

In this issue

THE 1943 MUSIC YEAR BOOK

The Billboard

SEPTEMBER 25, 1943

PRICE 25c

*Music's First
Great Year Book
Features:*

- ★ MUSIC GOES TO WAR
- ★ BAND PIX PARADE
- ★ THE BOOM IN BINGS
- ★ RADIO'S MUSICAL ROMANCE
- ★ NO JUNKING OF THE JUKES
- ★ MUSIC'S PLACE IN TELEVISION
- ★ BROADWAY MUSICALS PAY OFF
- ★ COCKTAIL COMBOS COME OF AGE
- ★ A NEW FUTURE FOR SHEET MUSIC
- ★ MUSIC—TODAY'S OIL FOR INDUSTRY'S WHEELS



LAWRENCE WELK

And His Champagne Music
Currently
Trianon Ballroom, Chicago
Eleventh Repeat in Less Than Four Years
Broadcasting Nine Times Weekly WGN-MBS
On Decca Records
Personal Management: Keith Bunin
Direction: Frederick Bros. Music Corp.

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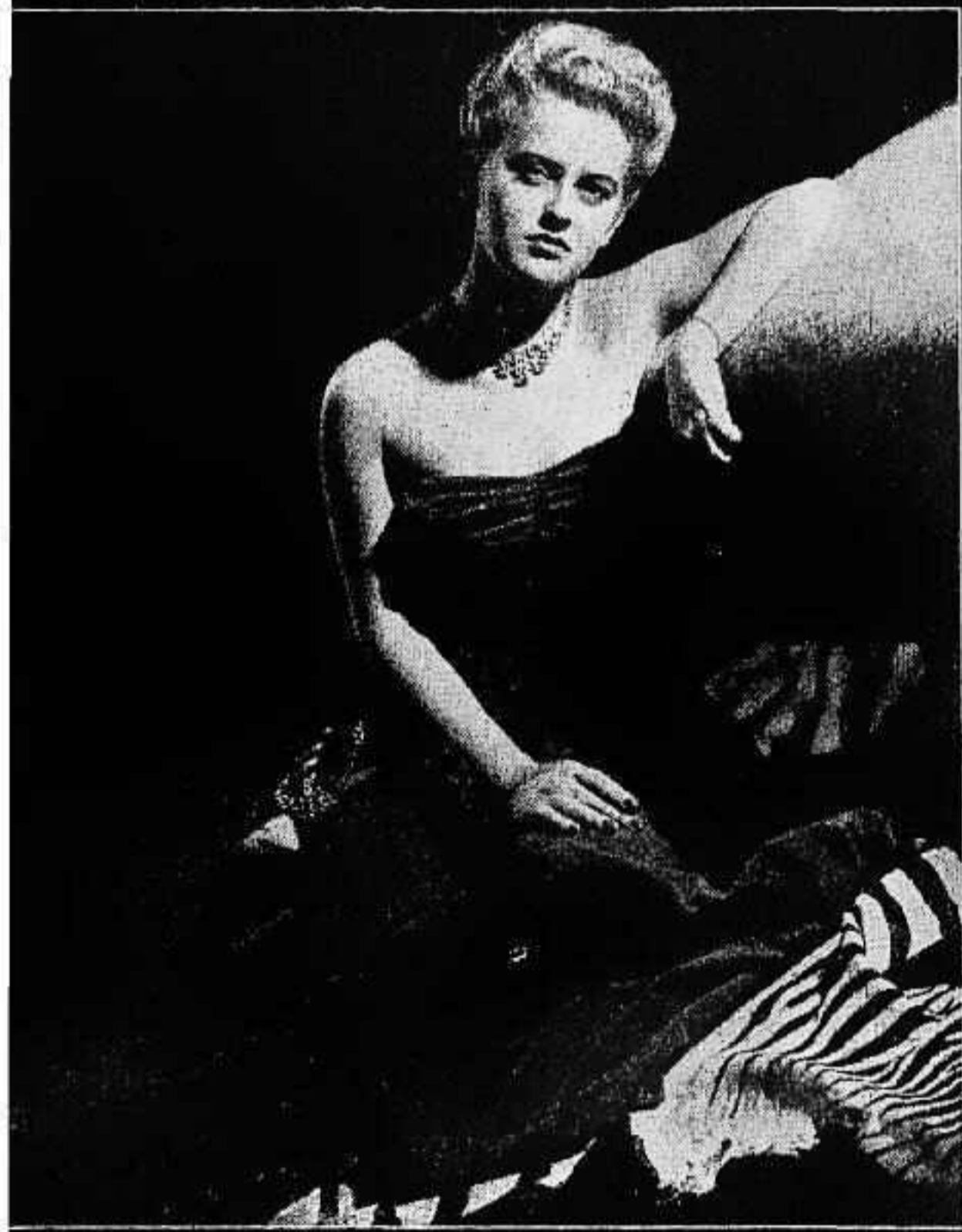
Everywhere they go—
they steal the show!

HARDING & MOSS



With BILLIE JOYCE

PRESENTING
REVOLVING RHYTHM
ORGAN-PIANO-VOCALISTS
REVOLVING STAGE
PORTRAIT SKETCHES BY MOSS.



BILLBOARD . . . Syracuse Hotel . . . Harding Moss Joyce trio provide all the entertainment needed for a well spent evening . . . score one of the most sensational engagements this burg has seen . . . rounding out its 13th week—record for a cocktail unit here . . . boys are masters of their respective instruments . . . Moss's piano being something to hold even a liquor mob spellbound. Billie Joyce, sweet blond youngster, easy to look at and has both lower and high range that smack of BIG TIME . . . easily best trio seen in these parts in many a day . . . business terrific!

WASHINGTON (D. C.) NEWS . . . Billie Joyce is not only easy on the eyes, but her voice is easy on the ears and her unusual thrush-like singing is scolded to the tonal effects of piano and organ to create THRILLING trio harmony.

ST. LOUIS DISPATCH . . . Sensational . . . most talked about novelty of the year.

MILWAUKEE JOURNAL . . . Brilliant organ piano duo.

PRESS RAVES

KANSAS CITY STAR . . . proved smash hits . . . the two men are musicians extraordinary, feature everything from classical selections to "swing." Their arrangements are excellent and they reply to requests readily. The men take high rank among entertainers who have appeared in Kansas City . . . are outstanding in their line.

MARYLAND TIMES . . . overwhelming approval of the patrons . . . very lovely Billie Joyce is a treat out of the ordinary and a very seasoned artist . . . it is hard to believe that a piano, organ and a vocalist can produce so diversified line of effects as these three are able to bring out until you hear them.

ERIE (PA.) DISPATCH-HERALD . . . sensational . . . finest musical attraction ever to be heard here . . . winning much acclaim.

WASHINGTON (D. C.) TIMES-HERALD . . . a hard-to-beat trio . . . smoothies . . . get more variety out of piano and organ combination than you'd guess. Organ can be played hot or cold it seems, and Musicman Harding knows how to do it. DAZZLING! . . . opened Saturday and went over BIG with their revolving rhythm . . . Billie Joyce one of the sweetest singers to hit Washington in a long time . . . she is not only easy on the eyes, but her voice is easy on the ears . . . Billie Joyce, beautiful to look at, ditto to hear.

BEVERLY HILLS SPOTLIGHT . . . from the reception opening night it would appear that they are set for a long run at the hotel.

PITTSBURGH PRESS . . . Harding Moss Trio CLICKED opening night despite following sensational Vera.

BILLBOARD . . . Beverly Hills, Calif. . . turn in excellent musical assignment . . . trio has plenty of personality and a seemingly unlimited library. It's one of those outfits which never tire.

CURRENTLY — HOTEL DIXIE, TIMES SQUARE, NEW YORK CITY

Exclusive Management

MUSIC CORPORATION OF AMERICA

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS

Pubs Plan Band Management

N. Y. Rodeo Must Buck World Series

NEW YORK, Sept. 18.—The town's annual rodeo, primed for klondike grosses in booming New York, during its first week will have to meet the extra-tough competition supplied by the baseball world series which begins at Yankee Stadium October 5. The competition is not so entirely on the box-office side, but the fact that the rodeo is handled on the sports pages is figured to cut heavily into its always fertile publicity campaign.

This factor, in addition to anticipated lush income, probably accounts for the Garden's decision to stage the show along marathon proportions. Rodeo opens October 6, day after the diamond classic, and will run thru October 31 for a total of 26 days and 36 performances. It equals the longest stretch on record, in 1939, first year of the World's Fair.

Another record is the purse, \$82,080, (See **RODEO BUCKS SERIES** on page 56)

Switch on Orksters Who Have Entered Publishing Business; Waxings of Oldies the Crux

Uncle Sam Expected To Supply the Bands

NEW YORK, Sept. 18.—A new factor will be introduced into the band business by the decision of two of the largest music publishers to enter the band management field. One of them, who has long toyed with the idea and has long been linked with bands as a backer, this week received the green light from Mr. Big of the movie company that controls his publishing house.

While consummation of the plan may come after the war, the idea is sure to appeal to many other of the large pub-

lishers whose wealth lies in their catalogs of "standards." It is to protect these standards—pop and show tunes that have mellowed with age—in recording deals that the pubs have decided upon action.

