as the Eastern outlet for National's cigarette machines. This firm is eying venders generally in the realization that the post-war era will witness considerable extension of automatic merchandising. Plans now being laid by Furst and Schwartz call for the eventual handling of a variety of vending equipment plus servicing of this merchandise. At the moment both men are checking up on old accounts and tracking down possible new business so that post-war volume might be ascertained.

H. Rosenberg Company, a very recent newcomer among distribs on the "Row," has entered the trade at this time because of post-war contingencies. Herman and Lou Rosenberg, the brothers who comprise this firm, are well known to coinmen, having once handled the A. B. T. line in the East and both brothers have also had experience as operators. This firm has already sent out feelers to Chicago and New York manufacturers and believe that because of the background of its founders, it may soon turn up with a tangible proposition.

Larger Quarters, Too

Looming strong as a contender for major lines after the war is Mike Munves, leading arcade distrib in the East. Acquisition of an entire building at 510 West 34th Street by Munves a few months back is indicative of the part the firm expects to play when the war is over. Convinced that both city and resort arcades will handle a wide variety of this type of equipment plus topnotch games which he believes will go in amusement areas generally. Recently he visited ops and arcade men in Southern New Jersey and environs and followed this tour with a canvass of the New England territory where he spread the word of the firm's post-war plans.

Atlantic Distributing Company, Seeburg outlet, visualizes moving the new Seeburg line in larger and more elaborate quarters. This will be coupled by a supply of needles, parts and servicing facilities which will take care of all Eastern needs rapidly and thoroly. Atlantic expects to announce the rental of new quarters any day and believes that the time is now ripe for this move.

Nat Cohn, of Modern Music Sales, a veteran in the juke box trade, says he is almost certain to turn up representing a Chicago juke box manufacturer after the war. Backing up Cohn's claim are recent actions—the selling of an arcade in Norfolk, Va., so he can concentrate on his post-war venture and also his announcement that he wants a quick turnover of his present stock of albums and records so that more space can be provided at his present quarters. Cohn adds that he expects to increase the space already provided and will also start on a renovating job soon which will coincide with a positive post-war announcement he hopes to make in the near future.

New Bowling Game

Definitely among those to be counted in the post-war picture is Willie Blatt, of Supreme Enterprises, who will offer a dual function. As already has been indicated in *The Billboard*, Blatt has acquired a one-story building in Brook-

These questions may be aired widely during the next year, as tax problems assume first place in national discussion. Practically all of the plans being advocated by business organizations suggest that occupational licenses, business taxes and similar plans should be left to the

(See WILL TRADE JOIN on page 70)

ARCADE EQUIPMENT

- 1 Smash Axis, rebuilt by Mutoscope\$ 75.00
- 1 Keeney Submarine 135.00
- 1 Scientific Basketball 95.00
- 1 Scientific Baffling Practice.... 95.00
- 1 Rock-Ola World Series, new lightup 65.00
- 1 Chester-Pollard Football, rebuilt in new cabinet..... 85.00
- 1 Seeburg Shoot-Chute (no base) 85.00
- 1 Set Peek Shows (two with light-up stand). 10 turns 1c..... 75.00
- 4 Drop Pictures with stands, newly rebuilt and repainted by Mutoscope. Each 35.00
- 5 Periscopes, like new. Each... 265.00
- 2 Grip Tease. Each..... 35.00

CIGARETTE MACHINES

- 10 Eight Column Rowe Royals. Ea.\$52.50
- 20 Six Column Rowe Imperials. Ea. 35.00
- 10 Eight Column Rowe Imperials. Ea. 39.50
- 15 Seven Column Model "S" Stewart-McGuires. Ea..... 32.50
- 10 Nine Column Model "W" DuGreniers. Ea..... 45.00
- 10 Nine Column Model "KS" DuGrenier Champions. Ea.... 70.00
- 10 Eleven Column Model "LS" DuGrenier Champions. Ea.... 75.00
- 5 Seven Column Model "K" DuGrenier Champions. Ea... 65.00

WURLITZER WALL BOXES "AS IS"

- 100 Model 125's. Ea.\$12.50
- 10 Model 100's, 10c Play. Ea. 10.00
- 10 Model 100's, 5c Play. Ea. 10.00
- 2 Nickel Two Wire Bar Boxes. Ea. . 10.00

1/3 Deposit With Order, Balance C. O. D.
HANKIN MUSIC COMPANY
 708 Spring St., N. W. ATLANTA, GA.
 Telephone: Vernon 3567

SUGGEST NTA AND OPS

(Continued from opposite page)

gone into the ranks of the drys again. "In view, therefore, of more or less common fears if not also common enemies, why on earth can't the tavern men and the coinmen pool their resources and talents thru the means of their respective associations and thereby offer so much stronger opposition to future assaults?" he asks.

Foresees Post-War Headaches

Guiney thinks plenty of headaches await both coin machine operators and tavern owners after the war. He says that it is unfortunate, but both followings because of their close association with public conduct if not morals stand in relation to a given social development very much as the player faced with "Heads-I-win-tail-you-lose" proposition. Nothing is easier than to make a liquor purveyor or a coin machine operator a scapegoat. Obviously both trades cater to human frailty and this is grist to the mill of every third politician and reformer, who, incidentally, are very busy doing the same kind of catering for much worse reasons and conveniently fail to notice the inconsistency.

Should reconversion to peacetime production fail to take as rapidly and as satisfactorily as it is hoped and should a major unemployment problem ensue which is a possibility after the war, Guiney believes that there is a good chance that this will redound to the discredit of the tavern trade and the ops. Even if every-

thing works out fine after the war, should legislators and governmental authorities become hard pressed for revenue, what is to prevent these sources from turning their ravenous eyes to the tavern and coin machine trades, reasonably assured that there they may feed and even glut themselves with impunity?

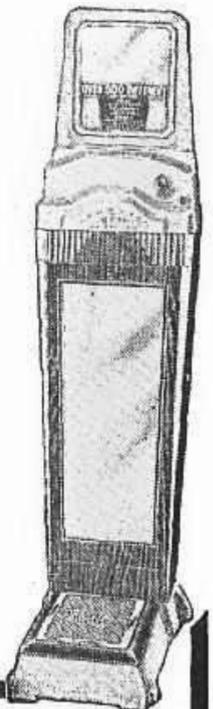
NTA's prey has resolved that the time has come for these businesses to demand justice and recognition as other bona fide enterprises demand and get. The NTA is committed to action on this point. To make such a recognition more extensive and binding, to secure it, Guiney calls upon all coin machine associations to join with NTA in the fight. He is certain it will be worth it.

FOR SALE

- 2 Wurlitzer 950. Each\$595.00
 - 2 Rock-Ola Commandos. Each 495.00
 - 1 Seeburg 8800 550.00
 - 1 Western Thoroughbred Race Horse Machine, 7 Horses, 7 5c Coin Slots, Automatic Pay 279.50
 - 1 Rock-Ola Ten Pins (Bowling Machine) 59.50
- 1/3 deposit, balance C. O. D., or will trade the above for the last model Mutoscope Sky Fighters. Must be complete and in perfect working order.

CENTRAL TEXAS AMUSEMENT CO.

1701 Cundalup St. Austin, Texas



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.

THAT MAN AT THE GOLDEN GATE

A CORDIAL HOWDY-DO AND MANY REAL THANKS



TO ALL OF OUR GOOD FRIENDS EVERYWHERE

MEET—AL ARMOS

OWNER, GOLDEN GATE NOVELTY COMPANY

Because of his very congenial manner he is better known as "AL." Being a very high principled gentleman, he places honesty and fairness in all his dealings above everything. In short "WE, THE MANAGEMENT," feel that more operators should know this modest young man, and become acquainted with the fine, clean methods which have established this business over a period of many years.

(FIRST and ALWAYS)

RELIABLE SERVICE * GOOD EQUIPMENT**
 WE CARRY A VERY COMPLETE STOCK OF EVERY TYPE COIN OPERATED MACHINES. COME IN AT YOUR VERY FIRST OPPORTUNITY AND BECOME ACQUAINTED WITH OUR LARGE STOCK AND FLOOR DISPLAY. Signed (The Management).

GOLDEN GATE NOVELTY COMPANY

701 Golden Gate Avenue San Francisco, Calif.
 Phone—Market 3967

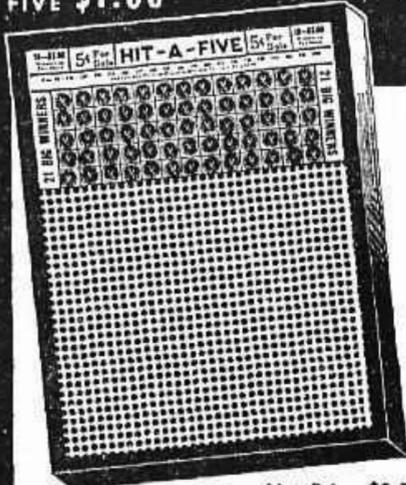
ANXIOUS TO BUY

Music Machine Route or any other type of Coin Operated Equipment or Route. Will positively pay highest cash price or beat the top offer made for your route or equipment!

BOX D-275, The Billboard, Cincinnati 1, Ohio

RED HOT! FAST PLAY!

★ Quick Sellout Means VOLUME PROFITS
 TEN \$5.00 WINNERS
 FIFTY \$1.00 WINNERS



Not 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

WANTED

MECHANIC to service all types of Phonographs, Amplifiers, Wall Boxes, Pin Balls and Arcade Equipment. Permanent position, good working conditions. Must be draft exempt. Good salary to right man. References required. In Western New York State.

BOX D-276, The Billboard, Cincinnati 1, O.

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.

WANTED

WATLING FORTUNE OR ROCKOLA LOBOY SCALES.

State price and condition. Cash waiting.

BOX D-279, Care The Billboard, Cincinnati 1, O.

120 SERIES TIP TICKETS

120 Series Daily Baseball Tickets. Large Stock. Prices Right.

IMPERIAL NOVELTY CO.
 P. O. Box 378 LA CROSSE, WIS.

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 ROL-A-TOPS
- 2 10c WATLING ROL-A-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)

We have all types of Coin Machines.
Tell us what you want.

SICKING, INC.

1401 Central Parkway Cincinnati 14, O.

WILL TRADE JOIN?

(Continued from page 68)

branch of government doing the policing, whether State or city. The coin machine trade will also be concerned by plans for income taxes, motor and gas taxes and many other forms of revenue.

What C. of C. Recommends

A summary of the general policies being advocated by the State Chambers of Commerce is as follows:

1. Import tariffs. The federal government should retain complete control of import tariffs.
2. Excise taxes on tobacco and alcoholic beverages. Excise taxes on tobacco and alcoholic beverages, by their very nature, are rightly associated with the federal government. The States should abolish taxes on tobacco and alcoholic beverages but retain the right to license and regulate the sale thereof. The taxes on these articles should be uniform thruout the nation and not vary widely between the different States.
3. Tax on net income. It is evident that the Congress of the United States will retain high income taxes in the post-war period. However, it would be consistent with post-war economic welfare to greatly reduce corporate income taxes and to reduce the top brackets on personal income taxes in order to free investment capital and create incentives for a free flow of private capital into industry.

"Taxation of dividend income to the recipient and the taxation of the same

income to the corporation constitute double taxation. The tax on income from corporate ownership should not be treated differently than income arising from any other kind of ownership."

The correlated tax system, herewith proposed, would assign the tax on net income to the federal government and require that the State government abolish the taxation of net income as a source of State revenue.

4. Estate and inheritance taxes. These taxes should be levied by the federal government, with the States withdrawing completely from this field.
5. Severance tax. The tax on the natural resources of forests, oil, mineral and fuel deposits should be a severance tax instead of an ad valorem tax, and these resources should be taxed by the federal government.

6. Old age and survivor's benefit insurance. Old age and survivor's benefit insurance tax should be collected and administered by the federal government.
7. Gross income tax for States. Gross income tax should be a revenue source relegated exclusively to the States to be inclusive of, but much broader in scope than the present State sales tax. Gross income should include business receipts, sales, individual income, salaries, rents, interest, fees, receipts from transfers of capital stock and other intangibles, et cetera.

8. State unemployment compensation. Unemployment compensation should be administered by the State, with the federal government completely divorced therefrom. The 0.3 per cent paid to the federal government should be abolished, and the administrative expenses, including those of the employment offices, should be met by the State thru the addition of the 0.3 per cent to the State rate if necessary.

9. State franchise tax on capital. The federal government should leave this field of taxation and control to the States. Instead of the various kinds of taxes now levied on capital in the nature of franchises by federal, State and local tax programs, we should have but one franchise tax payable to the States that have created the corporation or endowed the business with authority to operate in the State.

10. Motor fuel tax and motor licenses. The revenue from gasoline, other motor fuel, motor oil, and from motor vehicle licenses should be levied by the State and should be used exclusively for building, maintaining and policing the highways. These sources of revenue should be equitably shared with local governments to pay for their road and street costs.

11. Occupational licenses. These taxes should be administered by the government exercising the policing power, whether State or local. In the case of drugs and narcotics the federal government should have sole jurisdiction.