In too many cases, these music men are quick to point out, hit songs are backed with "\$25" instrumentals knocked off by the band's arranger, frequently credited to the band leader, and almost always copyrighted by the band leader's own publishing firm. Even when it is an oldie that is picked as a plattermate, it is generally given a swing treatment which means nothing to the publisher in renewed sheet sales. And after seeing what a revival of *As Time Goes By* has meant in copies sold, pubs are anxious to influence the recordings of their tunes.

Leader-Publishers Cause Anguish

Every announcement of another publishing firm being started by an orchestra man sets music row to gnashing its teeth, and by now enamel is chipped and cracked. Band leaders who own or are closely affiliated with publishing companies are Tommy Dorsey (Embassy, Yankee); Tommy and Jimmy Dorsey (Dorsey Bros.); Glenn Miller (Mutual); Benny Goodman (Regent); Horace Heidt (Allied, Magnolia); Duke Ellington (Tempo); Woody Herman (Charling); Charlie Barnet (Indigo); Tony Pastor (Astor); Freddy Martin (Maestro);

Soup to Nuts Saturday Evening Post Spots The Billboard Scope

NEW YORK, Sept. 18.—September 25 issue of *The Saturday Evening Post* will run a lengthy piece labeled "Pitchmen," by Maurice Zolotow, from which *The Billboard* proudly lifts the following:

"They (the pitchmen) discuss the latest items in the "Pipes for Pitchmen" department of *The Billboard*, a most remarkable weekly journal which so thoroughly covers entertainment that it not only devotes news stories to the high-flying stars of stage, radio and night clubs but also has a modest department dedicated to what it calls the 'knights of the tripe and keister.' The department is edited by Bill Baker. Baker is a nom de plume for one Bill Sachs."

Now lookee here, SEP. Where do you get that "one Bill Sachs" stuff? "One" Bill Sachs is strictly and incontrovertibly multiple, the Man of a Thousand Chores. He is *BB's* magic editor; authority on rep, tent and tab; the *Nighthawk Reporter* of Cincinnati radio (Station WSAI); editor of the amusement park department; savant of showboat showbiz; editorial liaison between the New York and Cincy offices of this sheet; the Queen City's most picturesque beer-drinker; and the No. 1 professional husband and father of 25 Opera Place.

Jimmie Lunceford (New Era); Sammy Kaye (World, Republic); Fred Waring (Words and Music); Phil Harris (JUL); Gene Krupa (Variety); Dick Kuhn (Top); Paul Martel (Palomar); Nat Shil-

"Back the Attack" All Showbiz in Gigantic Push On Red-Hot Third War Loan

Fields May Reach \$3,000,000

NEW YORK, Sept. 18.—True to the pledge made to Secretary Henry Morgenthau, thru Ted Gambia, national director of the War Finance Division, last July 14 at the National Entertainment Industry Council confab, show business is taxing its ingenuity to the hilt and mobilizing almost all its entire creative, managerial and technical resources in a solid, sus-

tained pitch on behalf of the Third War Loan drive.

Radio, legit, night clubs, vaudeville and motion pictures, with the co-operation of United Theatrical War Activities, Hollywood Victory Committee and the NEIC are "vleing" with each other in the execution of special tie-ups and (See **"BACK THE ATTACK"** on page 25)

PLATTER PARADE STARTED

Barys Audition Yen To Replace Society Femmes

Forty Sinatras Swoon

NEW YORK, Sept. 18.—Current flood of 4-F and 3-A groaners in the wake of the Sinatra-Haymes-Como boom, has decided a local East Side nitery, the Coq Rouge, to replace Blue Book femme canaries with pseudo-Sinatras.

Call went out this week for auditions and 40 hopefuls responded, anxious to give their all or nothing at all for a singing chance in the blue of evening.

A glance at the line-up revealed that the swarthy, lean, Latin type was predominant. Deeper probe uncovered the fact that swooning is no class-conscious affair. Altho almost every contestant gave his profession as "singing," further questioning unearthed an office boy, a shipyard worker, a post office clerk, a vegetable salesman and a juvenile strong man.

Most of the aspirants hugged the mike and purred Sinatra ditties in the mode

Inasmuch as The Billboard's 1943 Music Year Book went to press considerably ahead of this issue of The Billboard, the stories in the Music Year Book concerning Petrillo recording ban should be read with an eye on this story headed, "Platter Parade Started."

of the master. However, there were one or two rugged individualists who scorned the mike and gave out with all they had, automatically singing themselves

(See **BARYS AUDITION** on page 25)

Decca, World and AFM Settle; Contract 4 Years From Jan. 1 But Waxing Starts This Week

NEW YORK, Sept. 18.—The joint statement by Jack Kapp, president of Decca Records, Inc., and James C. Petrillo, president of the American Federation of Musicians, that they have arrived at a "complete understanding" came thru today, only one day behind schedule. Last week *The Billboard* predicted that a settlement would be announced yesterday when the War Labor Board panel hearings reconvened here. Late Thursday (16) afternoon the musicians' union asked for a further postponement until Monday (20) at 2 p.m., which meant only that the final "T's" had not been dotted nor the "T's" crossed.

Settlement was a foregone conclusion but the terms could not be guessed at, and that was what the trade awaited breathlessly. Two separate contracts were signed by Kapp and Petrillo, one covering recordings for Decca and another for World and AFM. (See **NET-AFM WAR BREWS** on page 11)

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Subscription Rate: One Year, \$7.50. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under Act of March, 1897. Copyright 1943 by The Billboard Publishing Company.

Ice-Capades Marathon NY Stand Easy on the Eye and Looks Like \$ Click; WJZ's 6 Mil Bond Preem

Madison Square Garden, New York ICE-CAPADES OF 1944

Opened Tuesday, September 14, 1943.
Fourth Edition. Choreography and staging by Chester Hale. Musical direction by Jerome Marshall. Costumes designed by Mary Grant and executed by Brooks Costume Company, H. Mathieu, Western Costume Company and H. MacIntosh. Set designed by Freddy Wit-top and executed by Studio Alliance. Properties by Mary Grant, executed by Menard and Tabary. Lighting by Carlton Winkler. John H. Harris, president; George D. Tyson, general manager. Produced and managed by Ice-Capades, Inc.

PRINCIPALS: Tom Barry, Kinder Sisters, Eddie Bush, Al Kikume, Betty Brown Lee, Leo Loeb, Patti Phillippi, Norma Haib, Ted Meza, Mary Bohland, Don Condon, Marilyn Quinn, Nate Walley, Chuckie Stein, The Benolts, Eleanor Melster, Eric Waite, Edythe Dustman, Donna Atwood, Jamie Lawrence, Joe Jackson Jr., Phil Taylor, Evelyn Mantsch, Henry Lie,

Ellene McKay, Eleanor O'Meara, Jack Richardson, Robert Dench, Rosemary Stewart, Phil Taylor, Joe Setta, Orrin Markhaus, Irma Thomas and Red McCarthy.

ICE-CA"PETS": Kay Wohlers, Virginia Walter, Dorothy Zarick, Ruth O'Keefe, Mary Irwin, Patricia Richards, Bobby Doree, Betty Fedor, Sylvia Pfeiffer, Lorrain Miller, Lois Lemna, Mary Simpsin, Patsy Voorhis, Ria Allen, Mary Bendix, Audrey Berglund, Mickey Folger, Juanita Waite, Mary Cliffords, Mercedes Wheeler, Winifred Magee, Betty Guilbault, Catherine O'Dowd, Alice Landers, Margaret Bridgman, Pauline Connor, Mary McInnis, Mary Bovee, Violet Pautot, Irma Cyr, Virginia Turk, Eleanor Groia, Helen Brooks, Dorothy McCusker, Edna Benjamin, Muriel Keddie, Lucille Miller, Joy McKinnon, Lois Arnold, Ruth Russell, Ione Tefkin, Marjorie Heliner, Laurel Harrod, Ellene McKay, Noreen Riddell, Dorothy Bustin, Alice Wilson, Peggy Munro, Betty Bustin, Friede Prantl, Mildred Cyr, Shirley Battles, Bettie Pierce, Dottie Dunn, Dorothy Lyons, Eleanor Mouselle, Virginia Salthun, June Lynch, Bettye Taylor, Bettie Green, Lillian Craig, Sue Oldham, Louise de Nio, Carmel Steward, Margaret Barry, Ann McGregor, Mary Prantl, Eleanor Davis, Betty Jane Heiss, Betty Camp, Lucille Freeman and Marjorie Ann.

The Fourth Victory Edition of Ice-Capades joined hands with WJZ, key station of Blue Net, to "Back the Attack" for the Third War Loan Drive. Fifteen thousand customers jammed the Garden (See Ice-Capades Marathon on page 24)

Roller Skate Review

Skating Vanities

(September 14-25)

Arena, Chicago

CHICAGO, Sept. 18.—Second edition of *Skating Vanities*, roller spec designed for large arenas and auditoriums, is still a far cry from ice revues playing in similar spots. Entire production is un-comfortably similar to scenes staged previously on ice, with a number of specialties almost exact replicas or reasonable facsimiles. And because grace and rhythm are more difficult to achieve on wheels than on blades, this type of show will face an uphill box-office battle.

Plenty of talent on tap, particularly from vaude, but the routing is faulty, especially in the first half, which is dotted with long-distance scenes, resulting in dull stretches. The Gae Foster routines have sell-appeal, tho familiar. Mixed chorus (36 girls and 12 boys), however, executes them with skill.

Show milks the patriotic angle, using a lengthy Russian piece for *And Russia Is Her Name*, and a salute to the navy, flag-waving finale. Also presents Scotch, Topsy-Eva and waltz productions.

Standouts are Gloria Nord, blond lovely and highly graceful skater; Ann Manion, expert thrill skater; Lon Hall, Shirley Barnhart, Dolly Durkin; Bobby Johnson and Rose Piccola, adagio pair, and Frank Foster. Best novelties are the trio of (See Roller Skate Review on page 24)

Many Troupers Face Draft Call

WASHINGTON, Sept. 18. — Men not certain how their occupations are classified by the War Man-Power Commission should get in touch with nearest office of United States Employment Service for advice in determining the value of their jobs to the war effort and advisability of making a change, WMC officials stated this week.

Problem is one that will face many in showbiz, as a large segment of the entertainment business is not classified as either deferrable or non-deferrable. Some occupations—such as night club workers—have been definitely classified as non-deferrable but many others have no classification and confusion over their essentiality will arise, especially in marginal cases.

Restaurants and hotels, for example, are said by WMC to make "an indirect but important contribution" to the war effort. Whether this includes all branches, such as hotel cafes, taverns and restaurants featuring shows, is not specified, and showbiz will need clarification on this point. Some restaurants by day are converted into night clubs after dark, and the same staff of waiters, kitchen help, managers and entertainers used for both. Same establishment could hardly be a daytime essential and nighttime nonessential. Men of military age holding non-deferrable (See TROUPERS FACE CALL on page 24)

LAWRENCE WELK (This Week's Cover Subject)

LAWRENCE WELK started out as leader of a five-piece unit, which has been gradually augmented to its present size of 16 pieces. Since early childhood, Welk played the accordion, which is still an identifying feature of his band.

Welk, whose work was well established in the Middle West, got his first chance to play to a nationwide audience when he moved into the William Penn Hotel, Pittsburgh, in 1938, where he had air time over the Mutual network. After a series of hotel engagements, Welk secured a trial booking at the Trianon Ballroom, Chicago. The band is currently playing its 11th repeat engagement at that spot with nine broadcasts each week emanating from the ballroom.

Welk is also heard on the Treasury Center Bond Wagon and NBC Thesaurus transcriptions. This fall, Welk's band will make its first New York appearance with a three-week engagement at Broadway's Capitol Theater, returning to Chicago's Trianon Ballroom for Christmas.

Welk records for Decca, is managed by Keith Bain and is booked by Frederick Bros.

Ballet Schools on Upbeat

Pavlova Parlors Still Riding Crest of Fancy Coin Wave With Legit Hefty Employer

By JOE COHEN

NEW YORK, Sept. 18.—Ballet schools and their teachers and regisseurs have reached a high degree of comparative

opulence. They are no longer linked with the proverbial garret, as the tremendous comeback of the toe terpers has produced an unprecedented demand for their services.

Institutions teaching ballet have been elevated to the important money class. A half dozen of the larger local studios capable of turning out finished professional products now divide an estimated \$250,000 annual take, while a greater number of lesser academies des danse have graduated to an income aggregating \$100,000.

Zoom of ballet into the tall take category has been evident for about a year. Prior to that, the schools considered themselves lucky if they broke even on their pedagogical activities and many resorted to recitals to make up the deficit. Now the classic Pavlova parlors operate almost strictly with black ink, but serious handicaps are shortage of teachers and inadequate facilities to accommodate hopefuls eager to get in on the ballet band-wagon upsurge.

Legit Has Helped

One of the big reasons for the demand on ballet schools is the importance of muscle dancers in legit. Many current (and some departed) Broadway musicals have classic dance inserts previously frowned upon. Included are *Oklahoma!*, *Merry Widow*, *Rosalinda*, *Early to Bed*, *Ziegfeld Follies*, *Blossom Time* and even *My Dear Public*. This upswing has given rise to the idea that ready money follows a course in ballet rudiments. Unfortunately, this is not the case as a grade-A ballet teacher is the product of long training. But most hopefuls are not easily dissuaded, as they believe that groundwork in ballet provides a solid base upon which to build the commercial variety of dancing. Some prime examples in support of this point of view include Betty Bruce, Paul Draper, Paul Haakon, George Church, Hie Thompson and Patricia Bowman.

The smaller schools have been aggressive in exploiting this angle and as a

result are packed with those who, tho lacking special aptitude for the arts, will use this as a base for commercial routines.

This modus operandi is in reverse to some of the "ethically" operated larger institutions, which defeat their own money-making potentialities by their instruction methods. Pupils who have reached the state where they can be professionally exhibited are released to make room for new pupils. In most cases they are let go with jobs awaiting them as these spots are regularly scouted by impresarios rounding out casts in preparing for concerts.

Trend Tee-Off in 1933

The "ethical" schools, incidentally, have always eschewed recitals since, as they claim, they didn't need them to bring their pupils to the attention of producers and impresarios.

Growth of ballet has been gradual since 1933, when the Monte Carlo Ballet Russe national barnstorming tour drew revived interest. The war has had a hand in the ascendancy, with accent on escapism. Authorities point to the decline of some modernist schools with "dialectic" approaches to the art to support this contention, and cite the terrific grosses chalked up by the Nijinski troupes.

Another factor contributing to the popularity of ballet is the swell job of publicizing its leading figures. Coryphees (See Ballet School Upbeat on page 25)

SPECIAL PRINTED ROLL or MACHINE	100,000	TICKETS	RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS	STOCK
				ROLL TICKETS
FOR \$22.00				ONE ROLL \$.54
				TEN ROLLS 3.90
				FIFTY ROLLS 17.00
				ROLLS 2,000 EACH
				Double Coupons, Double Price
				No C. O. D. Orders Accepted
ELLIOTT TICKET CO.		409 LAFAYETTE ST., N. Y. C.		
		82 W. WASHINGTON ST., Chicago		
		615 CHESTNUT ST., Phila.		

JOE JACKSON Jr.

SON OF THE ORIGINAL

Still with

"ICE-CAPADES"

Currently MADISON SQUARE GARDEN, New York

Direction—Arena Managers' Association

STOCK TICKETS	Let us Rebuild the World in Freedom from want and fear.	SPECIAL PRINTED
One Roll \$.75	IN ORDERING	Cash with Order. Prices:
Five Rolls 3.00		TICKETS
Ten Rolls 5.00	OF ANY DESCRIPTION	4,000 4.33
Fifty Rolls 17.00	Keep in mind that there is a shortage in manpower and tell us when you want 'em.	6,000 5.87
100 Rolls 30.00	THE TOLEDO TICKET CO.	8,000 6.91
ROLLS 2,000 EACH.	TOLEDO (The Ticket City) 2, OHIO	10,000 7.15
Double Coupons, Double Price.		30,000 10.45
No C. O. D. Orders.		50,000 13.75
Size: Single Tkt., 1x2"		100,000 22.00
		500,000 33.00
		1,000,000 170.50
		Double coupons, Double prices.

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operating

HOTEL OLMSTED

Cleveland, Ohio

Frank Walker, Mgr.

ALL ROOMS WITH BATH

Catering to and Offering Special Daily and Weekly Rates to the Profession.

We Always Have Rooms

KNOX HOTEL

122 Heiman St., San Antonio, Texas
Opposite Southern Pacific Depot.
Sealy Mattress in Every Room.
Phone B-32192

Owner: MAX DAVIS

HITCH-HIKES ON WAY OUT

All Utah Stations Tie Up for War Bond Commercial

SALT LAKE CITY, Sept. 18.—For the first time, all stations in Utah, Indies as well as network affiliates, were hooked up in a commercial broadcast this week, when Utah Oil Refining Company bought a half-hour spread on KLO (Mutual), KSL (Columbia), KUTA (Blue), KDYL (NBC) and independents KOVO, KEUB, KVNU, and KSUB. It was a three-week ticket to close on September 25.

Program was aired from stage of Utah Theater with combined studio orks of KSL and KDYL furnishing background music and announcers of both stations working the show, plus local vocal talent. The time slot was good, 10 to 10:30 p.m. (MWT) Saturday.

Third War Loan drive was used to effect the tie-up of all stations. Neither stations nor advertiser will admit possibility of future tie-ups on a purely commercial basis since the field is highly competitive in Salt Lake and several other stations have affiliations with KLO in an Intermountain Network. Such spread coverage is interesting conjecture, however, since at least a dozen local firms could afford and could use such 100 per cent coverage, if it could be arranged. Few firms here could afford talent shows on each of the eight stations separately.

WIBG Technicians Win \$5 Increase

PHILADELPHIA, Sept. 18.—Broadcast Local No. 1, of the American Communications Association, CIO affiliate, covering engineers and announcers here, scored a major beat last week when the War Labor Board upheld a wage adjustment claim for technicians against WIBG. Wage boost arbitrated before the U. S. Conciliation Service provides for a \$5 per week increase to all the station technicians, regardless of their wage classifications.

Raise is retroactive to June 18 and brings the basic starting pay for engineers at WIBG to \$40. Union sought the wage increase as a result of WIBG jumping to 10,000 watts and full-time operation.