12. Property tax. This tax field should be left solely to local governments.

READY FOR LOCATION

CONSOLES

- 15 Jumbos, Red & Blue, F.P., Late \$150.00
- 15 High Hands 150.00
- 5 Jennings Fast Times 50.00
- 5 Brown Paces Races 150.00
- 1 Lucky Star 100.00
- 2 Four Ways with Quarter 750.00
- 5 Super Bells 275.00
- 2 Super Bells, New 400.00
- 1 Mills Three Bells 900.00
- 1 Jumbo, Comb., New 225.00
- 10 Silver Moons, F.P. 89.50
- 1 Saratoga, Ralls, Cash 85.00
- 2 Jennings Daily Double 40.00
- 3 Big Games 80.00
- 2 Jumbos, F.P. 75.00
- 4 Jumbos, Cash 125.00
- 1 Square Bell 75.00
- 1 Four Bells, High Head, Late, 1-25 850.00
- 1 Four Bells, Low Head, Early, All 5¢ 575.00

SLOTS

- 1 Charley Horse, 2 Jenn. Slot, 5¢ \$125.00
- 20 Watling Rotatops, 5¢ 75.00
- 1 Jennings Silver Chief, 5¢ 200.00
- 5 Mills Q.T., Gold, New, 1¢ 90.00
- 5 Mills Q.T., Blue, 1¢ 50.00
- 5 Mills Bull's Eye Goose Neck, 25¢ 35.00
- 10 Chrome Vest Pockets, 5¢ 75.00
- 2 Melon Bells, 5¢ 200.00
- 1 Cherry Bell 225.00
- 5 Blue Fronts, D.J.P., 5¢ 150.00
- 3 Blue Fronts, S.J.P., 5¢ 175.00
- 5 Mills Round the World 30.00
- 2 Smoker Bells, 5¢ 40.00
- 10 Watling 1¢ Treasures 35.00
- 2 Pace Comets, 1¢ 50.00
- 10 Safe Stands 15.00
- 5 Double Safe Stands 50.00

ONE BALLS - F. P.

- 10 Fortunes, Comb. \$275.00
- 1 Longacre 575.00
- 1 Dust Whirls 525.00
- 1 Whirlaway 425.00
- 1 Contest 100.00
- 3 Santa Anita, Cash 275.00

ROY MCGINNIS CO.

2011 MARYLAND AVE.,
BALTIMORE, MD.

READY FOR LOCATIONS

- WURLITZER 800 with Adapter \$600.00
- Wurlitzer 700 550.00
- Wurlitzer 24 with Adapter 200.00
- Wurlitzer 616, Life-Up Cabinet. 135.00
- Seeburg Vogue 325.00
- Rockola Standards 300.00
- Rockola Twin 12, Packard Adapter & 11 Packard Boxes & Speaker 430.00
- Pin Up Girl 150.00
- Spot a Card 50.00
- Spot Pool 55.00

1/2 Deposit, Balance C. O. D.

Kertman Sales Co.

573-575 Clinton Ave., N.
ROCHESTER 5, N. Y.

RED-WHITE-BLUE

TIP BOOKS — COMBINATION TICKETS
BINGO TICKETS — SALESBOARDS
Write for Price List and Sample Tickets.
Please State Your Requirements.

WILNER SALES CO.

715 N. ELM ST., MUNCIE, IND.

PIN BALLS

- 2 TEN SPOTS \$30.00 Ea.
- 1 STAR ATTRACTION 50.00
- 2 TOWERS 50.00 Ea.
- 1 ENTRY 25.00
- 2 GUN CLUBS 50.00 Ea.
- 1 LUCKY STRIKE 25.00
- 2 CHAMPS 40.00 Ea.
- 3 SNAPPYS 40.00 Ea.
- 3 MAJORS, '41 40.00 Ea.
- 2 STRAT-O-LINERS 35.00 Ea.
- 1 SILVER SKATES 35.00
- 1 SKY RAY 29.50
- 2 LINE UPS 24.50 Ea.
- 1 SPORT PARADE 35.00
- 1 MYSTIC 35.00
- 2 PAN-AMERICANS 40.00 Ea.
- 2 BALLY PLAY BALLS 40.00 Ea.

ARCADE AND MUSIC

- 2 KEENEY SUBMARINES \$139.50 Ea.
- 1 K.O. FIGHTER, Reconditioned & Newly Painted 125.00
- 1 ELECTRIC SHOCKER, Cabinet Model 100.00
- 1 STRENGTH TESTER, with Stand 55.00
- 1 STRIKING POWER 100.00
- 3 WURLITZER 618's 100.00 Ea.
- 25 PACKARD BOXES 30.00 Ea.
- 40 SEEBURG 30 WIRE BOXES, 7.00 Ea.
- 10 SEEBURG DE LUXE SPEAKERS 20.00 Ea.
- 1 WURLITZER 800 with Electric Selector Write
- 4 SEEBURG TRANSMITTERS 12.50 Ea.

ALSO MANY OTHER PIN BALLS, PHONOGRAPHS & WALL BOXES—
Write Your Wants.
1/3 Deposit With All Orders.

A-1 AMUSEMENT CO.

537 Clinton Ave., N. ROCHESTER 5, N. Y.
Main 1070

FOR SALE

One new Glitter Gold 5¢ Q.T., \$120.00. Two new Q.T. Safe Stands, \$17.50 each.

C. H. SCHMIDT

420 S. 3rd St. BURLINGTON, IOWA

BARGAIN SALE

IT WILL PAY YOU TO SEE
THIS MERCHANDISE

MUSIC

SEEBURG ENVOY INSTALLED IN CHARM CABINET WITH ADAPTER FOR 3 WIRE BOXES \$250.00

24 Keeney Boxes. Ea. 2.00

ARCADE

- 2 Chicken Sams Converted to Shoot the Jap \$125.00
- 1 Shoot Your Way to Tokio 275.00
- 1 Chicago Coin Hockey 195.00
- 1 Keeney Air Raider 195.00

CONSOLES

- Keeney Super Bells \$285.00
- Bally Club Bells 275.00
- Pace Saratoga 195.00
- Watling Big Games 85.00
- Mills Jumbo 85.00
- Jungle Champ 40.00

ONE BALLS

- Pacemaker \$85.00
- Grand National 85.00
- Mills 1-2-3 (1940) 85.00
- Turf Champs 45.00
- Fairgrounds 45.00
- Mills Owl 55.00

100 Assorted Cigarette Machines ... Cheap
100 Assorted Slots Cheap
100 Pin Games Cheap
4 54" Duck Pin Automatic Bowling Alleys Cheap.

Mississippi Vending Co.

PHILADELPHIA, MISS.
PHONE 283

—WANT—

Latest Model Chrome Buckley Boxes, 20 and 24 Record. State how many of each. Buckley or Packard Adapters for Twin 12 Rockola and Rockola Imperials or Monarchs. State quantity and lowest price in first letter.

FOR SALE TO HIGHEST BIDDER

- 1 500 Keyboard Wurlitzer
- 1 Mills Empress
- 40 1940 Rockola Wall Boxes
- 25 1940 Rockola Bar Boxes
- 2 Seeburg Shoot the Chuto
- 2 Seeburg Chicken Sam Jap Conversion
- 1 Poker and Joker
- 1 Exhibit Hi-Ball

ED GEORGE MUSIC CO.

471-73 S. Main Street AKRON, OHIO

MECHANIC WANTED

By WURLITZER DISTRIBUTOR
Must be thoroughly experienced Wurlitzer Phonographs and Wall Boxes. Top salary—48 hour week. Unlimited opportunity.

MARTIN DISTRIBUTING CO.

1911-1917 6th St. Detroit 26, Mich.

OLIVE'S SPECIALS

THIS WEEK

FIVE BALL FREE PLAY

A. B. C. BOWLER	\$ 57.50
ACTION	127.50
ALL AMERICAN	47.50
ATTENTION	67.50
BIG CHIEF	40.00
CHAMPS (New Style)	69.50
CHAMPS (Old Style)	50.50
CHAMPION	18.00
DIXIE	42.50
FIVE & TEN	136.00
FLYING TIGERS	185.00
GOS	85.00
GUN CLUB	75.00
INVASION	165.00
JEEP	127.50
LEGIONNAIRE	55.00
MAJORS, '41	60.00
MAJORS (Old Style)	18.00
MASCOT	22.50
MASCOT (Plastic)	40.00
MIAMI BEACH	62.50
MONICKER	85.00
PLAY BALL	42.50
PROGRESS	22.50
REPEATER	50.00
SEA HAWK	57.50
SEVEN UP	80.00
SHOW BOAT	55.00
SKYLINE	32.50
SLAP THE JAP	67.50
SLUGGER	60.00
SPORT PARADE	45.00
SPORTY	27.50
SPOT A CARD	60.00
SPOT POOL	67.50
STRAT-O-LINER	47.50
TEN SPOT	57.50
THUMBS UP	85.00
VACATION	20.00
VENUS	75.00
VICTORY	92.50
YACHT CLUB	20.00
YANKS	85.00
ZOMBIE	45.00

MARINES Rebuilt By Westerhaus **\$195.00**

ARCADE EQUIPMENT

- BALLY RAPID FIRE \$175.00
- CONSOLES
- TRACK TIME, 1938 \$ 90.00
- MISCELLANEOUS
- PANORAM PROJECTION LAMPS, (200 Hour) \$5.75
- PANORAM PROJECTION LAMPS, (25 Hour) 4.25
- PRE-WAR RUBBER COVERED GUN CABLE, 7 Wire 20¢ Ft.

Terms: 1/3 Dep. With Orders, Bal. C.O.D.

OLIVE NOVELTY CO.

2625 LUCAS AVE. ST. LOUIS 3, MO.
(Phone: Franklin 8620)

ORIGINALS

In Perfect Running Order—Priced Right for Quick Sale

- 3 5¢ Mills Escalator Jackpots, F.V., Each \$ 75.00
- 2 5¢ Skyscrapers, Each 50.00
- 2 5¢ Lionheads, Each 40.00
- 25¢ Mills Single Jack 37.50
- 1 25¢ Mills Single Jack 40.00
- 1 25¢ Caille Single Jack 35.00
- 1 25¢ Watling Single Jack (Like New) 45.00
- 1 10¢ Jennings Single Jack 30.00
- 2 5¢ Jennings Single Jack, Each 25.00
- 1 5¢ Escalator G.A. (Snyder) 35.00
- 1 5¢ Columbia G.A. (5-10-25) 39.50
- 2 5¢ War Eagle Escalators, Perfect, Ea. 89.50
- 1 5¢ War Eagle, 3-5 Pay 125.00
- 2 10¢ Blue Front Mystery, 3-5, Each 175.00
- 1 10¢ Pace Comet 145.00
- 1 5¢ Original Chrome 295.00
- 1 25¢ Mills Dice, Original Carton, Same as Now 100.00
- 1 5¢ Rays Track 50.00
- 1 5¢ Q.T., Blue Original 79.00
- 1 Jennings Porcelain Lowboy Scale 37.50
- 1 Mills Owl, Like New 69.50
- 2 5¢ Jungle Dodger Ray Guns, Each 34.50
- 2 1 1/2 Mills Single Jack 20 Star Stop Odd Pay, Each 40.00
- 1 5¢ Jennings Duchess, Like New 30.00
- 5 1¢ Little Dukes, O.K., Each 17.50
- 2 25¢ Grey Fronts, 3-5, Each 285.00
- 1 50¢ Brown Front, 3-5 850.00
- 2 5¢ Front Vender Goose-necks, Each 27.50
- 1 10¢ Rollatop, 3-5 105.00
- 1 25¢ Blue Front Single Jack, 3-5, O.K. 270.00
- 2 10¢ Brown Fronts, Knee Action, D.P., Each 250.00
- 4 5¢ Watling Twin Jackpots, Each 32.50
- 1 600 Keyboard Wurlitzer, a Dandy 350.00
- 1 24 Wurlitzer Lite Up with Extra Organ Lite Up Speaker 200.00
- 2 Mills Double Safes, Double Doors, Ea. Both 55.00
- 1 XV Cigarolla Chan 64.50

DON'T WAIT — ORDER NOW
1/3 Deposit, Balance On Delivery.

STANLEY FISHBAUGH

WABASH ROAD CELINA, OHIO

LEADING GAME REVAMPS

★

GRAND CANYON	from	DOUBLE PLAY
STREAMLINER	from	STARS
SANTA FE	from	WEST WIND
ARIZONA	from	SUN BEAM
MIDWAY	from	ZOMBIE
BRAZIL	from	DO-RE-MI

See Your Distributor or Write Direct!

UNITED MFG. CO.

6125 N. Western Ave. CHICAGO 45, ILL.

ORIGINAL JAR O' DO TICKETS

ARROW SPECIALS

A-I MACHINES—READY FOR LOCATIONS

ARCADE EQUIPMENT

Bally Convoy\$275.00
 *Bally Rapid Fire 175.00
 *Chicago Coin Rola-Score 85.00
 Evans Play Ball 185.00
 Evans Super Bomber 350.00
 *Evans Ten Strike, H.D. 59.50
 Exhibit Hockey (Last Model) .. 150.00
 Exhibit Candid Camera 125.00
 Gottlieb Triple Grip 17.50
 Grotchen Mountain Climber (Like New) 130.00
 Hollywood View-o-Scope 20.00
 Keeney Anti-Aircraft, Brown Cabinet 75.00
 *Keeney Submarine 149.50
 Kirk's Air Defense 170.00
 Daval Bumper Bowling 37.50
 *Mutoscope Sky Fighter 295.00
 Operator's Astroscope with Little Man 150.00
 Rockola World Series 74.50
 *Seeburg Shoot the Chutes, with Stand, A-1 125.00
 Western Super Strength Tester and Stand, A.B.T. Slot 49.50
 Electric Defense 15.00
 Kill the Jap 12.50
 Pikes Peak 15.00
 Peek Picture Machine 17.50
 *Attractive Paint Jobs

CONSOLES and AUTOMATICS

Baker's Pacers, 5c, D.D., Factory Rebuilt, in Original Crate ...\$295.00
 Baker's Pacers, A-1, Slightly Used 249.50
 Big Game, P.O. 95.00
 Big Game, Free Play 79.50
 Club Bells, Like New 235.00
 Good Luck 69.50
 Silver Moon, F.P. 104.50
 Track Time, 1938 75.00
 Track Time, 1937 59.50
 Long Shot (One Ball) 350.00

MUSIC ACCESSORIES

Buckley Boxes Complete\$ 7.50
 Packard Wall and Bar Boxes ... 31.50
 Packard Bar Brackets, New ... 3.95
 Packard Bar Brackets, Used ... 2.95
 Packard Adapter, Beech Twin 12, Wurlitzer, A-1 20.00
 Packard Adapter, Chestnut, Mills Throne and Empress, New ... 30.00
 Packard Adapter, Willow, Seeburg 20, A-1 18.00
 Packard Adapter, Juniper, Wurlitzer 800, New 31.00
 Packard Adapter, Cedar, Wurlitzer 500, New 31.00
 Seeburg Speaker, Wireless Organ, Complete 21.00
 Packard Speaker, Violet 200... 21.00
 Packard Speaker, Lily 400, Cabinet Only 20.00
 Packard Speaker, Orchid 600, Complete, New Wall Console. Cabinets, Steel Twin 412, New. Cable, New, 30 Wire, Rodent Proof, With Sale of Boxes... .40
 Cable, Used, 30 Wire, A-125
 412 Twin Mechanism, Packard Adapter, Metal Cabinet, A-1 Ready for Location 150.00
 Rockola Imperial Mechanism, 20 Record 60.00

SPECIAL

KIRK R.C.A. RECORD RECORDING BOOTH. Big Money Maker for Arcade. Have Large Supply of Discs\$600.00

COUNTER GAMES
(Sold in Lots of 5 or More)

Aces Each \$4.95
 Imps 3.95
 Cubs 4.95
 American Eagle 8.95
 Marvel 7.50

SUPERIOR AND CONTAINER PRE-WAR SALES BOARDS AT CLOSE-OUT PRICES. WRITE FOR LIST AND PRICES.