Buffalo's Rice to Yankee

BOSTON, Sept. 18.—Herbert Rice, former production manager and program director for WGR and WKBW, Buffalo, this week became special assistant on production and sales to Linus Travers, WNAC-Yankee executive vice-president.

KYW's Front-Page Ads

PHILADELPHIA, Sept. 18.—KYW pulled another beat for radio by cracking the front pages of Philadelphia's two morning newspapers with advertising. To promote the complete news coverage of KYW newsroom, front-page ads are being run in the *Inquirer* and *Record*.

Vet newspapermen said it is the first time in their memory that local newspapers permitted front-page advertising other than house and routine classified ads. Three KYW reader-ads, spotted at column ends in each of the two morning papers, call attention to newscasts during the day, air time of the various news commentators, and the fact that any program will be interrupted at once for important war bulletins.

Just as surprising is the copy accepted for the page one ads, KYW using such streamer lines as "Radio Rides With Our Conquering Armies!"

---And Now Silence!

PHILADELPHIA, Sept. 18.—Local radio listeners are now convinced that the millennium has arrived. After a barrage of singing jingles and sound effects to characterize commercial spot announcements, Admiracion Shampoo has hit on an announcement idea that should click.

Believing that silence is golden, Admiracion has bought a series of spots on WPEN that are periods of silence. Rings in its plug in the middle of the silent announcement, and signs off to an anticipatory "thank you" from the listener: "You're more than welcome for the silence."

WDSU Reshuffle

NEW ORLEANS, La., Sept. 18.—Reshuffling of personnel and plans for renovations and expansion of activities of special events, news and other departments was announced this week by the new management of WDSU, following sale of 20-year-old station by Joseph Uhalt to a syndicate headed by E. A. Stephens, auto dealer of this city.

Fred Weber, ex-general manager of Mutual web, has become executive vice-president and general manager, and H. G. Walls, prexy of WIBO, Indianapolis, is secretary-treasurer. Staff revamping includes Stanley Holiday as program director; Al Godwin, special events, and Mrs. Ruth Sullivan, continuity.

Station has also filed with FCC for reinstatement of its construction permit for new 5-kw. transmitter at Algiers, over-river suburb of the city.

Station is member of the Blue and operates with 1 kw. on 1280 band.

Straus Buy of WMCA From Noble Points Up Entry of Public-Minded Into Field

NEW YORK, Sept. 18.—Another Straus entered the broadcasting picture this week when Nathan Straus bought, subject to approval of FCC, Station WMCA from Edward J. Noble.

Straus, who has been in the public eye as head of the United States Housing Authority, has the reputation and the Washington nod, which makes it almost a foregone conclusion that Noble's application for transfer of the station will be granted with a minimum of headaches.

Station sale was effected immediately after the threat of an injunction restraining the sale was removed. The Donald Flamm show-cause order from Appellate Justice Cohn removed immediate threat of an injunction, as the order is returnable September 24, with a temporary injunction request denied in the interim.

The sale figure was \$1,255,000, which is \$5,000 more than the figure *The Billboard* reported in its issue of August 28 as the amount Noble desired. Straus won over the other two major bidders because of his public service reputation. One of the bidders, said to be one of the Gimbels, was interested in the station as a voice for CIO. The other wanted WMCA as a straight business operation.

Interesting highlight of the sale is the fact that it in no way hinges on the FCC okay of Noble's purchase of the Blue Network, and should something unexpected happen and the Blue sale blow up, the Lifebuoy candy man would find himself cast adrift from broadcasting without a lifebelt.

Nathan Straus is a cousin to the Macy department store Strauses (WOR), altho the former's money comes from provision

CBS Requests Sponsors To Integrate Ads Within Program Structure

One of Every Three Columbia Commercials Uses Precedes and Postscripts

NEW YORK, Sept. 18.—Columbia Broadcasting System this week moved to remove a cancer that has plagued the industry for several years. Where the industry generally talked, grumbled and worried, CBS, via its affiliates advisory board, examined, diagnosed and prescribed. The prescription:

"We are asking any of our clients who now use either hitch-hiker or cow-catcher announcements to absorb such advertising within the framework of their entertainment programs as rapidly as their plans will permit—with final elimination of these 'simulated spot announcements.'"

The problem of hitch-hike, station-break and cow-catcher announcements has been the bane of many radio men and a prime topic of conversation for many years. Generally, the confabs recalled the "good old days" when network advertisers could mention only one product on a program, and station or chain-break plugs were strictly taboo.

Then the gabbers recalled how the networks, anxious to hold on to their clients and always willing to make an additional dollar, permitted station breaks; then came hitch-hike and, fi-

nally, cow-catcher plugs. And usually the talkers nodded, shrugged and proclaimed, "they make bad listening" and went out to buy or sell some more of the three breeds.

CBS Admits Its Responsibility

Not until the CBS-AAB was organized in March of this year was the problem tackled with the avowed intention of arriving at a solution. And as Paul Kesten, general manager and v.p. of CBS, points out in a brochure which is going to the trade Monday (20), the trident announcements were the fault of the networks, which shared this responsibility with the advertisers. The sufferer was the listener.

To quote Kesten:

"Thus, what no advertiser would inflict upon his own audience, and what no station would inflict upon its own audience—is nevertheless inflicted upon that same audience by the parade of network programs which, marching in succession, give sandwich-space to these divorced commercials.

"This places the responsibility for control and correction squarely at the network's door. It is a responsibility not only toward the listening public but toward our stations and our advertisers, whose interests and audience we hold, in large degree, in trust."

To meet the responsibility, CBS diagnosed the ailment by taking the problem into the laboratory; presumably the web's "Dept. B" or program research setup ("What Makes Programs Tick?"—*The Billboard*, July 24). Thus:

"Two 15-minute programs were played in two different formats. In both formats, the same amount of time was given to commercials, the same number of products were advertised, and the same proportion of time assigned to each.

"In Format No. 1, however, the hitch-hiker—station-break—cow-catcher technique was used for three of the five products advertised. In Format No. 2 only one product (in the station-break) was left aloof from the entertainment structure of both programs. Commercials for the other four products were placed within the framework of the programs themselves.

Results of Program Analyzing

"The results of these experiments showed that—

"The same total amount of advertising was often rated by listeners as '25 per cent to 50 per cent more' when it was dislocated from the body of the program. Hence, the 'too much advertising' illusion and the 'plug-ugly' complaint.

"The curve of audience approval remained unbroken thru 'integrated' commercials in the second format. It dropped sharply into the area of disapproval in the first format during the 'orphaned' commercials.

"Listener attitudes indicated definite 'annoyance' when as many as two consecutive, detached commercials were heard between programs.

"Still more striking, most listeners indicated they would rather hear a long commercial with entertainment than a short commercial without.

Station-Breaks a Financial Must

"The problem points toward complete elimination not only of cow-catcher and (See *Hitch-Hikes Out on page 7*)

Radio's New Daytime Job

Mutual Sets Out To Deliver Broadcasting's Forgotten Four and a Half Million

Job of Getting Those Non-Active Sets Back Into Action for Industry and MBS Affiliates Nets Greatest Effort

NEW YORK, Sept. 18.—An audience that's asleep or working can't be sold by a radio program to which they're not listening. That, briefly, sums up Mutual's answer to the critics of the Allen De Castro's idea of repeating top nighttime shows for audiences at home during the daytime.

Whatever legitimate criticism may be leveled against supplementary coverage for network shows (*The Billboard*, September 18), the fact does remain that the daily routine of millions of workers on swing and lobster shifts makes it impossible for them to listen to their favorite shows on normal schedules. Add to this fact the millions of home-bodies who are now work-bodies and you have a radio audience that makes all past studies of listening habits invalid.

More than 4,500,000 night workers are at home in the daytime and this number is increasing daily. Broadcasting has made little or no provision for this tremendous shift in living habits. These workers who are at home during the morning and afternoon are not soap opera listeners. They are conditioned to evening listening, and even if the feminine part of the family formerly hung on to cliff hangers they can't do it when the wage earners want "their kind of radio."

With few exceptions this tremendous wartime audience is uncatereed to. Since it is to a great degree unsurveyed, advertising agencies are loath to recommend and sponsors disinterested in buying it. Into this field has come the Mutual daytime playhouse to prove that the new daytime audience which now does not listen will throw the switch and once again become part of the radio audience if nighttime programs are made available when it can listen.

Only 16 Per Cent Listen

Only 16 per cent of the nation's radios are turned on during the daytime despite the fact that 66 per cent of radio-equipped homes are occupied during the hours of from 9 a.m. to 6 p.m. This means that broadcasting, as now programmed, is reaching only 25 per cent of its potential daylight audience.

Since 25 per cent, about, of the available daytime audience are families who were formerly nighttime listeners the building of daytime radio to nighttime stature should double radio's daytime coverage by bringing back to the loudspeakers the wage earners.

The fact there is an audience that is not being served in the daytime has long been proven by the fact that while two-thirds of the homes of America were occupied during the daytime only a small portion of them had their radios turned

on and the top Crossley for a daytime show never approached within throwing distance of an evening show top rating. The potential was there—the programs weren't.

Mutual's idea, and, of course, it's the idea of the Blue also, altho the Blue at the moment is less aggressively pushing it, is that the way to prove to an advertiser that there's a buying daytime audience is to take his evening show, put it on the daytime air and then conduct Hooper and Crossley surveys to prove ratings.