TERMS: 1/3 Deposit With Orders, Balance C. O. D.

ARROW NOVELTY CO. 2852 SIDNEY ST. ST. LOUIS 4, MO.

UNIVERSAL'S TICKETS AND BINGO DEALS OF ALL KINDS

PROMPT SHIPMENTS

MILWAUKEE SPECIAL BUYS!

SLOTS

Blue Front, 5c\$224.50; 10c\$249.50; 25c\$289.50
 New wooden cabinets, repainted castings, club handles, completely overhauled and rebuilt mechanically, with new reel strips, new award cards and all worn parts replaced.
 Brown Fronts, 5c\$249.50; 10c\$284.50; 25c\$324.50
 New wooden cabinets, club handles. Cannot be told from new. A sample will convince!
 Mills ORIGINAL Gold Chromes and Mills ORIGINAL Chromes. Appearance excellent. Mechanically perfect.
 5c\$374.50; 10c\$399.50; 25c\$429.50
 Cherry Bells, Original Finish:
 5c\$249.50; 10c\$284.50; 25c\$324.50
 Vest Pockets, Excellent Condition:
 Green\$42.50; Blue & Gold\$52.50; One Chrome, Like New\$69.50
 NEW Jennings Chief, 5c, in Original Crate\$249.50
 Columbia Cigarette Reels, Gold Award, Like New\$59.50
 Watling Rola-Top, 5c Play, 3-5 84.50
 Watling Rola-Top, 10c Play 99.50
 Watling Wonder Vendors, 3-5, 5c Play 59.50
 Watling Rola-Top, 25c Play 164.50
 Pace Rocket, Slug Proof, 5c 119.50
 Jennings 5c Slot Console 249.50
 10c 134.50
 Jennings 10c Slot Console 274.50
 Pace Comet, 3-5 74.50
 1 Copper Chrome, C.H., 25c Play 389.50

CONSOLES
Overhauled, Checked and Cleaned

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 Solitaire Flicker 34.50
 Stoner's Zippers, Payout 29.50
 Jumbo Parade 89.50
 Parlay Races 89.50

Parlay Races, 7 Coin Late Hd., Slant Top \$79.50
 Rolotta Jr. 64.50
 Galloping Domino, Rebuilt 7 Coin Slant Type, New Hd. 149.50
 Bally Skill Field, with Dally Double Feature, 7 Coin Hd. ... 69.50
 Jennings Fasttime, F.P. or P.O. 79.50
 Paces Reels, Payout 84.50
 Bally Ray's Track 89.50
 Big Game 89.50
 Jenn. Silver Moon, PO 114.50

ONE BALLS
Overhauled, Checked and Cleaned

Fortune Convertible to Free Play or Payout \$299.50
 Bally Blue Grass 184.50
 Dark Horse 179.50
 Skylark 249.50
 Fairgrounds 29.50
 Preakness 29.50
 Gold Cup 49.50
 Seabiscuit 79.50
 Blue Ribbon 69.50
 Eureka 49.50
 1939 1-2-3, Payout 39.50

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 5-10-25 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.

WANT—WILL PAY TOP PRICES!

PIN GAMES

FLICKERS - ZOMBIES - LEADERS - PAN AMERICANS - PLAYBALLS - SILVER SKATES.
 Need Not Be in Working Condition, But All Parts Must Be Included.

CONSOLES

HI HANDS - SUPER TRACKS - SUPER BELLS - THREE BELLS - FOUR BELLS (Late Heads).

SLOTS

ORIGINAL CHROMES and GOLD CHROMES.

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PACKARD WALL BOXES - SEEBURG 20 SELECTION WALL-O-MATICS AND BAR-O-MATICS - RECORDS, No Quantity Too Large, None Broken.

SEND US YOUR LIST TODAY!

WHAT DO YOU WANT TO BUY?

IN SLOTS, PINS, MUSIC OR ARCADE EQUIPMENT!
 WE HAVE IT! ALL MACHINES GUARANTEED, WITH THE PRIVILEGE TO RETURN IF NOT SATISFIED. WRITE US FOR YOUR NEEDS!

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 Original Chrome Bells and Original Gold Chromes:
 5c 350.00
 10c 400.00
 25c 450.00
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Mills Medium Idler Gear with Pinion\$2.50
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4 Brand New Daily Double Model Buckley Track Odds, in Original Factory Sealed Shipping Crates WRITE
 3 '41 Jackpot Model Evans Galloping Dominos, 2-Tone Cabinet, Like New, Each 475.00
 3 '41 Jackpot Model Evans Bangtails, 2-Tone Cabinet, Like New, Each 75.00
 2 Paces Reels, Cash Pay, Each 75.00
 1 Watling Big Game, Cash Pay, Each 125.00
 1 Jennings Silver Moon, Cash Pay

SLOTS

Rebuilt and Refinished Mills Slots, With Drillproof Cabinets, Knee Action, Club Handles, Wrinkle Finish. Mechanisms Guaranteed Perfect.

BROWN FRONTS

7 5c\$275.00
 5 10c 300.00
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BLUE FRONTS

12 5c\$250.00
 8 10c 275.00
 11 25c 325.00

1 25c Late Watling Rola-Top, 3/5 Pay\$150.00
 1 10c Pace Comet 85.00
 1 5c Latest Model Galle 50.00
 5 New Columbia Gold Award Bells, in Original Factory Sealed Shipping Cases, Rear or Front Door Pay, Convertible to 5c, 10c and 25c Play, Each 107.50

JONES SALES COMPANY
 31-33-35 MOORE STREET Phone 1654 BRISTOL, VA.-TENN.

SLOTS—1-BALLS—CONSOLES

Pimlico, F. P.\$415.00
 '41 Derby, F. P. 375.00
 Club Trophy, F. P. 350.00
 Pace Comet All Stars, 5c, 2/4 P. O. 75.00
 Mills Brown Fronts, 5c, Club Handles 265.00
 Santa Anita, P. O. 255.00
 Turf King, P. O. 575.00
 Sport King, P. O. 285.00
 Mills Extraordinary, 5c, 3-5 175.00
 Brand New Mills, 10c Gold Chrome, 2-5 450.00
 Mills Club Bell, 5c, Fr. Sample, 3-5 450.00

Record Time, F. P.\$169.50
 Sport Special, F. P. 165.00
 Keeney Kentucky Club, F.P. 115.00
 Jumbo Parade, F. P. 85.00
 Watling Rola-top, 5c 75.00
 Jumbo Parade, P. O. Late Head 129.50
 Pace Comet, 1c Play, 3-5.. 75.00
 Jenn. Fasttime, F. P. 89.50
 Ev. Gallop. Dominos, 1940 275.00
 Ev. Gallop. Dominos, Early Mdl. 100.00
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PHONOGRAPHS

Rock-Ola Supers, '40\$395.00
 Rock-Ola Master with Adaptor & 3 Wall Boxes 425.00
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 Wurlitzer Counter Model 71, Stand .. 185.00
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 Wurlitzer Victory Model 450.00
 Mills Throne 250.00
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RECONDITIONED PIN GAMES

5-10-20\$129.50
 Big Parade 129.50
 4 Aces 129.50
 Jeep 129.50
 Air Circus 129.00
 Knockout 129.00
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 Genco Defense 94.50
 Genco Victory 94.50
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NEW UNITED REVAMPS

Midway\$209.50
 Santa Fe 209.50
 Arizona 209.50
 Streamliner 209.50
 Grand Canyon 209.50
 Brazil 209.50

NEW P & S REVAMPS

Torpedo Patrol\$149.50
 Paratrooper 149.50
 Shangri-La 149.50
 Eagle Squadron 149.50
 Bombardier 149.50
 Production 149.50

RECONDITIONED PIN GAMES

Hi Hat\$72.50
 Bowlaway 72.50
 Jungle 72.00
 Slugger 69.50
 Zig Zag 69.50
 Bally Liberty 64.50
 Star Attraction 64.50
 Ten Spot 64.50
 Super-Chubby 59.50
 Snappy 59.50
 Legionnaire 59.50
 School Days 57.50
 Four Roses 57.50
 7 Up 57.50
 Belle Hop 57.50
 Sea Hawk 57.50
 Velvet 57.50
 Champ 57.50
 High Stepper 55.00
 Sun Valley 150.00
 Midway 139.50

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE
 1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

CATALOG NOW READY

1000 Bingo Tickets, 85¢ Per Deal
 1200 Bingo Tickets, 95¢ Per Deal
 120 Tip or Baseball Tickets, \$14.50 Per Gross
 2160 Red, White & Blue Tickets, \$1.25 In 5-Gross Lots. All Break Tab Card Board Style Tickets.
 300-Hole Cigarette Board, 45¢ Each

A Nice Selection of Salesboards. Attractive Merchandise Deals. 25% Deposit required with each order.

MID-WEST NOVELTY COMPANY 6409 N. Bell Ave. CHICAGO 45, ILL.

USED PARTS WURLITZER--MILLS--ROCK-OLA--SEEBURG GUARANTEED A-1 CONDITION

412 Speakers	\$ 8.50	Seeburg (Twoeeder) Speakers (2) ..	\$10.00
616-24-500-600 Speakers	16.00	Wurlitzer Record Trays45
616 Amplifiers with Tubes	38.50	24 Wurlitzer Solenoid Drum & Receiver	37.50
Seeburg Amplifier with Tubes (Vogue-Gem)	45.00	Seeburg 5c Wall-o-Matic Remote Boxes	30.00
Gears, All Models	6.00	Wurlitzer 10-25c Coin Chutes	1.50
Wurlitzer Mag. Switch Box	1.75	Mills 5, 10, 25c Coin Chutes	12.50
Seeburg 5c Slides	2.50	Rock-Ola Crystal Pick-Ups, New Metal	4.75
Seeburg 10-25c Slides	1.50	Transformer for 30-Wire, Comp. & Receiver, Comp.	7.50
Rock-Ola Turntable Motors	12.00	Organ Wireless Speaker, Transmitter & Receiver, Comp.	35.00
Wurlitzer Wireless Receiver	25.00	Worm Drive for Seeburg	6.50
Solenoid Drum, Wireless	12.50		
Solenoid Drum, Comp. for 750	32.50		

We have parts too numerous to mention for all Model Wurlitzer--Mills--Rock-Ola--Seeburg. Send in your requirements for the essential parts you need.

TUBES FOR THE COIN MACHINE INDUSTRY

OZ4	\$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
1H4	1.00	6C6	1.00	12K7	1.00	33	1.00
1H5	1.30	6A6	1.50	12Q790	3895*
1LA4	2.35	6B5	1.75	12SK7	1.00	4185
1LN5	2.35	6F690*	12SR7	1.30	43	1.10
1N5	1.60	6J5	1.00	12Z3	1.00	4580
1P5	1.60	6H6	1.10*	14A7	1.60	46	1.10
1Q5	1.60	6K7	1.10	14C7	1.40	47	1.10
2A4G	2.25	6L6	1.50*	25L6	1.30	5680
2A3	1.60	6Q7	1.10	25Z5	1.00	5790
3Q5	1.60	6SK785*	25Z6	1.00	7685*
5V4	1.50*	6V6	1.15*	35A5	1.30	7790
5U4G	1.00*	6X5	1.00*	35L6	1.00	7890
5W4	1.00	2051	2.25*	35Z3	1.30	79	1.40
		117L7	2.35	50L685	8070
					1.10	83	1.10*

WE HAVE MANY MORE TUBES TOO NUMEROUS TO MENTION! 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.

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GUARDIAN

SERVICE KIT FOR PIN GAME OPERATORS

The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry.

BEWARE OF IMITATIONS

Buy Guardian and You Won't Come to Grief

No. 1200—New Service Kit . . \$14.50

This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool, Value \$2.00. Plus 60 EXTRA Assorted Genuine Phosphor Bronze Leaves, Value \$4.00. Plus 144 EXTRA Assorted Silver Contact Points, Value \$6.00. In addition to the Liberal Assortment of Switch Parts Contained in Our Well Known #450 Guardian Contact Kit, \$7.50.