Mutual is prepared to conduct the surveys at its own expense, so convinced is it, that its pitch is solid. This means not only CAB and Hooper ratings in the 32 key cities but supplementary ratings in most of the other cities in which the 179 stations, who have okayed the test ride, are located.

A Few Holes

There are holes in Mutual's idea—or in any idea which builds upon a product which it cannot control. The mutual plan to prove daytime radio is to place a nighttime show on the air between 3 and 4 p.m. for 13 weeks with no obligations on the part of the advertiser to continue it beyond that time. If as Mutual claims the shows do deliver audiences, MBS will have a great and angry audience on its neck if the sponsors decide not to play along with cash after the 13 weeks. And it won't help the sponsors either since the company name will be used to introduce the test 13 programs.

Further holes are found in the fact that the AFM recording ban makes it impossible to use records of nighttime musical revues and variety shows, in which music is woven as an integral part, as it is with Benny, McCarthy, Crosby and Kate Smith, to mention a few. The test must be made with dramas or situation comedy programs in which the music can be dropped out of the recorded version and a live orchestra cued in. Even with ban being partially lifted, starting Monday (20) under AFM contract with World Broadcasting System, no provision has been made for recording musical shows off the air or during rehearsals. Actual cost of special studio recording of a show would make the repeat network production cost as much as the original live show.

Another hole, and this is a great big crevice, is the fact that the entire structure would fall apart in case the war should come suddenly to an end and working hours return to pre-war normal. This is admitted by Mutual's De Castro, who nevertheless is certain that his network point will be proven long before the Axis blows up. (He'd be happy to lose his point, however, to bring his marine son home.)

De Castro's Figures

De Castro goes forth to agencies armed with a program "analysis sheet." The sheet has the regular rating of the broadcast he's out to sell. It breaks it down, so that the advertiser is shown just how much his each evening listener costs. Then it projects what that same listener who may be now a swing shifter will cost via the Mutual Playhouse plan. De Castro to give him full credit is not selling a free ride, but what the advertiser will get if after the free ride he decides to lay it on the line. Only after radio's foremost daytime advertising exponent (De C is that today) has sold the plan on a cash basis does he lay into the test idea. Of course the controversy over the plan has made the

average ad agency and ad manager conscious of what it's all about no matter what the De Castro pitch. The advertiser is also shown just what his show must do to be profitable.

Two things contribute to the possibilities of success of the plan. First the programs will replace the commercials with straight wartime appeals and the advertiser will get a great deal of good will for his expenses involved in the show, i. e. cast repeat salaries, recording, etc., a top of \$500. Second point in plan's favor is that time is going to be tight this fall (see "No Time for Radio" page 7) and many sponsors are eying new segments. The promotion is bound to bring dough to Mutual, if only because MBS will be credited with being willing to take a chance.

De Castro also has a few test facts to carry along with him, to answer P. & G.'s negative \$10,000,000 experiment with two-net shows. He points out, by the way, that two-net shows shooting for the same audience at the same approximate time of day is one thing and shooting at a daytime and a night audience with the same show is something else again.

Jack Benny Two-Net History

Among the nice even figures De C throws at prospects is the Jack Benny test on the West Coast 18 months ago which tossed up a rating of 15 for the 4 p.m. NBC West Coast net and a 22 for the Blue West Coast repeat, four hours later. Added together they made a

37 or five points more than the rest of the nation rating. This test was made because Benny coming to the East at 7 p.m. had to air on the Coast at 4 p.m. and was delivering less than half the national audience in the afternoon airing. Trouble with these figures are that the Benny is a Sunday show, and Sunday daytime figures are no criterion for weekday broadcasting.

However, one bang-up case history which De Castro has in his bag of tricks is the story of *Breakfast at Sardi's*. This nighttime caliber half-hour program came on the air with four 15-minute shows against it (two on NBC and two on CBS). In a short time it met the Crossleys of the regular daytime stuff without taking anything away from the shows with which it competed. De C uses this to make the point that nighttime shows on the daytime air will bring new audiences to the radio not divide those already tuned in.

Regardless of anything that can be said for or against the "free ride," it shows a willingness on the part of Mutual and its president, Miller McClintock, to experiment even with so important a part of the radio business as its pocketbook.

Now if Mutual will explain how it's going to make the radio audience conscious, in a short 13 weeks, of the fact that it has something different on the air, radio will know everything.

It's going to take a solid promotion to get those non-active radio receivers percolating again.

War Exhibits Have Solid Commercial Possibilities, WCAU Finds Almost Too Late Sales Staff Sells Nine Sponsors for Final Two Weeks of Army "Ordnance for Victory" Exhibit

PHILADELPHIA, Sept. 18.—War exhibitions are gold mines, sales staff of station WCAU discovered almost when it was too late to mine the gold locally. Since early July, station has been carrying daily pick-ups from an Army *Ordnance for Victory* show which occupied a full floor at John Wanamaker's department store. As sales staffs seldom look a public service program in the pocketbook, no one thought that the exhibit had commercial possibilities. Then one day with the CBS local sold solid a salesman looked over the time table, noted the sustaining show, dropped in to see the presentation at the department store and discovered 100 commercial exhibits on the floor.

That was all the salesman needed and before the day was out several one-shot airings from the exhibit were signed commercially. Each of the stanzas features Johnny Warrington's studio band playing live versions of military and war songs. Nine individual big name sponsors were signed and aired before the exhibit moves tonight. Station now realizes that the other 91 war manufacturers would have also signed for a half hour if the commercial staff hadn't come to life too late. The nose was too close to the face.

Stations here and elsewhere are continually called upon to originate broadcasts at various exhibits and expositions and success of WCAU opens up a new commercial field for radio. Plan devised here called for a different exhibitor to sponsor each broadcast, with the day of the broadcast designated as the sponsor's day. Program included an interview with an official of the sponsoring firm, and commercial plugs are worded as invitations to visit the company's exhibit at the exposition. Scramble for sponsorship and the easy time WCAU salesmen had in lining up spon-

sors proves that there is easy picking for radio in such time selling.

First to sponsor the half-hour special events broadcast was the Auto-car Company, Ardmore, Pa., on September 3, placing thru Gray & Rogers Agency here. Other sponsors included: York Safe and Lock Company, York, Pa., September 6, placed direct; Lee Tire and Rubber Company, Conshohocken, Pa., September 8, thru Benjamin Eshleman Agency here; General Motors, Detroit, September 10, thru Arthur Kudner Agency, New York. And in the final week of the show, each week-day broadcast was sponsored, starting on Monday (13) with the Exide Battery Company, Philadelphia, thru Geare-Marston Agency; Continental Motors, Detroit, thru Wallace-Lindeman, Inc., Grand Rapids, Mich., agency; Chrysler Motor Company, Detroit; Peco Corporation, Philadelphia, thru George Moll Agency; and on Friday (17), Harrisburg Steel Company, Harrisburg, Pa., thru Workman-Barten-Gould, New York agency.

News Scoops Butter

ERIE, Pa., Sept. 18.—Leon Dryfoos, WLEU news commentator, entered news tip-off field in competition with two local dailies. While the newspapers are offering cash and theater ticket awards for first three places, Dryfoos expects to scoop the town by offering a pound of fresh country butter for the news tip of each week.

Where the butter and ration points come from is still a mystery but housewives are expected to dig up dirt in hopes of obtaining the precious spread.

Dryfoos also plugs a local direct dairy farm.

Anything to Sell, Bo?

SALT LAKE CITY, Sept. 18.—The strangest angle of the present day station business is the frequent use of contract time seeking to purchase merchandise rather than to sell it. The most outstanding is the use of time by retail and manufacturing furriers trying to interest trappers rather than customers. To a lesser extent food firms and canneries, instead of selling merchandise or brand names, are soliciting crops from the farmers.

War's Hell for Housewives

"Labor Arbitration" E. T.'s for Locals

NEW YORK, Sept. 18.—Local indie station WMCA's three-year-old *Labor Arbitration* program is to go commercial following a deal closed this week between program and a group of business men.

Deal calls for *Labor* to be transcribed and offered to stations around the country for local sponsorship. Disks will be so arranged that the program cannot be changed to suit sponsors. Spaces for plug spots will be left at the beginning and end of the shows, but the body of the show will remain intact.

Both old and new cases will be heard on transcriptions. The program is idea of Samuel R. Zack and was first aired in 1940.

Austin Classified Has Home Touch

AUSTIN, Tex., Sept. 18.—Classified ads are now regular features of local stations KNOW and KTBC.

Lloyd Arnold, former real estate dealer, buys time from KNOW, and conducts program over that station in a homey, conversational voice, offering the listening public just about everything from homes to broken-down baby buggies, with help-wanted and other wants thrown in.

J. D. Carroll operates in like fashion over KTBC, but in the future his efforts will be devoted solely to real estate advertising.

Humble Oil Buys Conference Games

AUSTIN, Tex., Sept. 18.—Southwest Conference gridiron game broadcasts this fall are again the property of Humble Oil and Refining Company. They will pay each of the colleges in the loop an estimated \$4,000 to \$5,000 for the rights to air the contests over Texas networks and stations of the company's choosing.

Exclusive broadcast privileges have, for past several years, been granted by the Conference to Humble. Oil outfit buys a pre-season option from each school, then adds to that amount for each game broadcast. Conference comprises six universities.

HITCH-HIKES OUT

(Continued from page 5)

hitch-hiker but of the station-break announcements between network programs, too.

"From a practical standpoint, however, these facts should be noted:

"A station-break commercial as a single announcement between two network programs is no triple threat.

"When ideally handled (time signals, weather bulletins, crop prices), it is welcomed as a service—and thus conforms, at once, to the thank-you-we'll-reciprocate equation.

"From 30 per cent to 50 per cent of the station's own income is derived from such station-break announcements. To repurchase this time, which traditionally belongs to the station, would entail an increase of 30 per cent or more in network rates."

A 10-Year Growth

The removal of the station-break is not the answer to the problem. It is instead the integration of the advertising on a program itself within the program

Dairy Conservation Pitch by Borden

NEW YORK, Sept. 18.—The Borden Company, milk and dairy product big shot, is shopping for programs to prevail upon the consumer to conserve daily products. Idea is not to tout people off milk, cheese, butter, etc., but to keep dairy foods off the ration list by prevailing upon users not to waste these products.

Young & Rubicam is the agency, and the client is prepared to spend several thousand per week in this market. Borden's currently is using one program on WLIB, Brooklyn, with sales copy. This presumably would be shifted to the conservation theme.

Sheffield Farms, the Borden competitor, is bank-rolling *Guess Who* on WOR, with most of the commercials being straight sales copy. This show could shift to conservation without affecting its set-up.

and a clear cut "dead air" framework around the station-break to avoid it becoming a pounding of "buy" copy. Also, such a change might (CBS doesn't bring this up in its presentation of the three-headed monster) be taken by the FCC as being against the best public interest, as it would take the control of all the time away from the affiliate stations.

Because commercial managers of stations and program managers of ad agencies may slough off the so-called dangers of five ad appeals following one another, CBS points to the fact that 10 years ago no programs were using hitch-hikers. That's because networks up to that time forbade the use of one program to advertise more than one product. Five years later, with multiple-product sponsorship opened up, 12 programs were using the "new" hitch-hike technique. "New" is quoted because the technique was new only to the networks, the smaller stations having used it for years, and lost listeners. Now, 80 CBS time periods are using the hitch-hike technique (Agencies have sold advertisers on it being "something for nothing"). This means one out of every three commercial programs on the net.

Also, because any sudden action, such as forbidding the use of hitch-hikes at once, might unbalance the relationship between sponsor, agency and net, the ukase requiring that all commercial copy be included within the framework of the program itself will not become a must until October 1, 1944, CBS believes, however, that program producers, with their ingenuity challenged, will evolve new oral advertising forms which will collect upon the "entertainment-with-advertising" formula which consumer tests reveal has the highest listener-acceptance in the commercial copy field.

Parade Already Under Way

A few of the advertisers who have already jumped on board the new band wagon are Procter & Gamble, with *Pepper Young's Family* and *I Love a Mystery*; General Foods, with *Thin Man*; The Texas Company, with *Star Theater*; General Electric, with *The World Today*, and Chrysler, with the Major Bowes show. Each of these have multiple products to sell—but each has found out that more people hear the ads in the program than formerly heard them as hitch-hikers. They should know, for each of the five great corporations have used the hitch-hike technique for a considerable time before dropping it for the new entertainment-integrated commercials. Several also with shows on multiple nets are still using the h.-h. approach on some of their shows and will have survey facts with which to prove what the lab has shown, i.e., that advertising is only important if it's heard—or read.

Mark October 1, 1944, as the CBS burial day for one of the most diseased portions of the body radio. It should be the first of such burials.

Blood, Sweat and Tears Find Place on Soap Operas To Condition Fems to Post-War

CBS's Seldes Selling Idea to Ad Agencies and Sponsors

NEW YORK, Sept. 18.—Grim reality is knocking on the door of that haven of household escapists, the suds strip. And in some cases grim reality has already slipped inside, thanks to ideas fathered by Gilbert Seldes, CBS daytime program consultant. The angle, not a propaganda pitch, is to spike soap yarn material with war realities and so condition listeners to the aftermath of war. If Seldes' notions are generally accepted, some time-honored taboos are going down by the stern. Seldes thinks the public should take the facts of war. And furthermore, he thinks they can.

For one reason or another all reference to war's deaths and wounds were out on suds dramas up to about 10 months ago. They were considered untidy for the ears of housewife listeners. It occurred to Seldes last winter that these were aspects of the current scene to which American women must become aware. Inclusion of signposts pointing to rationing, shortages, conservation, buying bonds, etc., are all useful and important features for the war effort and shouldn't be neglected. However, ran his thoughts, a further step must be made reach basic emotions, to call a spade a spade.

No War Without Death

"There has never been a war yet," says Seldes, "without a lot of people being killed and hurt. Compared to this conflict previous ones have been tea parties. We must accept the fact that sooner or later many of us are going to have to face the tragedy of personal loss. Every agency for schooling public morale to meet this shock should be utilized."

Convinced that daytime radio could play an important part in this work he consulted the Office of War Information, psychologists and the War Department. The consensus seemed to be, that while the personalizing of death and wounds on dishpan dramas is a delicate problem, with careful treatment it could become a constructive factor for morale-building.

Last January he put his conclusions before agency representatives. Naturally, as CBS is basically a transmitting agency, these were in the form of suggestions for the writers of the various scripts. He thinks that the latter have come to see the point.

This may be due in part to a tryout of idea by Columbia's program department on a sustainer, *This Life of Mine*. A minor character was allowed to be killed in order to get public reaction. The reaction was okay.

Since then *Bachelor's Children* has made use of the tie-up of a soldier's death to the world which people will want, and *Green Valley, U. S. A.*, has used similar material. *Young Dr. Malone* has temporarily moved its locale to China, where the reactions of a courageous people to disaster will be stressed even more heavily. *Open Door*, which airwaves over NBC, has also lowered the bars against mention of war tragedy.

Death With Discretion

"Obviously," says Seldes, "a death on a radio serial must be used with discretion or it defeats its purpose. Under no

circumstances must a character be killed or maimed thru negligence or lack of equipment. Nor should confidence in victory be impaired. No battle scenes filled with moans and screams of the dying should be included. The idea solely to domestic sequences in which the remote death or the return of a wounded soldier plays a part. The essence of morale-building is simply to prepare and strengthen a listener, never to horrify or make afraid."

It is equally obvious, he thinks, that if a character in a serial reacts nobly to the death of a loved one, that the listener will be inspired to react in the same way under parallel circumstances. If a program mother bears the news of a son's death with fortitude and courage, she will serve as a guide for others. Above all it will bring realities home and cut at the roots of the ostrich attitude which insists on regarding the war as something remote.

However, Seldes emphasizes, that none of this should be dragged in as propaganda. Bubbie-bath operas are designed for human-interest entertainment. Death, wounds and grim realities should be written in as integral part of the drama—and used sparingly, "a theme to meet basic emotions rather than the less important ones."

Bring Home the Truth

There is nothing revolutionary about the idea, according to Seldes. It is merely extending the policy of bringing home the truth about what we are up against. It seems that the OWI has been more conscious of this during the past few weeks in the release of photos. The movies are likewise doing a job on the same theme. Notably with a newsreel clip, released last week, showing dead and wounded American soldiers.

A variation of this theme was used by CBS in a weekly half hour, *They Live Forever*, which started airing after Pearl Harbor. *Live* didn't mince words or thoughts about death, defeat and despair. But basically it was designed to stiffen the spirit. And, as we started doing better in the war, the program was gradually shuffled off the air.

Seldes' slant, on the other hand, is more of a mental conditioner aimed for the day when, and if, our casualty lists blossom and the crippled and maimed servicemen come back home. With this formula the housewives, ergo the mothers, should be prepared for the shock and perhaps even armed with mental and recreational antidotes.

BBC Handouts Out

NEW YORK, Sept. 18.—Tying in with the current paper-saving campaign, British Broadcasting Corporation this week discontinued issuing general press releases. The trade will continue to receive BBC program schedules and the daily listing service will also be maintained.

News or information of urgency will be fed by phone, wire, or via personal interview.

Burbelle's
ESTABLISHED 1898
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building
125 Barclay St., New York, N. Y.
BARCLAY 7-5971

ROLL TICKETS
Printed to Your Order
Cheapest GOOD TICKET on the Market
Dept. B
Keystone Ticket Co. Shamokin, Pa. \$19.50
10,000 .. \$6.50
20,000 .. 7.75
50,000 .. 12.50
100,000 .. 19.50
Send Cash With Order. Stock Tickets, \$16.00 per 100,000.

No Time for Radio

Stations in War Centers Have Spotless Time Only; All Broadcasters Profit

Newsprint Shortage and Sellers Market Aid Sales of Marginal Time and Stations

NEW YORK, Sept. 18.—For the first time in its history radio is on the plus side of a sellers market. Where the business once had to sell itself to advertisers the shoe is now on the other foot; now advertisers are clamoring for time.

The reasons are fairly obvious and just as obviously stem from the war. And whether the determining factor was radio's reputation as a sales agent, the cumulative effect of the years of selling itself, or the current and war-caused shortage of newsprint which is driving black and white users to radio, whatever the reason the industry is reaping a harvest.

And along with the regular commercial crop is coming just about every type of advertiser that previously gave radio the brush. Department stores, for one, are advertisers that suddenly switched from nix to the nod.