MILLS CLOCK GEARS

COMPLETE WITH DOGS AND SPRINGS AS ILLUSTRATED.

QUANTITY LIMITED! **\$3.50 EACH** RUSH YOUR ORDER!



Send for our Complete Catalog!

BLOCK MARBLE CO.

1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA.

GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

BARGAINS FROM NEBRASKA'S OLDEST DISTRIBUTOR

2 Jennings Bob Tall, Ea. \$89.50	2 Gold Stars, Ea. \$25.00	1 Major, '41	\$40.00
1 Jennings Silver Moon. 99.50	1 A.B.C. Bowler	1 Duplex	42.50
1 Watling Big Game . 75.00	2 Venus	1 Derby Winner, 1 Ball	125.00
1 Race Meet Console, 7 Coin Slant Head	2 Pick 'Em, Ea. 17.50	1 Flying Champ, 1 Ball	125.00
2 Anabel, Ea. 17.50	1 Scoop	1 Automatic	125.00
1 Texas Mustang	1 Polo	1 Gold Medal, 1 Ball	40.00
2 Glamour, Ea. 27.50	1 Bally Triumph	1 Automatic	175.00
1 Score Champ	1 Metro	1 Evans Tommy Gun	175.00
1 Play Mate	1 Dude Ranch		
	1 Now Champ		
3 Nat'l Cigarette Machines, 6-30's, Ea. \$18.00	10 Nat'l Cigarette Machines, 9-30's, Ea. 40.00 (the 9-30 Lights Up)		

All Merchandise subject to prior sale. One-third deposit with order. Slots of all kinds. Write us your wants.

HOWARD SALES CO., 1205 Farnam Street, Omaha 2, Neb.

WANT TO BUY

SUNBEAMS WESTWINDS
DO RE MIS STARS
LEADERS DOUBLE PLAYS

W. B. NOVELTY CO., INC.

1903 Washington Blvd., St. Louis, Mo.

WANTED TO BUY

Phonette Measured Music Counter Boxes.

1c Play or 5c Play.

Latest Style Only, With Haydon Clocks.

Box D-251,
The Billboard, Cincinnati 1, O.

Michigan Areas Resort Biz for '44 10% Higher

DETROIT, Sept. 2.—A survey of this summer's business in Michigan, one of the leading resort area States of the North, shows a modest pick-up in machine play thru the up-State sections. In city proper there has been a slight over-all drop, reaching lower depths in some cities because of the complete shutdown of some taverns as a result of persistent beer shortages.

Business in general, however, has picked up as the 10 per cent government tax reduction became effective in the floorshow spots, but the average amusement machine spot did not share in the pick-up here. Most significantly, amusement machines, aside from ray guns and bowling alleys, are practically outlawed in the Detroit area, and trade here is different. Juke operators, of course, rarely operate in spots with floorshows.

In the resort section the general estimate of business pick-up over 1943 is 10 per cent, based upon the comparison of figures reported from Morry Kaplan, sales manager of the Brilliant Music Company, who sells to juke operators thruout the State. All Detroit resort areas were included in this survey.

Travel in the State was much heavier than a year ago, but careful check-up indicated that travel was largely confined to the waterways because of gasoline and rail transportation problems. Accordingly, very few operators shared to any great extent in the increase. In other instances, people came to one vacation spot and stayed, where formerly they would have spread their patronage around a number of spots in the same length of time. Result was that the local amusement machines, aside from the perennial jukes, soon wore out their novelty and play dropped off.

Near-by locations in resort towns were generally reported down. They have depended upon week-end drive-in trade from Detroit largely and, despite being flooded with local residents, showed a loss of business, as the tourist stayed away.

One class location that showed a notable pick-up over 1943 was in the travel centers—bus stations and railroad depots. Machines of all types, jukes, amusement machines and vendors of many types, are consistently going ahead, operators report.

Federal Tax Report Shows 19 Wyo. Cos. Have Gaming Mchs.

CHEYENNE, Wyo., Sept. 2.—The internal revenue report for this district contains some interesting information about the operation of gaming devices in the State. According to the report on the federal taxes collected in the district, gaming devices have been operating in 19 of the 23 counties in the State. Only four of the small counties did not report gaming devices for federal tax.

The office reported that the gaming device tax had been paid on 231 machines in the State, mainly in Western Wyoming near the Utah border. Operators explain that Wyoming cities in this area are the playland for residents of near-by Utah towns where gaming devices are taboo.

MUSIC

4 616 Wurlitzer	\$119.00 Ea.
2 12-Record Seeburgs	75.00 Ea.
3 616 Wurlitzer Lite Up	124.00 Ea.

CONSOLES

10 Jennings Silver Moons	\$120.00 Ea.
4 Keeney Super Bells	279.00 Ea.
2 Watling Big Game	95.00 Ea.
1 Jumbo Parade	65.00
1 Keeney Anti-Aircraft	65.00
1 Jungle Camp	75.00
1 Bally Hi Hand	135.00
1 Buckley Track Odds	335.00

All Machines are in perfect condition.

JOE MOSS AMUSEMENT MACHINE CO.

Sanford, Florida

Over 75,000 New Giving Trouble-Free Service!

IMP

BRAND NEW

\$9.90

WHILE THEY LAST!

Regular Price \$12.50.

BRAND NEW

Wings	\$11.50	Yankees	\$11.50
Sparks, 1c Cig.	28.50		
Cent a Pak	9.30		
Ten Strike, H.S., F.P.	275.00		
Ten Strike, H.S.	235.00		
Liberty Bell, Fruit, 1c, Floor Sample ..	11.50		
Mercury, Cigarette, 1c, Floor Sample ..	11.50		

Zephyr	9.90
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.

MAX GLASS

DISTRIBUTING COMPANY

(Successors to Gerber & Glass)

914 DIVERSEY - CHICAGO 14, ILL.

ATTENTION CANADIAN OPERATORS

... and all you fellows in the East. Get quicker deliveries and save shipping expense. . . . We have complete stocks of Pins, Arcade, Consoles and Automatics. . . . Get our list before purchasing. Write, wire, phone Liberty 9480 or come in to

TRIMOUNT COIN MACHINE CO.

40 Waltham St. Boston 18, Mass.

ARCADE MACHINES

Exhibit Bowling Alley	\$ 85.00
Evans Skiball	75.00
Gottlieb Skeeball	62.50
Genco Playballs	145.00
Bally Basketball	110.00
Evans Playballs	200.00
Genco Playball	145.00
Major League Western Baseball ..	175.00
Rockola World Series Baseball ..	85.00
Scientific Baseball, Upright Floor Size	100.00
Scientific Basketball, Upright Floor Size	100.00
Western Baseball (DeLuxe Model) ..	125.00
Small Ideal Scale	35.00
Floor Size Scale	25.00
Watling Scale (Low Model)	65.00
Watling or Mills Porcelain Large Dial Scale	45.00
Watling Guess Your Weight Scale ..	45.00

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

Free! Price Lists: Parts—Supplies. Complete Line of Arcade Machines!

MIKE MUNVES

510-514 W. 34th St. NEW YORK
(2 Blocks From Penn. Station)

AMMUNITION

5 CASES .22 LONGS
5 CASES SHORTS

Will Sell At Reasonable Offer.

PENNYLAND ARCADE

R. D. 2, Jonestown, Pa.

MARKEPP VALUES

SLOT MACHINES AND CONSOLES

5c Mills Blue Front, 3/5	\$150.00
10c Mills Blue Front, 3/5	185.00
25c Mills Blue Front, 3/5	275.00
5c Mills War Eagle, 2/4	100.00
10c Mills War Eagle, 2/4	120.00
5c Mills Futurity	120.00

Jumbo Parade, Free Play, Fine Shape	99.50
Double Safe Stand, Double Door	79.50
Double Safe Stand, Single Door	72.50
Groetchen Columbia, Fruit Reels	79.50
Chrome Vest Pockets, Meter	65.00
Mills Q.T. Glitter Gold, Like New	115.00

PHONOGRAPHS AND WALL BOXES

Seeburg 8200 Hitone, Converted	\$495.00
Wurlitzer 412's, Light Up Cabinets	95.00
Seeburg 3-Wire Baromatics, 5/10/25	49.50
Seeburg Plaza, E.S.	285.00
Wurlitzer 600A	350.00
Seeburg Wireless Wallomatics, WS2Z	39.50

ARCADE EQUIPMENT

Chicago All Star Hockey	\$210.00
Bally Rapid Fire	195.00
Seeburg Shoot the Chutes	135.00
Keeney Submarine Gun	175.00
Scientific Batting Practice	115.00
Seeburg Slap the Jap	135.00
Kicker Catcher	22.50
Gottlieb Grippers	15.00
Seeburg Chicken Sam	115.00
Bally Defenders	245.00
Jennings Roll-in-the-Barrel	99.50

FIVE BALL PIN GAMES

ABC Bowler	\$59.50	Texas	
Air Force	69.50	Mustang	\$79.50
Confest	125.00	Knockout	125.00
Boom Town	42.50	Flicker	50.00
5-10-20	125.00	Dude Ranch	39.50
Gun Club	74.50	Doughboy	29.50
Horoscope	52.50	Crossline	39.50
Sea Hawk	62.50	Big Chief	45.00
		Landslide	35.00

ALL EQUIPMENT THOROUGHLY CLEANED AND CHECKED. HALF DEPOSIT WITH ORDER.

10—BALLY BEVERAGE VENDORS
1—BALLY BEVERAGE CARBONATOR

THE MARKEPP CO.

Established 1928
3908 Carnegie Ave., Cleveland 15, O.
(Henderson 1043)

N. Y. DISTRIBS SET

(Continued from page 68)

lyn where he plans the manufacture of arcade equipment and bowling alley games. Blatt also is negotiating with Chicago producers to act as their Eastern distrib. He believes that he will land some outstanding games which he will be ideally prepared to service because of his extensive plant and equipment facilities.

Rounding out Eastern distrib primping for post-war, are American Coin Machines of Newark, N. J., and George Ponser, well-known distrib of Newark and New York. The former firm is now in the process of building up its organization preparatory to the handling of a worth-while line. Sam Mittleman and Phil Mason, partners in the firm, recently added two competent men to head up the sales and service staff. Both Mittleman and Mason are young men who are making careful but persistent efforts to assume an important position in the post-war coin machine trade in New Jersey.

George Ponser says he will very likely represent a top-notch Chicago music manufacturer after the war. With this in mind, Ponser is now laying the foundation for an outlet in New York which will be an extensive one, but which will be designed and constructed in the best taste with emphasis on dignity rather than showmanship as such. To go with this post-war distributorship, Ponser plans a fairly large sales and service staff, adequate parts and warehouse facilities. Included in Ponser's post-war plans is the promotion and selling of Pilot Trainer, the amusement game which he and his co-owner of the patents, Jack Garliner, recently demonstrated here. The game will be manufactured in Chicago.

LIBERATOR GREATEST SHOOTING GAME EVER MADE! \$395

SELECT ARCADE EQUIPMENT

Periscope	\$395.00	Mut. Sky Fighter	\$395.00	Ten Strike	\$75.00
Cupid's Wheel	250.00	Ace Bomber	445.00	Candd Camera	275.00
Keeney Submarine	265.00	Bally Baskets	195.00	New Drivemobile	495.00
Seeb'g Shoot the Chute	175.00	Bally Bull Ray Gun	125.00	Test Pilot	325.00
Novelty Candy Vendor	145.00	Evans Playball	200.00	Keeney Anti-Aircraft Gun	110.00
Exhibit Card Vendor	44.50	Bally Rapid Fire	265.00	Bally Convey	325.00
With Base	49.50	Muto. Punching Bag	325.00		

ONE BALL PAYOUT TABLES

Santa Anita	\$325.00	Rockingham	\$550.00	Jockey Club	\$550.00
Pacemaker	135.00	Kentucky	425.00	Gold Medal	75.00
Grand Stand, Fact. Record.	185.00	Mills 1-2-3	60.00	Race King	295.00
Keeney Fortune	350.00	Mills 1-2-3, Bally Payout Unit	85.00	Sport King	375.00
				Grand Nat'l, Fac. Record.	185.00

ONE BALL MULTIPLE FREE PLAY GAMES

Thorbred, Jackpot	\$625.00	Longacre, Jackpot	\$625.00
Club Trophy, Jackpot	375.00	Bell Sportsman, J.P., Revamped	475.00
Mills 1940 1-2-3	145.00	Keeney Fortune	345.00

5-BALL PIN GAMES

BALLY		CHICAGO COIN		SEAHAWK	
Air Force	\$95.00	Bowlaway	\$175.00	Stage-Door Canteen	240.00
Attention	60.00	'42 Home Run	95.00	Shangri-La	195.00
Liberty	95.00	Legionaire	55.00		
Monicker	95.00	'41 Majors	50.00		
Toplo	95.00	'41 Snappy	50.00		
GENCO		Sport Parade	45.00		
Bandwagon	\$39.50	Star Attraction	65.00		
Metro	39.50	Venus	110.00		
Argentine	65.00				
Big Chief	39.50				
Bosco	85.00				
Captain Kidd	75.00				
Four Aces	140.00				
Four Roses	85.00				
Gun Club	85.00				
Jungle	55.00				
Ten Spot	45.00				
Victory	125.00				

COMPLETE A.B.T. RIFLE RANGE, WARNER RECORDIO, COMPLETE PICTURE BOOTH AND COUNTER, COMPLETE REFRIGERATED ORANGE DRINK STAND AND OTHER EQUIPMENT TO OUTFIT COMPLETE ARCADE. WIRE OR WRITE FOR INFORMATION.