What makes the situation particularly tasty, to stationmen, is that the boom has practically exhausted the availability of spot announcements. Consequently advertisers are buying time and liking it.

The boom quite naturally is following the general business line as laid down by the war. War plant areas are bursting with business, for radio as for most everything else. Non-war plant locales are not doing as well. Thus where Bos-

ton talks to itself almost all of the balance of New England has its chest out. And out in Detroit the radio boys are on the verge of aping Clyde Hager the vaudevillian whose act anent an itinerant sidewalk pitchman was replete with asides like, "Go away boys, you bother me."

In almost every community stations are selling marginal time and even secondary stations are benefiting from the overflow. Out in the hinterlands the combination of top prices and bumper crops are serving the same purpose as war plants. And even in New York, until recently a surplus labor market, the boom is evident although war plants are a minor factor in the local economic picture. With more consumer dollars around one of the biggest clothing chains has bought time on WQXR, this town's class station. In the not too distant past local mass-appeal advertisers never contemplated going after this market.

The burgeoning local picture has patently put some strain on the national vs. local program picture particularly in the major boom markets. Thus in one community the network affiliates are recording the web shows and airing them after the local merchants have had their broadcasts.

All of which puts one big job on radio's broad shoulders. Namely, now

that they have the local business its up to the industry to do the sort of job that will keep these advertisers on the air when the war-boom is over. It means service with a smile and then more service. It means plenty of advice and playing ball until the newcomers learn the ropes. It means giving the one-time snobs plenty of tender and loving care. With that kind of treatment, and of course with successful advertising, these sponsors will stay with radio.

on a participating show are available. Otherwise the station is solid.

WRG, WMAL, WWDC and WINX were all hesitant to admit their schedules were getting tight. It's generally known in local radio circles, tho, that this is the case.

Boston

Nat'l Biz O.K.; Local Not So Hot in Hub

BOSTON, Sept. 18.—Stationmen here are cagey about giving out specific information, which may indicate that business is not what it might be. Yet all admit that they are doing better than last year.

Advertising agency men freely admit that, should they undertake a big campaign at this time, they would have little difficulty in buying all the time they need. The Westinghouse station WBZ (Red outlet) seems to be tightest. But that is because of the big network programs carried here. Local time is down to a minimum. Of the other two big stations, WEEI (CBS) is next in line, being only a little less tight, while WNAO apparently has the most open time. However, WNAC, the Yankee Network home port, probably produces the largest number of big local shows and the station may tighten up in the next month or so.

WORLD, among the smaller stations, is perhaps the nearest to saturation point. But the station relies on recordings, spot announcements or participating programs. WMEX and WCOP in that order, follow.

Blue Network outlet here is WHDH, which is doing well, but is by no means jammed.

Detroit

Selling Stops in Solid Commercial Motor City

DETROIT, Sept. 18.—Check of commercial departments in local stations shows practically all ready to slow up selling efforts because of exceptional tightness of time at present. Principal reason is the new influx of retailer time being bought locally.

Numerous stores, downtown and neighborhood alike, that have never done much with radio, have turned to it in recent weeks. In some cases, this has been a by-product of the War Bond drives, as retailers have had to do more promotion to sell bonds and have found what an excellent job they have been able to do over the air.

More serious, however, is the long-term probability that a lot of retailers are turning from newsprint to the air. With local newspapers beginning to tighten up strenuously on available advertising space, merchants have been forced to turn to radio to market their wares, and this has been the direct cause of the almost complete sellout of available local time.

Probability is that many of these retailers will be themselves so sold on air time that they will not be willing to go back to newspapers when paper is more freely available than it is today, and a definite trend away from papers toward radio is in prospect.

Cincinnati

"When and If" Selling Reached in Queen City

CINCINNATI, Sept. 18.—Officials at Stations WLW and WSAI, Crosley Corporation owned and operated here, said that present and new advertisers are being taken care of adequately altho facilities for commercial programs are tight. In a few cases, they pointed out, time is being sold on a "when and if" basis. This, however, is definitely the exception and in the majority of instances both WLW and WSAI have been able to service clients 100 per cent up to this writing

Philadelphia

National Biz 80%, Local 300% of Pre-War

PHILADELPHIA, Sept. 18.—Local radio stations have been in a most enviable position as far as wartime business is concerned. Because the Philadelphia territory is one of the most important war production centers in the country, with one-seventh of the nation's program assigned to plants here, a real wartime boom has been enjoyed.

While none of the stations have reached a peak where they have to turn down new business, local retail business has more than made up for any loss in revenue from national advertisers. Moreover, since the Internal Revenue permitted the war-converted manufacturers to deduct advertising expenses from income taxes, national advertising has picked up to within 60 to 80 per cent of pre-war levels.

Retail business, on other hand, has doubled and tripled on local stations. With more than a quarter of a million persons coming into the city for war work, a fresh market was opened up for retail advertisers. Moreover, heavy pay checks at war plants has created a terrific sellers' market.

Retailers Use Big Stations

Interesting is the fact that retail advertisers, heretofore sticking close to smaller stations, where spot announcements are as low as \$3 and \$5, are buying time on big stations, shelling out \$45 and as high as \$75 for a single spot announcement.

In order to make room for the bumper crop of business flowing in from retail accounts the larger stations have followed the pattern of the one-lungers and scheduled big record shows to ring in the spots with each change of the needle. WFIL has sized up its afternoons, from 1 to 5 p.m., as a News 'n' Music package. And at WCAU, station has extended its early morning *Milkers' Club*, from 6 to 6:45 a.m., to run until 8:55 a.m. to take care of the increased local business. And at the small stations, disk jockeys are reverting to the old days and getting in two spots to each side of a music record in order to get all accounts in.

Washington

D.C. Sold Solid, But Don't Tell Anyone

WASHINGTON, Sept. 18.—Several stations here are so heavily loaded with business that they are finding salable time hard to find. In spite of the rich diggings they are afraid to admit it. Why stations doing top business would be hesitant to admit it remains a mystery.

WOL, Mutual, is not one of those hanging back. Station officials frankly admit that they can't do much in the way of station breaks for clients. Such things as 100-word spots can't be accommodated unless cancellations occur at the last minute. Nothing in the way of spots is available for evening time. A few can be handled during the day on an irregular schedule and there is a 15-to-30-minute show which could take a sponsor. Otherwise things are tight. Another station speaking out was WTOP, Columbia. Here the situation is pretty tight also. There are no night spots, and day time isn't very plentiful. One or two programs, such as news shows, can be bought, and some spots

No Boom But Everyone's Buying Time

NEW YORK, Sept. 18.—This town may not be the best in the country insofar as a business boom is concerned, but it'll do until the local station men can actually experience the lush things that are happening elsewhere in the industry. For the past six weeks little old Manhattan has been a seventh heaven for the guys that sling adjectives.

From one side of town to another, from indies thru net affiliates to foreign language stations this round-up brought out bromidic descriptions like "greatest," "biggest," "best" and, of course, "damndest." Even steady money-makers are up and the added take is not just the booking of seasonal business. Allowing for the gravy train of cough remedy copy that pours into stations, this time of the year, allowing also for the seasonal renewals and the actual deluge of time buying by movie makers, allowing for all this the radio side of this town is strictly in green pastures.

The reasons, not that anybody cares particularly, for the booms are pretty obvious. Newsprint shortage has hit papers in this town just as in other villages; local retailers are expanding into radio and the hell with inventories; other retailers are coming into radio because they can't get into the papers, and still others are advertising for the first time and, since space is tight, they're in radio. Nor are the national advertisers far behind; the food and drug makers are sending in the dough, and those without products are dreaming up new things to sell and using radio to do the selling.

Typical of the type of new product being pushed is soybean flour for home use, perfumes, coffees, banks, cooking oils and deodorants; latter being produced by one of the biggest food packers. Another new business source is traceable to the OPA regulations against advertising allowances. Nowadays the makers of branded goods sold in department stores, such as slips, dresses, hats, unable to hide discounts as advertising allowances, are buying time to plug their merchandise. These vendors, as they are known in their trade, use the 50,000-watters, plug their brands and the names of the stores—for miles around—that handle their merchandise.

Department stores are active users of spot and time, and typical of the feverish retail pace there are all sorts of department stores, mass, class and local, using air time.

Time is tight on some stations, getting tighter on others and most everyone is short on spot announcements, with the business making no bones about buying time instead. One station will clear no spot announcements until client buys time. More talent is being used and more news too. And despite their bleats, before the Cox Committee, the foreign language boys are right up on the band wagon reaping their own peculiar harvest of liras, pesos and drachmas.

As one indie sales exec said: "I've been in radio 15 years and never saw anything like this. Everyone is doing okay, its just a question of how much. Even the watchmakers no longer get exclusive clauses in their time break announcement deals."

So Radio Gets Rich

and expect to be able to do so in the future, officials said.

WKRC, with about 90 per cent of its schedule available for national spot and local business, has been sold out during choice hours thruout the summer, Ken Church, manager, said. Chief factors involved in this healthy situation are the fact that the station's "news-on-the-hour" accounts for 16 locally sponsored 15-minute newscasts daily and the policy of selling big blocks of time to sponsors. Two drug sponsors alone account for 27 hours of commercial time on the station each week.