IN STOCK FOR IMMEDIATE SHIPMENT—REBUILT FIVE BALL FREE PLAY GAMES United Streamliner, Grand Canyon, Santa Fe, Arizona, Midway, Sun Valley, Oklahoma, Brazil—Ball Products Pin Up Girl, Flying Tiger, Sky Rider—Westerhaus Invasion—P & S Torpedo Patrol, Bombardier, Paratroop, Eagle Squadron, Production, Shangri-La. WRITE FOR PRICES.

WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED. TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

NEED TOP NOTCH TERRITORIAL SALESMEN

For Our Post War Program

Leading Coin Machine Manufacturer desires to immediately contact FIRST-CLASS men. Experienced high ranking producers ONLY. Mail full details, references, and enclose photo in first letter.

Write in confidence. Our employees know of this ad.

BOX #D-260

Care Billboard, Cinn., O.

SPECIAL THIS WEEK!

AEROPPOINT NEEDLES

CARD OF 13.....\$5.50

FULL LINE OF PIN GAMES ALWAYS IN STOCK—WRITE US YOUR REQUIREMENTS!!!

WILL BUY WURLITZER COUNTER MODELS 41-51-61-71

Send Complete Details!

★ DAVID ROSEN ★

855 NORTH BROAD STREET PHILADELPHIA 23, PA. STEVENSON 9943

BUY WITH CONFIDENCE FROM ATLANTIC!

YOUR AUTHORIZED DISTRIBUTOR IN N. Y., N. J. & CONN. FOR THE J. P. Seeburg Corporation

Atlantic Distributing Co. 583 Tenth Avenue New York 18, N. Y. Phone: LAckawanna 4-8193

Mills Amplifiers, \$25.00; Speakers, \$15.00; Mills Empress Change Motors, write; Chicken Sams converted to Hitler or Jap, repainted, \$135.00; Drive Mobile, \$350.00; Planatellus with cards to bring in \$200.00, price \$195.00; Texas Leaguer, \$35.00; Batting Practice, \$95.00; Skeeballette, \$80.00; Evans Ten Strike, needs glass, \$25.00; Bally Bull conv. to Jap, needs motor repair, \$65.00; 3 Seeburg Duck Guns, \$100.00 for the 3; 5c Escalator Type Mills Slot, \$85.00; latest model Pace 10c Slot, red and chrome, looks like new, \$165.00; Mills 5c War Eagle, \$135.00; Jockey Club 5c Console, \$115.00; Paces Races, needs repairs, \$40.00; Wurlitzer Model 14A Skeeball, \$250.00; Air Raider, \$195.00; one Semi Trailer, 22 ft., with 2 Ton Dodge Tractor, \$195.00; 1 40-Ft. Portable Neon Front for Arcade, 4 sections, with all poles and stakes, reads 1¢ PENNY LAND, block letters, \$450.00.

STAR AMUSEMENT CO. 410-11 Barnes Bldg. Muskogee, Okla. Phone 503

MONEY BACK IF NOT AS ADVERTISED

SLOTS

1 25¢ Mills Orig. Brown Front, Ser. #420006.

1 5¢ Mills Orig. Emerald Chrome, Ser. #475717.

Price \$800 for both machines

These Machines were used 1 week and cannot be told from new.

2 5¢ Mills Original Glitter Gold Q.T., Ser. #23975-23403.

Price \$275 for both

These two Machines used less than 1 week. They look brand new.

10 5¢ Mills Original Extraordinary, 3-5 Pay Out, Very Clean.

These machines perfect for reconversion.

Price for 10 machines, \$1,000

1/3 Certified Deposit Must Accompany Order.

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Fortunately we have sufficient expert mechanical help to take care of your needs at a moderate price.

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Cabinets (Wooden Part), Best Quality of Oak	\$11.75
Cabinet Bases	6.75
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Spring—Mills Clock with Tapered Ends	.90
Escalator Springs	.40
Jennings Clock Springs	.50
Glass—(Shatter Proof):	
Jennings Escalator Glass, Ea.	.25
Jennings Reel Glass, Ea.	.50
Jennings Jack Pot Glass, Ea.	.85
Mills Escalator Glass, Ea.	.40
Mills Reel Glass, Ea.	.50
Mills Bonus Glass, Ea.	.30
Mills Jack Pot Glass, Ea.	.85
Mills Q.T. J.P. Glass, Ea.	.85
Pace Escalator Glass, Plain Round, Ea.	.15
Pace Reel Glass, Ea.	.15
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MUSIC—ARCADE EQUIPMENT—GUNS—MISCELLANEOUS	
2 PANORAM WITH FILM, Perfect	\$419.50
KICKER & CATCHER & STAND	34.50
WURL. 41 & STAND, A-1	119.50
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VICTORIOUS, A-1	\$149.50
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XV CIGAROLAS, LIKE NEW	139.50
XV CIGAROLAS, PERFECT	89.50

USED PIN GAMES		NEW REVAMPS		USED PIN GAMES	
BRITE SPOTS	\$ 39.50	MARVEL'S BASEBALL	\$179.50	ROTATION	\$ 39.50
DUPLEX	64.50	UNITED'S OKLAHOMA	209.50	BELLE HOP	69.50
BIG PARADE	129.50	SANTA FE	209.50	BROADCAST	49.50
KNOCK OUT	129.50	ARIZONA	209.50	GUN CLUB	72.50
LEGIONNAIRE	59.50	MIDWAY	209.50	SHOW BOAT	59.50
TEN SPOT	57.50	GRAND CANYON	209.50	TOWERS	89.50
WILD FIRE	44.50	STREAMLINER	209.50	SKY CHIEF	169.50
ACTION	129.50	BELL'S FLYING TIGER	\$209.50	5-10-20	129.50
'41 MAJORS	49.50	PIN UP GIRL	209.50	MONICKER	89.50
SENTRY	109.50	SKY RIDER	209.50	BIG CHIEF	44.50
BOSCO	89.50	P & S PRODUCTION	\$149.50	JEEP	129.50
SEVEN UP	79.50	EAGLE SQUADRON	149.50	ALERT	109.50
TEXAS MUSTANG	79.50	SHANGRI-LA	149.50	FOUR ROSES	57.50
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26 37 2A3 6F6 6L7 6SK7	
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30 41 6C5 6J5 6R7 6SR7	
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Hi-Hands, Comb.	\$150.00
Silver Moons, F.P.	100.00
Fast Time, F.P.	100.00
Jumbo Parades, P.O.	100.00
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P. O. Box 305 DILLON, S. C.

FOR SALE

10 Bally High Hands \$150.00
5 Bally Club Bell 250.00
1 Evans Pay Day, 25c 425.00
(Same as Super Track Time)
1 Baker's D.D. Races \$250.00
1 Paces Races, 20 Pay 3 for
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1 Track Time Red Head, '39

BRAND NEW CONSOLES
4 Super Bells
4 Club Bells (Push Button)
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Machines Completely Reconditioned.
Mills 1¢ Blue Fronts, 3-5 Pay ... Make Offer
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Mills 5¢ Blue Fronts, 3-5 Pay \$140.00
2 Mills 5¢ Extraordinary, 3-5 Pay 150.00
1 Mills 5¢ Q.T., Exceptional 85.00
1 Mills 5¢ Blue Gold Vest Pocket 50.00
Pace 5¢ All Stars, 3-5 Pay 70.00
1 Pace 25¢ Deluxe, Perfect, 3-5 Pay 165.00
Mills Chrome Ticketos, Perfect 5.00
1 Columbia, Perfect, 1¢-5¢-10¢-25¢ 85.00
Mills Clocks, Brand New, Pre-War
Brass Gears 17.50
Chicago Metal Double Safe, A-1 40.00
Chicago Metal Single Safe, A-1 30.00

SPECIAL
One 25¢ Pace Deluxe, Slugproof, Brand New, Never Used \$250.00
50% Deposit With Order.
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BOX 767, MANCHESTER, CONN.

FOR SALE

Wurlitzer 5¢-10¢-25¢ #125 Wall-boxes \$25.00 Ea.
Wurlitzer #145 Impulse Steppers (Steppers not sold without Boxes) 35.00 Ea.
Keeney Contest, One or Five Balls, Free Play 115.00 Ea.
Buckley Treasure Island Diggers 50.00 Ea.
Buckley Chicago 1¢ Diggers 27.50 Ea.
New Buckley Boxes 32.50 Ea.
ABT Rifle Range, complete with 50,000 Pellets and 30,000 Cartridges, 6 Guns and a Cash Register 3,000.00

WANTED
Rotary Pusher Type Merchandiser, Will Pay \$125.00 Ea.
Exhibit Leader Marble Tables 50.00 Ea.
One-Third Deposit With Order, Balance C.O.D.
Wichita Novelty Co.
704-A SCOTT ST., WICHITA FALLS, TEXAS

Pins, Slots Boost Tax \$1,057,573 in Washington State

SEATTLE, Sept. 2.—State Tax Commission has shown great interest in coin machine data as revealed by its collection of the State tax on pinball and slot machines. A report made most recently covers the six-month period which ended April 30. Total revenue collected at the time amounted to \$1,057,573. The commission issued a report which gave the collections for certain cities as well as the entire State.

A total of \$585,020—or more than half of the six-month total—was collected from Seattle, Spokane and Tacoma, Wash., the State's three largest cities.

The tax, accruing in two-month periods and collected during the two months following each accrual period, is computed on the basis of 10 per cent of total pinball play and 20 per cent of slot machine play.

A breakdown of taxes collected on machines during the half-year period ended April 30 shows that, except for March and April of this year, Spokane had a markedly higher play than Seattle, while Tacoma maintained fairly even play during the entire period, considerably lower than either of the other two cities.

The tax commission breakdown shows that during November and December of 1943, total tax collected on pinball machines was \$331,468.25. Totals for the three cities during those two months were: Seattle, \$74,679.21; Spokane, \$77,288.87; Tacoma, \$44,137.94.

Totals for January and February, 1944: State, \$332,280.69; in Seattle, \$75,111.21; in Spokane, \$79,716.41; in Tacoma, \$43,055.64. Totals for March and April, 1944: State, \$351,824.70; in Seattle, \$78,482.69; in Spokane, \$68,843.35; in Tacoma, \$43,699.69.

Grand totals for six-month period: State, \$1,015,573.64; in Seattle, \$228,273.11; in Spokane, \$225,848.63; in Tacoma, \$130,893.27.

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"SHOOT-A-BAZOOKA"
Reg. U. S. Pat. Off.

CONVERSION UNIT FOR CHICKEN SAMS, JAILBIRDS, CONVERTED JAPS & HITLERS!



\$42.50
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

The Only Conversion That Completely Changes Over the Gun as Well as the Target—With New Invasion Background Scenes in 12 Vivid Colors!

Here's the tank-buster that's taking the country by storm—Operators are making real folding money by tying up with this last word in Secret Weapons. Everyone wants to handle the "Bazooka" Gun and shoot at the tank!

BE FIRST IN YOUR TERRITORY!
ORDER TODAY!
Immediate Delivery!

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592 10TH AVE. NEW YORK 19, N. Y.
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AND

"SHOOT-A-BAZOOKA"
\$42.50
ORDER TODAY!

World Wide Distributors
625 10th Avenue New York 19, N. Y.
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Highest Offer Gets the Following Pin Games

NEED THE SPACE!

5 1939 1-2-3, F.P.	1 Double Feature	1 Chubbie
4 1939 1-2-3, C.P.	1 Pan American	1 Ducky
1 Score Champ	1 Vogue	1 Zip
2 Pick Em	1 Cadillac	1 Up & Up
2 Toppers	1 Mystery	1 Roxy
1 Air Liner	3 4-5-6	1 Speed Ball
1 On Deck	1 Champion	2 Bally Beauty
1 Big Six	1 Fantasy	1 Red-White-Blue
1 Tampa	1 Gold Star	

PIN GAMES THAT ARE IN A-1 CONDITION AND READY FOR LOCATION:

3 Owls, F.P., Ea. \$75.00	1 South Paw \$54.50
1 Topic 79.50	1 Metro 37.50
2 Contests, Ea. 125.00	1 Bolaway ... 59.50
1 Miami Beach 47.50	1 Big Parade 129.50
1 Monicker ... 79.50	1 Hit the Jap. 87.50
2 Victory, Ea. 79.50	1 Fishin' ... 99.50
2 Sea Hawks, Ea. 47.50	1 Slap Jap ... 37.50
4 Velvets, Ea. 37.50	1 Keep 'Em Flyin' ... 149.50
4 4 Diamonds, Ea. 37.50	1 Home Run, '42 79.50
	1 Majors 44.50

ONE BALL		ARCADE EQUIPMENT	
4 1940 1-2-3, Ea. \$ 79.50		1 HOCKEY \$200.00	
1 Fortune, Comb. ... 299.50		2 Jap Guns, Ea. 179.50	
1 Seven Flasher .. 129.50			

WANTED TO BUY
600, 700, 750, 800 and Late Model Pin Games.

Southern Amusement Co.
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WRITE PHONE WIRE
1/3 Deposit, Balance C. O. D.

WILL SELL OR TRADE

The following equipment on Photomatic, Ace Bomber, Sky Fighter, Drivemobile, 1¢ Scales, Phonographs: Chester Pollard Foot Ball, Texas Leaguer, 3-Way Lifter, Tin Can Gun, 2 Tom Mix Guns, Exhibit's 30-Second Bag, Chinning Rings, Mills 12 Slot Horoscope, 4 Exhibit's Floor Model Drop Picture, Muto, Card Vender, Keep 'Em Bombing, Dice Machine, Change Booth and Chair, 2 1¢ Dispensers, 1 5¢ Dispenser.

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COUNTER GAME DELUXE!

DOMINO JR.



A COMPLETE CASINO GAME IN JUNIOR SIZE WITH TOP ATTRACTION FEATURES FOR BIG PLAY on COUNTER LOCATIONS!

ALL THE ZIP AND PLAY APPEAL OF GALLOPING DOMINOS!



THE IDEAL COUNTER GAME IN EVERY WAY! NO SLOT-NO TAX!

Domino Jr. sets up conveniently at one end of counter with attractive 5-color layout panel alongside. After players make selections on panel, operator spins chrome pointer by pressing button at top of cabinet. Odds from 2 to 1 up to 20 to 1 shown by figures next to each of 32 combinations on dial. Dial is colorfully reproduced on frosted mirror . . . plenty of flash! Domino Jr. may also be hung on wall or back bar, with remote pointer control. Entire unit built for long time operation. Face of game is firmly mounted on hardwood cabinet which also contains simple, fool-proof mechanism. Plugs into any handy light socket for 115V, 60 Cycle A.C. operation. Dimensions: 17 1/2" high; 13 1/2" wide; 4 3/4" deep. Shipping weight, complete, 16 lbs.

LIMITED QUANTITY AVAILABLE!

Write at Once for Complete Information

H. C. EVANS & COMPANY

1520-1530 W. Adams St.

Chicago 7, Illinois

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FOR SEEBURG RAY-O-LITE GUNS

"SHOOT THE JAP," "CHICKEN SAM," "JAIL-BIRD," "SHOOT THE CHUTES"

WRITE FOR COMPLETE LIST

TOGGLE SWITCH	\$2.50	PHOTO ELECTRIC CELLS (All Directional)	\$3.50
3000 OHM VAR. RESISTOR	1.75	2A4G TUBES	2.35
GUN LAMPS, #148990	38 TUBES	1.10
MUZZLE LENS	2.00	80 TUBES70
SHOULDER LENS	1.00	2051 TUBES	2.55
AMPLIFIERS (Complete with Tubes)	Write	GUN CABLE (8 Feet)	1.90
MOTORS	Write	MAIN CABLE (40 Feet)	9.90
PHOTO ELECTRIC CELLS (CE #23)	2.50	#51 BULBS (Box 10)50

All orders for above must be accompanied with signed consumer's cert. L265

KEENEY AIR RAIDER	\$225.00	"SHOOT THE JAP" (Chicago Nov.)	\$179.50
KEENEY SUBMARINE	215.00	SHOOT THE CHUTE (Conv. to Jap)	139.50
BALLY BULL (Conv. to Jap)	109.50	BALLY RAPID FIRE (Newly Painted)	225.00
MILLS 1-2-3, F.P.	49.50	BALLY BULL	79.50

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RAY GUN AMPLIFIERS REPAIRED
24-HOUR SERVICE

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ROCK-OLA, A. C. \$15.50 Each

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SEEBURG GUNS — BALLY GUNS
\$30.00 plus parts; F. O. B. Chicago.

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With and without Stands. What can you use? Write us for prices. Buckley 24 and 32 selection Wall Boxes, excellent condition—ready to install.

J AND J NOVELTY COMPANY 4840 Mt. Elliott DETROIT, MICHIGAN

Record State Taxes Help Boost Nation's Bill to 50 Billions

WASHINGTON, Sept. 2.—The nation's tax bill was \$50,106,000,000 for the 12 months ended June 30, 1944, the census bureau said in reporting that State tax collections reached a record of \$5,386,000,000, a rise of 5.8 per cent over the preceding year. High among the States was Florida, which made the largest gain in revenue in any one State of 32.1 per cent increase, attributed largely to a cigarette tax and a pari-mutuel betting tax.

Local tax collections totaled \$4,600,000,000 and federal internal revenue taxes \$40,120,000,000, for a grand total of \$50,106,000,000.

Returns under unemployment compensation pay roll taxes led the list. These are imposed in all States by the federal government and by the laws of the several States. State collections totaled \$1,319,000,000. This money is deposited in a federal trust and many States do not emphasize the levy as a part of their tax systems, the department said.

Of taxes with collections in excess of \$100,000,000 the greatest gain was made by corporation income tax returns at 26 per cent more than in the preceding fiscal period. Individual income tax returns increased 15 per cent over 1943, a lesser rate than the gain of 1943 over 1942.

General sales tax returns continued the trend upward, exceeding by 7.5 per cent the 1943 income. This was a marked falling off in rate of gain, however.

Motor vehicle fuel tax continued its decline, but there was a noticeable slowing of the rate. Contrary to popular belief, license collections from motor vehicles and operators, recorded an increase of 1 per cent over the collections for the preceding fiscal period.

Other important sources of State tax revenue that showed increased collections for 1944 were:

Tobacco products, insurance premiums and utility gross receipts, property taxes, general franchise, or privilege taxes on corporations. The fluctuating collections from gift and death taxes also were increased during 1944.

Only major source of State tax revenue showing a loss was the alcoholic beverage sales tax. Collections under this item produced more than \$100,000,000 in 1944 but were considerably under the 1943 figures.

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
- 1 Mills 50c Gold Chrome
- 6 Mills 25c Brown Fronts, Drillproof, Kneec Action, C.H.
- 3 Mills 10c Brown Fronts, Drillproof, Kneec Action, C.H.
- 8 Mills 25c Blue Fronts, Drillproof, Kneec Action, C.H.
- 4 Mills 10c Blue Fronts, Drillproof, Kneec Action, C.H.
- 4 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 Mills 25c Consoles
- 2 Jennings 10c Four-Star Slots
- 3 Watling 5c Rolatops, 3/5
- 1 Watling 50c Rolatop, L. N.
- 1 Caille 7-Coin Slot
- 4 Mills Jumbo Parades, F. P.

10 War Eagle Gold Gilttered Castings (top & bottom) per set \$18.50

- 1 Sugar King
- 1 Paces Reels
- 1 Paces Races Red Arrow
- 2 Mills Spinning Wheels
- 1 Victorious 1944
- 1 Bally Victory, F. P.
- 1 Bally Gold Cup, F. P.
- 1 Keeney Tokio Gun
- 2 Jennings Fast Times
- 2 Texas Leaguers
- 3 Sheffler Loboy Scales
- 1 Watling Scale Mirror
- 6 Organ Type Speakers

PHONOGRAPHS

- 1 Seeburg 3800, R. C. E. S.
- 1 Seeburg Rollaway, R. C.
- 2 Seeburg Regals
- 2 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: 1/3 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.

669-671 S. Broadway, Lexington 20, Ky. Wholesale Distributors

PARTS—SUPPLIES

6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55. Per Hundred	\$5.40
3 AG Fuses	Per Hundred \$9.00
1/2 Amp.	3.50
1, 1 1/2, 2, 2 1/2, 3 Amp.	3.00
5, 6, 7 1/2 Amp.	2.50
10, 15, 20, 25, 30 Amp.	2.50
PHONOGRAPH TITLE STRIPS (Red Border)	
1000	\$8.00
5000 Per M	4.00
10000 Per M	3.50
25000 Per M	3.00

6SC7, 5Z3, 80, 2A4G, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

#100 6SC7 to 7F7	#205 2A4G to 2051 (Seeburg Guns)
103 6SC7 to 6SL7	210 2A4G to 2051 (Seeburg Music)
110 5Z3 to 5U4G	215 70L7 to 7A4-7A5 (Seeburg Remote Boxes)
125 80 to 5T4, 5V4G, 5Y3 or 5Z4	\$3.50 Each
126 83 to 5U4G or 5X4	\$1.50 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.

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Quality Products Will Last for the Duration
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Will Pay \$100 Cash for

Wurlitzer Skee Balls and Genco Bank Rolls

Plus \$15.00 for Crating ALSO WANT KEENEY BOWLETTES

FOR SALE

100 LATEST PINBALLS

Write for Prices S & W COIN MACHINE EXCHANGE 2416 Grand River Ave., Detroit 1, Mich. Phone: CLifford 1956

MECHANIC WANTED

Experienced for Seeburg Music and Pin Ball Machines. Permanent position. Splendid Salary. Write to

B & B Novelty Company 621 West Main Street Louisville 2, Ky.

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Good Mechanic for Phonographs and Pin Ball Machines. Good salary. State full particulars.

RITZ AMUSEMENT CO.

1073 Kings Ave. South Jacksonville, Fla.

NEW—DIFFERENT IDEA IN JACKPOT BOARDS

LAST SALE ON BOARD REC'D \$50.00 IF THE \$50.00 JACKPOT TICKET IS NOT PREVIOUSLY WON

25¢ SALE **POSITIVE FIFTY** **25¢ SALE**

JACKPOT PAYS \$50 JACKPOT PAYS \$50

NO. 13-113-213-313-413-513 EACH RECEIPT ONE PUNCH IN JACKPOT

BOARD IS TAKEN OUT OF PLAY WITH 50¢ TICKET AND REEL OUT

A SURE \$50 WINNER IS GUARANTEED ON THIS BOARD

SURE \$50.00 JACKPOT WINNER GUARANTEED PLAYER

—Ticket can be hit anytime. Has 160 Consolations—14 Jackpot holes go at \$1.00 each—8 large sections. For a fat \$56.00 profit-snatcher, ORDER NOW.

ORDER AS: NO. 800 POSITIVE FIFTY

Takes In: 800 @ 25¢ \$200.00
 Pays Out: 14 J.P. Holes @ \$1 \$14.00
 Consolations 160 @ 50¢ 80.00
 Last Sale 50.00 144.00

AVERAGE PROFIT \$ 56.00

LAST SALE IN EACH OF 8 LARGE COLORED PANELS RECEIVE ONE PUNCH IN JACKPOT

GARDNER & CO.
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10,000 Operators

are in constant touch with us. Are you? Wire, phone, write, or call at **MILLS NOVELTY COMPANY**
 4100 Fullerton Ave., Chicago 39, Ill. Let's hear from you soon!

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| WURLITZER | ROCKOLA |
| 750 Top Corners or Lower Sides \$ 8.75 | Standards, Masters, DeLux or Supers, Top Corners or Lower Sides ..\$12.75 |
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8800 or 8800 Side Plastics ...\$14.50 |

Clear Transparent Plastic Windows for your Wurlitzer 850 Program Holder.
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 Top Corners or Lower Sides, \$14.00 Each.
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CARL TRIPPE Price Plus Guaranteed Satisfaction

A-1 RECONDITIONED SLOTS

EACH	EACH
1 Mills Extraordinary, 5¢, 3-5 Pay ..\$149.50	1 Mills Bull's Eye, No. P., 25¢ \$ 12.50
1 Mills Extraordinary, 10¢, 3-5 Pay .. 149.50	1 Mills Blue Front, S.J.P., 5¢ 200.00
2 Mills Bull's Eye, S.J.P., 5¢ 35.00	1 Mills Bull's Eye, 25¢ 37.50
1 Mills Q. T., Orange, 1¢ 37.50	1 Mills Dia Machine, 25¢ 89.50
1 Mills Q. T., Giltter Gold Orange, 1¢ (Original) 89.50	7 Mills Q. T., 1¢ Green 37.50
2 Mills Blue Front Gold Award, 5¢ 169.50	1 Mills Vest Pocket Ball, Chroma, 5¢ .. 69.50
1 Mills Q. T., 5¢, Blue 69.50	1 Mills Q. T., Giltter Gold, 5¢ 89.50
1 Mills Blue Front, D.J.P., 10¢ 200.00	2 Mills Q. T., Giltter Gold, 10¢ 95.00
1 Mills 25¢ Eagle Front 250.00	4 Mills Q. T., 1¢ Brown Crackle Finish. 42.50
1 Mills Gold Chrome Orig. 5¢ 295.00	3 Mills Dials, 5¢ 25.00
1 Mills War Eagle, S.J.P., 3-5 Pay, 5¢ 169.50	1 Columbia Club Model, 3-5 Pay, D.J.P. 115.00
3 Mills War Eagle, D.J.P., 3-5 Pay, 5¢ 157.50	1 Columbia Club Model Cig. Reels, Gold Award, 10¢ 89.50
2 Mills Rockola Front, D.J.P., 5¢ 89.50	1 Jennings Chief, 10¢ 149.50
1 Mills Blue Front, D.J.P., 5¢ 189.50	3 Jennings Chief, 5¢ 159.50
2 Mills Cherry Ball, S.J.P., 5¢ 200.00	1 Pace Comet, 5¢, D.J.P., 3-5 Pay ... 89.50
1 Mills Brown Front, Drill Prof., 5¢ .. 249.50	1 Superior Race Horse Slot 75.00
12 Mills Vest Pocket Ball, Blue & Gold 5¢ 49.50	1 Watling Twin D.J.P., 50¢, 2-4 Pay. 275.00
2 Mills Q. T., Blue Crackle, 5¢ 75.00	

TERMS: 1/3 Deposit With Orders, Balance C. O. D.

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2 Wurlitzer 850 EACH \$700.00	2 Seeburg Classics EACH \$375.00
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1 Wurlitzer 24 in Mt. Cab., Wireless Remote 235.00	1 Gabel Charm 18 Record 80.00
1 Wurlitzer '42 600 500.00	1 Mills Throne 235.00
1 Wurlitzer Model 50 90.00	1 Mills Dance Master 75.00
1 Wurlitzer 61, Counter Model 85.00	1 Mills Do Re Mi 90.00
1 Wurlitzer 71, Counter Model 149.50	2 Wurlitzer #304 Steppers 15.00
5 Wurlitzer 600R 310.00	8 Wurlitzer #145 Steppers 32.50
1 Rock-Ola 12 Record 90.00	2 Watling Outdoor Jr. Scales 50.00
1 Rock-Ola Counter Model with Spkr. 149.50	1 Ideal Scale 25.00
1 Seeburg Vogue, RC 375.00	2 Mills Punching Bags 75.00
	18 D.C. to A.C. Rotary Converters 15.00
	15 Seeburg 24 Selection Wireless Boxes 29.50

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Wurlitzer 412 \$ 60.00	Wurlitzer 850 \$525.00	Seeburg 8800, RCEB \$475.00
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Wurlitzer 600K 310.00	Seeburg Rex 135.00	Seeburg Envoy, RCEB 350.00
Wurlitzer 24 165.00	Seeburg Gem 200.00	Rock-Ola Master 250.00
Wurlitzer 500 300.00	Seeburg Classico 300.00	Rock-Ola Standard .. 225.00
Wurlitzer 700 435.00	Seeburg Vogue 275.00	Rock-Ola Windsor .. 120.00
Wurlitzer 800 475.00	Seeburg Colonel 300.00	Rock-Ola De Luxe .. 235.00
Wurlitzer 750 475.00	Seeburg Major 300.00	Mills Throne 165.00
Wurlitzer 750E 500.00	Seeburg 8800, Plain 425.00	Mills Empress 200.00

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\$133.50

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One 30 Gal. Drum of HI-T Fast-Drying Kleer-Flo Degreasol, sufficient for complete filling of machine plus reserve.
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Wolf Solomon

Table with columns: CONSOLES, SLOTS, PIN BALLS, FREE PLAYS. Lists various machine models and prices.

Table with columns: WESTERHAUS, AIR RAIDERS, KEENEY SUBMARINES. Lists machine models and prices.

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514 S. HIGH ST., COLUMBUS 15, O. Phones ADams 7949, ADams 7993.

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Table listing gun pellets and steel pellets for challengers and Texas League.

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CLEVELAND COIN MACHINE EXCHANGE 2021 PROSPECT AVE. CLEVELAND 15, OHIO Phone: PProspect 6316-7

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Table listing tubes and their prices, including 1A6, 2A7, 2A4, etc.

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- MILLS BLUE FRONT BELLS
- MILLS CHERRY BELLS
- MILLS BONUS BELLS
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- BAKERS PACERS
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6 5¢ Gold Chrome	\$400.00	1 10¢ Melon	\$200.00
3 5¢ Copper Chromes	400.00	8 10¢ Original Chrome	400.00
17 5¢ Original Chromes	375.00	8 25¢ Original Chrome	425.00
12 5¢ Brown Fronts	225.00	13 25¢ Brown Fronts	\$375.00 Up
6 5¢ Melon	200.00	6 25¢ Blue Fronts	275.00 Up
5 5¢ Cherries	200.00	2 50¢ Blue Fronts	WRITE
6 5¢ Blue Fronts	200.00	1 10¢ Caille Cadet	\$ 59.50
1 5¢ War Eagle	125.00	2 Columbia Bells, Cash	49.50
1 1¢ Watling Twin J.P.	27.50	18 Columbia Bells, Ch. Sep.	59.50
1 1¢ Pace Bantam	27.50	1 Columbia Bell, Chrome	49.50
1 1¢ Mills Goose-neck, Single J.P.	49.50	17 Super Track Times	385.00
1 Mills Vest Pocket, Green	49.50	3 Pastimes	225.00
2 Mills Vest Pockets, Chrome	65.00	5 Kentucky Club	127.50
4 Mills Vest Pockets, Blue and Gold, 5¢	64.50	1 Super Bell, 5-5-5-25¢	750.00
4 5¢ Mills Mystery Bonus, Factory Rebuilt, New	\$365.00	1 Mills Three Bell, High Serials	\$800.00
4 10¢ Mills Mystery Bonus, Factory Rebuilt, New	375.00	1 Mills Four Bells, Original Style	650.00
21 Dominos, Cash J.P., Dark Cabinet, Factory Rebuilt	279.50	1 Mills Four Bells, 5-5-5-25¢	850.00
8 Dominos, Check Sep., Dark Cabinet, Factory Rebuilt	289.50	8 Mills Jumbo Parades, 5¢, Free Play	89.50
8 Dominos, J.P. Cash, Light Cabinet, Like New	385.00	2 Mills Jumbo Parades, 5¢, Cash	159.50
15 Dominos, J.P., Check Sep., Light Cabinet, Like New	395.00	2 5¢ Paces Races, Black Cabinet, Painted Brown	69.50
14 Box Stands	\$ 32.50	1 5¢ Paces Races, J.P., Brown	190.00
4 Jack-In-Box Stands	59.50	1 5¢ Paces Race, Brown Cabinet	175.00
4 Folding Stands	5.50	2 25¢ Paces Race, Red Arrow	280.00
1 Mills Single Safe, No Locks	29.50	1 Horsos	\$ 6.50
1 Submarine	179.50	4 Penny Smokes	6.50
1 Chicken Sam	129.50	1 Penny Pack	6.50
1 Shoot-the-Jap	139.50	2 15-Columb Unread-a-Pak Cigarette Vendors	60.00
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5,000 Ft. 2-Wire Metal Covered Cable	Slot Machine Jackpot Glass, Per Doz.	\$13.50
Per Ft.	Mills Four Bell Cabinets, New	25.00

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NEW MACHINES IN ORIGINAL SEALED CRATES

25 Mills Copper Chrome, 10¢	\$425.00	2 Mills Jumbo Parade, Conv. 5¢	\$200.00
10 Mills Copper Chrome, 25¢	Write	2 Keeney Super Track Times	Write
25 Mills Brown Fronts, 5¢	\$385.00	4 Galloping Dominos, J.P.	\$500.00
15 Mills Brown Fronts, 10¢	395.00	6 Columbia Bells, Gold Award	99.50
3 Mills 5¢ Handload Emerald	400.00	1 Paces Races, Red Arrow, 25¢ Play	500.00
3 Mills Jumbo Parades, 5¢, Cash	200.00		

FACTORY REBUILTS IN ORIGINAL SEALED CRATES

9 Mills Brown Fronts, 5¢	\$250.00	10 Mills Consoles, 5¢	\$375.00
10 Mills Brown Fronts, 10¢	265.00	2 Mills Consoles, 10¢	385.00
10 Mills Brown Fronts, 25¢	350.00	1 Mills Console, 25¢	450.00
10 Mills Gold Chrome, 5¢	400.00	5 Mills Mystery Bonus, 5¢	275.00
		4 Mills Mystery Bonus, 10¢	285.00

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1 Wurlitzer 600	\$350.00	1 Seeburg Commander, MS	\$375.00
3 600 Wurlitzer Victory Model, New	525.00	1 Seeburg Commander, RO, ES	475.00
1 Wurlitzer 800	500.00	2 Seeburg 9800	550.00
1 Wurlitzer 950 SU	650.00	3 Playboys	25.00
1 Mills Empress	325.00	9 1939 Wall-O-Matios	17.50
1 Seeburg Colonel, ES Remote Receiver	450.00	17 Buckley Boxes, Like New	9.50
1 Seeburg Colonel, RO, ES	475.00	3 #430 Wurlitzer Speakers, New	125.00
1 Seeburg Commander, ES	400.00	Mills Four Bell Cabinets, New	25.00

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Holes	Play	Description	Average Profit	Net Price
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240	50¢	SHORT & SWEET, JUMBO HOLES	52.30	2.25
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	7.00	.85
720	5¢	SEVEN-ELEVEN, DICE SYMBOLS	15.75	2.50
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	5¢	GET YOUR PIECE, THICK, PROT.	29.45	3.10
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.80
1200	25¢	HAPPY CHARLEY, THICK, PROT.	77.00	3.00
1200	25¢	TEXAS CHARLEY, THICK, PROT.	102.28	3.00
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Payout Disc, S.P., 1, 2 & 3	7.50	
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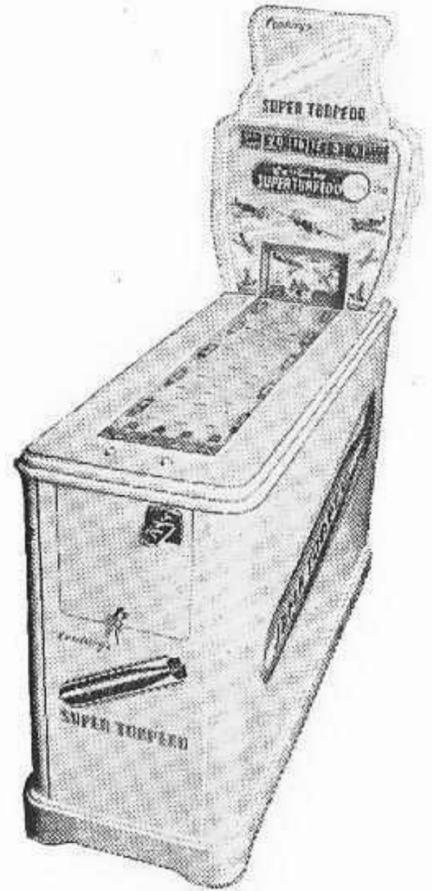
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800 Top Centers, Red (6 r. 6 l.)	8.00
750 Top Centers (12 rt. 12 lt.)	8.75
750 Lower Sides (6 rt. 6 lt.)	8.75
850 Top Corners (6 rt. 6 lt.)	9.50
850 Lower Sides (3 rt. 3 lt.)	8.75
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50 Gauge Red, Yellow or Green (Thickness of a New Penny). Per Sh.	12.50
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700 Top Corners	7.00 Ea.
700 Lower Sides	9.50 Ea.
700 Back Sides (Green)	9.50 Ea.
800 Top Center (Red)	8.50 Ea.
800 Back Sides (Green)	9.50 Ea.

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Standard, Master, Deluxe & Super Top Corners	\$12.75 Ea.
Standard, Master, Deluxe & Super Lower Sides	12.75 Ea.
Standard, Master, Deluxe & Super Top Door Plastic	6.75 Ea.
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SOLID RED, YELLOW OR GREEN

Rock-Ola Top Corners	\$12.75
Rock-Ola Lower Sides (3 Ea. for Master, Standard, Super & Deluxe)	12.75

ROCK-OLA COMMANDO

Top Corners @ \$8.00 Ea. Top Center @ \$7.00 Ea. Long Sides @ \$12.75.	
Combination Yellow & Red Color Scheme.	



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1/3 Deposit, Balance C. O. D.

Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet makers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested, and cabinets finished in solid blue lacquer with black trim. Our "Jap" Ray Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C. O. D. charges or \$60.00 with your order—balance of \$119.50 C. O. D.

BALLY RAPID FIRE GUNS

WE REBUILD RECONDITION REFINISH For \$49.50

F. O. B. CHICAGO

MADE TO WORK AND LOOK LIKE NEW BY FACTORY TRAINED SPECIALISTS

WANTED FOR CASH

Seeburg Chicken Sams and Jailbirds. Must have all parts. Not necessarily in working order. Will pay top prices. Advise quantity.

WE RE-BUILD— Your old run down "CHICKEN SAMS" and "JAIL-BIRDS" and
RE-CONDITION— convert them into "SHOOT
RE-FINISH— THE JAP" Ray Guns.

MACHINES COMPLETELY PAINTED TO LOOK LIKE NEW!

for **\$59.50** F. O. B. Chicago

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

THIS EQUIPMENT READY TO GO

5c Mills Blue Fronts	\$245.00	5c Mills Chromes (Silver & Gold)	\$375.00
10c Mills Blue Fronts	275.00	10c Mills Chromes (Silver & Gold)	415.00
25c Mills Blue Fronts	365.00	25c Mills Chromes (Silver & Gold)	450.00
5c Mills Bonus Bells	299.50	50c Mills Blue Fronts	550.00
25c Mills Bonus Bells	375.00		
5c Mills Brown Fronts	275.00		
10c Mills Brown Fronts	300.00		
25c Mills Brown Fronts	385.00		

CONSOLES

5c Mills Club Bells (Completely Refinished)	\$475.00	25c Mills Club Bells (Completely Refinished)	\$575.00
10c Mills Club Bells (Completely Refinished)	525.00	25c Jennings Club Bells	375.00

These machines have all been tried and proven thoroughly satisfactory. All machines GUARANTEED.

PARTS FOR MILLS MACHINES

Knee Action (Set of 3)	\$7.50	ABT Coin Chutes (F. P.)	\$3.95
Nickel Slide	3.50	Coin Chutes (Mills Vest Pocket)	4.00
Standard Handles, Chrome	2.00	Reward Cards (2-5 & 3-5)	.15
Club Handles	4.00	Main Clock Gears	3.00
Reel Strips, #236 & #356	1.00	Cash Boxes	2.00
Jackpot Glasses	1.00	MILLS SAFE STANDS	\$20.00
SPRINGS—Complete stock for all Mills Machines.		MILLS CLOCKS REPAIRED	

We are equipped to fill orders for all make SLOTS, CONSOLES, PHONOGRAPHS, ARCADE EQUIPMENT, SALESBOARDS. EXPERT REPAIRS BY FACTORY-TRAINED MECHANICS . . . AT NOMINAL COST

SOUTHWEST AMUSEMENT COMPANY

1712 FIELD ST.

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ORDER NOW—SPECIALS!

Wurlitzer 412	\$ 87.50	Seeburg Gem, R.C.	\$299.50
Wurlitzer 616	124.50	Seeburg Commander, Rebuilt	359.00
Wurlitzer 616, Lite Up	149.50	Seeburg Cadet, Rebuilt	359.50
Wurlitzer 600R	309.50	Seeburg Playboys, 20 Selection Wireless	32.50
Wurlitzer 600K	369.50	Seeburg Wallomatics, 24 Select'n Wireless	32.50
Wurlitzer 600K, R.C.	379.50	Seeburg Wireless 20 Bar-O-Matic	42.50
Wurlitzer 24	209.50	Seeburg 3 Wire, 20 Selection Bar-O-Matics	42.50
Wurlitzer 42/24	395.00	Seeburg Classic	365.00
Wurlitzer 42/600	515.00	Seeburg Hi Tone 8800, E.S.	499.50
1 Wurlitzer 61 with Stand	109.50	Seeburg Hi Tone 8800, E.S.R.C.	550.00
Rock-Ola 12 Record	79.50	Seeburg Gem	269.50
Rock-Ola Masters	325.00	1 GSR1 Seeburg Selection Receiver and Stepper	60.00
Rock-Ola Standards	279.50		

Terms—1/3 Deposit, Balance C. O. D.

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FOR SALE

All Cooperation Stock of WERTS NOVELTY CO., INC., Muncie, Ind.

and HOME TALLY CARD CO., Yorktown, Ind.

Manufacturers of Baseball Pools, Tip Tickets, Jar Games

Reason For Selling Both Plants

FRED W. WERTS, who invented Jar Games and Jackpot Ticket Games, the principal stockholder.

FRED W. WERTS has become Saved and is going into the Lord's work.

Price of Both Plants, \$629,000.00

One-third cash, balance on 10 to 20-year payment plan. Local party is now trying to raise a new corporation to take over these plants. If interested write

FRED W. WERTS

Care of Werts Novelty Co., Inc., Muncie, Ind.

A PAT HAND FOR FAST PROFITS



FAST BUCKS—5c PLAY \$8.20 PROFIT

DEUCER—10c PLAY \$16.40 PROFIT

ONLY 484 HOLES FOR QUICK PLAY

V NOTES—25c PLAY \$41.00 PROFIT

BUCK-A-POP—\$1 PLAY \$84.00 PROFIT

WRITE TODAY FOR NEW CIRCULAR NC-441

HARLICH MFG. CO.

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BACK THE ATTACK...BUY U. S. WAR BONDS

LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
 HOME FAMOUS *Bally* GAMES AND VENDERS

*Distributed by Bally Manufacturing Company

REBUILDING AND REFINISHING ALL TYPES OF MILLS SLOTS, \$95.00

Special Prices for Conversions
SEND US YOUR MACHINES

SLOT MACHINES FOR SALE

Mills 5c Blue Fronts	Mills 10c Brown Fronts	Mills 5c Vest Pocket Bell
Mills 10c Blue Fronts	Mills 25c Brown Fronts	Watling 5c Roll-a-Top
Mills 25c Blue Fronts	Mills 5c Gold Chrome	Watling 10c Roll-a-Top
Mills 50c Blue Fronts	Mills 10c Gold Chrome	Watling 25c Roll-a-Top
Mills 5c Brown Fronts	Mills 25c Gold Chrome	

Also complete line Jennings and Pace Machines. Write for Special Prices.

ARCADE MACHINES

Supreme Tokyo Gun	\$330.00	Cupid's Wheel	\$295.00
Selector Scope Fortune Teller	375.00	New Supreme Skoo-Roll	317.50

PIN GAMES

Mills 1-2-3, P.O.	\$ 97.50	Keeney Contest	\$135.00
Keeney Super Six	50.00	Thistledown	75.00
Keeney Skylark	225.00		

MUSIC EQUIPMENT

Buckley Boxes, New	\$ 35.00	Wurlitzer Model 100	\$25.00
Buckley Boxes, Rebuilt	25.00	Perforated Program Sheets, Per 1000	4.50

WE PAY CASH for YOUR MACHINES

We are still optimistic about buying and selling machines—and we will pay top market prices.
 We can buy now as we have several buyers in the market for good equipment.
 We will continue this policy until the final whistle blows.
 Send your complete list with your lowest price—now—before the whistle blows.

BUCKLEY DIGGERS

REBUILT TREASURE ISLAND	\$55.00	REBUILT DE LUXE	\$100.00
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REBUILT EQUIPMENT

Gottlieb Three-Way Grippers	\$22.50
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CONSOLES

Buckley Daily Double Track Odds	Write	New Saratoga Jr.	\$250.00
Jennings Bobtail, P.O.	\$125.00	New Saratoga Sr.	260.00
Mills Jumbo, F.P.	105.00	Paces Reels Jr.	175.00
Mills Jumbo, P.O.	129.50	Paces Saratoga	175.00
Paces Races, 5c Play	295.00	Paces Races	290.00
Keeney Super Bell, Comb, 5c Play	275.00	Mills Four Bells	Write
Keeney Kentucky Club	90.00	Jennings Bob Tail, F.P.	108.00
Keeney Skill Time	90.00	Jennings Fast Time, P.O.	152.50
Bally Club Bells	275.00	Bally Roll-Em, 25c	175.00
New Paces Reels Sr.	260.00		
New Paces F.P. Reels	260.00		

All Prices Subject to Prior Sale. Terms: 1/3 Cash With Order.

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LOS ANGELES SEE **BADGER'S BARGAINS** MILWAUKEE SEE CARL HAPPEL

"OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE"

RECONDITIONED SLOTS AND CONSOLES

IMMEDIATE DELIVERY

- | | |
|--|---|
| 4 Mills Gold Chrome (Rebuilds), 5c | 2 Mills Four Bells, Late Head, 5c, 5c, 5c, 5c |
| 2 Mills Gold Chrome (Rebuilds), 10c | 5 Mills Three Bells (Late Models), 5c, 10c, 25c |
| 1 Mills Gold Chrome (Rebuilds), 25c | 6 Keeney Super Bells, 4 Ways, 3-5c, 1-25c |
| 4 Mills Regular Chrome (Originals), 5c | 4 Keeney Super Bells, 2 Ways, 5-25c Cash |
| 18 Mills Blue Fronts (Refinished), 5c | 2 Keeney Super Bells, 2 Ways, 5-25c Comb. |
| 14 Mills Blue Fronts (Refinished), 10c | 2 Keeney Super Bells, 2 Ways, 5c-5c Cash |
| 6 Mills Blue Fronts (Refinished), 25c | 8 Keeney Super Bells, 5c Comb. |
| 2 Mills Blue Fronts (Refinished), 50c | 5 Buckley Track Odds, Late J. P. Model |
| 2 Mills Brown Fronts (Rebuilds), 10c | 2 Evans Bangfairs Daily Double |
| 5 Mills Brown Fronts (Rebuilds), 25c | 4 Evans Dominoes, Late Two Tone D. D. J. P. |
| 8 Jennings 4-Star Chiefs (Refinished), 5c | 5 Bally Club Bells, Free Play, Payout |
| 4 Jennings 4-Star Chiefs (Refinished), 10c | 12 Mills Jumbo Parade (Comb.) |
| 2 Jennings 4-Star Chiefs (Refinished), 25c | 9 Mills Jumbo Parade (P. O.) |
| 2 Mills Extraordinary (Refinished), 25c | 3 Bakers Pacers Daily Double |
| 1 Mills Extraordinary (Refinished), 5c | 2 Jennings Silver Moon, P. O. |
| 2 Mills Cherry Bells (Refinished), 5c | 4 Pace Saratogas, Late |
| 1 Mills Cherry Bell (Refinished), 10c | 1 Bally Roll 'Em (Refinished) |
| 1 Mills Glitter Gold O. T. (Like New), 10c | 1 Bally Hi-Hand (Refinished) |
| 2 Mills Blue Crackle O. T., 5c | |
| 12 Mills Vest Pocket, Blue and Gold, 5c | |
| 10 Weighted Slot Stands (Refinished) | |
| 2 Mills Four Bells, Late Head, 3-5c, 1-25c | |
| 4 Mills Four Bells, Original Head, 3-5c, 1-25c | |
| 6 Mills Four Bells, Rebuilt, 5c, 5c, 5c, 5c | |

PACKARD PLA-MOR BOXES, ALL REBUFFED AND REFINISHED **\$34.50**

PACKARD BRACKETS . . \$2.95

- 6—ROCK-OLA COMMANDOS
- 5—ROCK-OLA SPECTRAVOX
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All Machines Reconditioned, Ready To Operate. 1/2 Cash With Order, Balance C. O. D.

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acme UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS
FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

NON-INFLAMMABLE

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EXPERTLY MOLDED

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WURLITZER MODELS

24 Top Corners	Each \$ 1.20
24 Lower Sides	4.00
61-71-41-600, 500 Top Corners	4.00
700 Top Corners	7.00
700 Lower Sides	9.50
700 Back Sides	8.50
800 Top Center (Right or Left, Red)	8.00
800 Back Sides (Green)	9.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
950 Lower Sides	10.50

ROCK-OLA MODELS

Standard, Master, DeLuxe or Super	Each
Top Corners	\$12.75
Lower Sides	12.75
Top Door Plastics	6.75
The Above Available in Solid Red, Yellow, Green	
COMMANDO	Each
Top Corners	\$ 8.00
Top Center	7.00
Long Sides	12.75
Combination Yellow and Red Color Scheme	

SEEBURG MODELS

"Hi Tone"—Model 9800, 8800, 8200,	Each
Lower Sides	\$14.50
"Classia"—"Colonel"—"Major"	
Top Corners	6.00
"Envoy"—"Cadet" Top Corners	2.50

The Above Available in Solid Red, Yellow or Green

MILLS	
Available in Red, Yellow or Green	
Thru-Emboss-Top Corners, Each	\$14.00
Thru-Emboss-Lower Sides, Each	14.00
BUCKLEY BOXES	
Side Plastics, Per Set	\$ 2.00

SHEET PLASTIC

20" x 50"—Non-Brittle-Pliable	Per Sheet
50 Gauge Red, Yellow or Green (Thickness of new penny)	\$12.50
60 Gauge Red, Yellow or Green (Thickness of a new half dollar)	14.50
80 Gauge Red or Yellow (Thickness of a new silver dollar)	16.00

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/2 Deposit with order. Balance C.O.D. F.O.B. New York.

Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!

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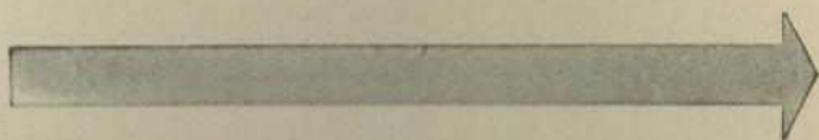
We... all Americans... must continue

to give all that is humanly possible

in work... in bonds... in blood donations

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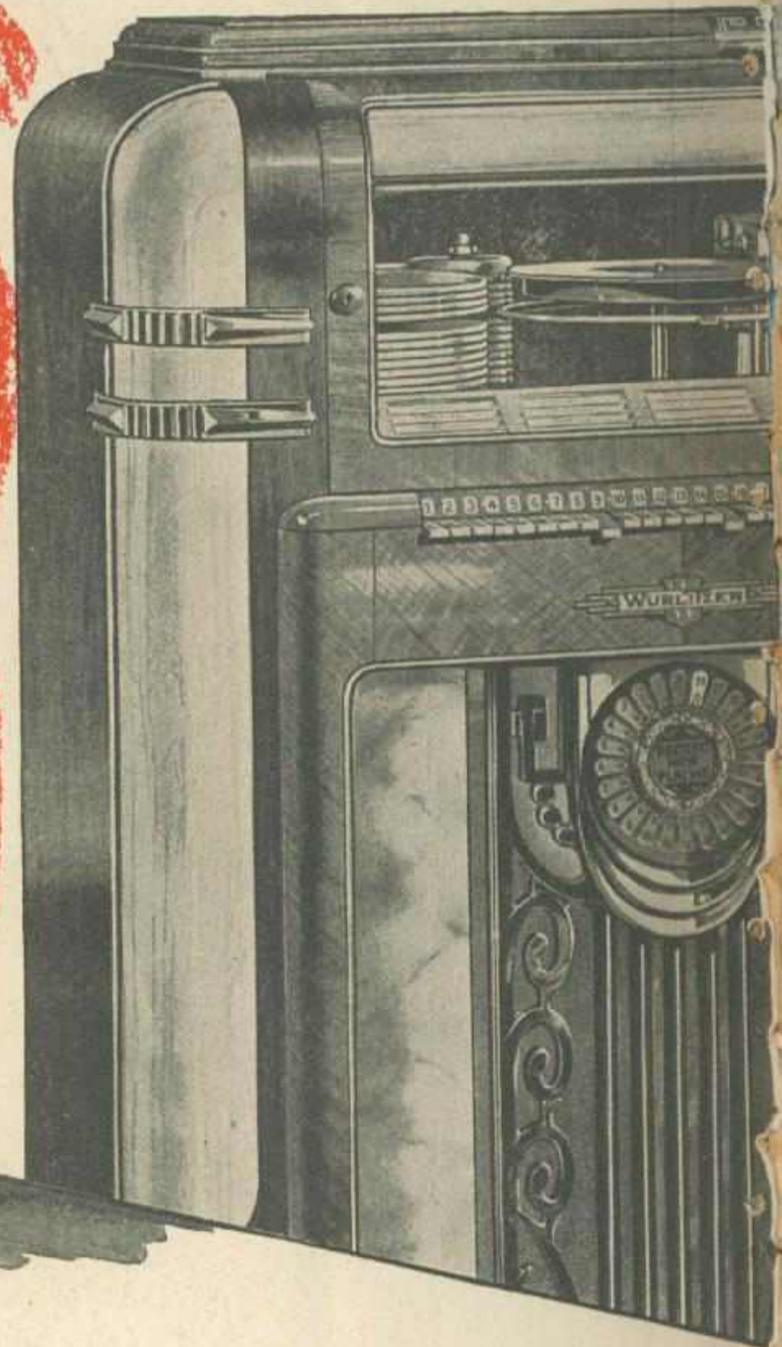


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Take them to your Wurlitzer Distributor. Let him convert them to new Modernized Wurlitzers. First they'll be completely mechanically reconditioned—then—housed in a Modernized Wurlitzer cabinet. Result? New glamour. New beauty. Far finer tone. Phonographs you can put in your top locations, confident, that they'll stimulate continuous play plus earnings that will quickly pay the cost of conversion and pay a handsome profit as well.

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Step up your profits by having your old models
converted into **NEW, MODERNIZED**

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