Baseball, sold to two national accounts, completely filled out WKRC's choice available time, leaving only early morning, late night and a few scattered quarter-hours on Saturday and Sunday open during the summer. Saturday and Sunday time are well accounted for by the sale of numerous six-a-week programs and a heavy commercial religion schedule.

End of the baseball season will open up some additional afternoon time, but Manager Church feels that new national and local business will fill the gap, for spot announcements have been the rule at WKRC as with other stations. Most new announcements are accommodated in quarter-hour fills, designed especially for that purpose.

Memphis

Time Rationing Set to Handle Oversold Pains

MEMPHIS, Sept. 18.—Influx of additional announcements to radio stations here has been heavy. Choice spots and desirable program periods are almost entirely exhausted on Stations WMC and WHBQ. WMPB has been very tight ever since it began carrying both Blue and Mutual networks. WREC officials declined to comment on business increase.

The situation had become so acute at WMC that a staff meeting has been called to devise a formal rationing plan. Work on this began last week. Program schedules of 18 and 20 announcements weekly are being turned down. Old accounts are given preference, but no one can secure more than eight announcements daily on WMC. Preferred program time also is scarce, altho the station is maintaining open time for public service features that is not for sale. An announcement of rationing policy will be made shortly.

WHBQ reported that they have cut the number of announcements they will sell any one advertiser from 12 to 8. As a proof of the tightness of time, WHBQ had to increase its broadcast schedule five hours in the three days September 9, 10 and 11, during which time they sold 100 firms over 200 quarter-hours of 100 per cent War Bond copy as contribution to radio's spearheading of the Third War Loan campaign.

Chicago

Not Selling, But Taking Care of Biz, Chi's Ache

CHICAGO, Sept. 18.—Local stations, large and small, are going into the fall season with plenty of business on their books. Several stations are worrying, not about obtaining business, but in taking care of the business offered them. Available commercial time is a scarce commodity. There is time to be had in the early morning or late night hours and a few afternoon periods. Practically no one-minute spots are available. Closing of the baseball season will make some afternoon time available on a few stations.

Local retail firms are generous time-users and there is also a considerable number of national firms using local time. A Wednesday schedule of WGN, for instance, shows 28 local and 10 national firms using time. On WBBM the proportion is reversed, its Wednesday sked listing nine locals and 12 nationals. These do not include any network broadcasts. The Walgreen drug store chain uses eight five-minute news spots daily;

four large State Street department stores carry quarter-hour programs; three brewing companies have daily 15-minute periods, and there are scores of other local firms using time anywhere from one to six days a week. In addition there are numerous participation programs aimed at the local retail trade. During the last few months help wanted programs have taken an increasing amount of time.

WLS Chi's Tightest

Probably tightest of all the stations on available time is WLS. Three one-minute periods are available. Almost all time on the station is taken. There is time available during the daytime hours; none at night.

WBBM has two 15-minute periods available in the afternoon and a small amount of time in the early morning hours. Business is in a fluid state, no time today, maybe plenty tomorrow.

Business is very good, but WMAQ has time available. They have early morning time. There's Ed Mitchell's 6:15-6:45 a.m. spot, which it is expected will be sold shortly. There also is a small amount of Saturday and Sunday a.m. time available. Network programs occupy the evening and night-time hours until 10 or later. There is some time available on Saturday and Sunday after 10 p.m.

WCFL has about 80 per cent of its time sold. It has a small amount of night time available, "but we are choosy as to sponsors. At the end of the baseball season we will have three hours available in the afternoon."

WGN Almost Solid

There is very little open time on WGN. There are a few 15-minute daytime spots open and a half-hour or two. There'll be more time after the baseball season closes, but disposition of the 3 to 5 p.m. period depends upon Mutual's new program idea. MBS may try to put on some network programs at this time.

WAIT, one of the newer stations, has considerable available time. Evenings are pretty well filled, but there is about a half-hour in the morning, tho not all in one strip. In the afternoon a number of quarter-hour commercials can be handled from 2:05 to 5:15. This time also is available for one-minute spots.

On WAAF there is a limited amount of time, some in the early morning and a few one-minute spots. Two 15-minute spots now occupied by sustainers featuring Bing Crosby's records are available in the afternoon; also five-minute spots on *Club Melody*, 5 to 6 p.m. program similar to Eddie Chase's *Mythical Ballroom*.

WENR is nearly 90 per cent sold. A small amount of afternoon time is available. Nothing at night prior to 11:45.

New Orleans

Time Tightness Means Conservative Bally

NEW ORLEANS, Sept. 18.—Spot time is at a premium on all five local stations, with one broadcaster now cutting into the 15-minute breaks to take care of retail accounts. Scarcity of space has one big development, station managers are more closely scrutinizing copy to break down old-time hoakum. "Conservatism is the order of the day and we believe our listeners appreciate discrimination of quality over coin," manager of one chain-link station reports.

At WNOE commercial time is at all-time high, with spot time practically sold out, but commercial program schedules still under saturation point. Result points for more conservative copy. Business for retail accounts is far ahead of a year ago.

At WSMB spot announcements fill every available station break, with aggregate commercial time at an all-time peak. Station is unable to sell any more spots. Commercial program time is "well filled."

Most spot time on WWL, WDSU and WJBW is filled. There are a few 15-minute or over open.

Minneapolis

Retail, Food and Net Biz Mean No Twin City Time

MINNEAPOLIS, Sept. 18.—Radio time buyers placing commercial time on the air don't have much choice on when their programs can be aired, Twin Cities stations this week indicate.

Almost without exception, every broadcasting station in Minneapolis and St. Paul is practically sold out, with available periods very slim. Business has jumped anywhere from 25 per cent to 50 and 60 per cent over that of a year ago, and radio stations are enjoying their best year since entering the field.

A rush of local retail and food advertising accounts, plus stepping up of network programs for the web outlets, is the reason for the hypo given radio broadcasting here.

Only 30 Minutes on Sunday and Tuesday

At WCCO-CBS only available night time left is 30 minutes on Sunday and Tuesday nights, while a half-hour sustainer on Thursday nights could possibly be converted to commercial.

Station is booked solid from 6 a.m. to 2:15 p.m. daily and from 4:45 p.m. thru 11:10 p.m., with the exceptions listed above. Between 2:15 and 4:45 p.m. there are a number of educational and participation programs. WCCO is booked solidly from 12:30 p.m. on Sundays and from 9:30 a.m. thru 1:30 p.m. Saturdays. The station has, at most, about four hours of available time weekly.

The picture at KSTP-NBC is practically the same. Business is way up over a year ago and the station is loaded with spots and participating business.

WTCN Best Since '34

WTCN (Blue) is experiencing its best business since it went on the air under its present call letters in 1934. Hagman said morning time from 7 a.m. to 1:30 p.m. is completely sold, as well as evening time from 5 to 11 p.m. Most of the new business is local retail, local-sponsored national, food, bedding and grocery.

WLWL (Mutual) reported business 44

per cent above that of a year ago. As of October, the station will have only two hours of available time daily. Much of the new business is made up of retail accounts, altho network play is way up.

Enjoying a business surge of approximately 40 per cent better than a year ago, WMIN, indie, has five or six hours of its 18-hour day still available for sale. Most of the new business is local because the station is not connected with any of the webs.

At WDGX, indie, station's 1942 business, biggest in its history, is already overshadowed by 30 per cent to date this year. July and August, usually dull months, were better this year than the best months of 1942.

WDGY has stopped the sale of spot time, with only 2½ hours of program time daily still available for sale. Most of the new business comes from heavy local activity.

Des Moines

More Marginal Time Sold in Iowa

DES MOINES, Sept. 18.—Rationing of radio time is more than a possibility in this area with a survey disclosing larger stations hard pressed to handle available business. One effect of situation has been influx of national business for smaller radio stations, which six months ago were hard put because of decline in normal local business.

The 50,000-watt WHO at Des Moines is running almost fully commercial, which is not too unusual as it has been heavily loaded for some years. Present situation finds it turning away business regularly. Out of 133 hours on air weekly the commercials and war-effort shows account for more than 80 per cent. Some agencies are unable to spend full budget with station.

An example of programming is shown in *Radio Revival* hour, which is played 1 to 2 p.m. on Sunday and sold again for 11:30 p.m. to 12:30 p.m. on Sunday nights.

Increase in business has brought a demand for local live talent for national spots. Some of present acts are filled up with shows and sponsors seeking locally produced shows more and more.

Iowa Broadcasting Company reported

New York Station-By-Station Breakdown

WMCA. . . . Take up 44 per cent over last year; managing to stick to its 60-40 ratio for national vs. local biz with national dollar on top; time sales, as compared to spot announcements, are up about 20 per cent with the biggest block now available being a half hour and only two of those; new advertisers and new products like:

Seaman Bros. Deodorant, Airwick, are all over the station; trend to talent over records; help wanted shows on participation basis returning almost twice card rate; Hecht's, Macy, Loeser are department store clients; used car dealers so persistent station slapped a limit on number of spots available to these advertisers.

WOR. . . . Tally shows biz up 32 per cent; more local advertisers, but national and regional business still takes 95 per cent of station; spots almost gone so selling more time; however, demand for spots less than what was year ago; has clients that never used radio before, such as vendors, and others that never advertised before, like a local cheese maker; participations and news are choice items; help wanted and institutional some choice time available, but station has always sold all around the clock.

WJZ. . . . This outlet has been sold as a local station only since NBC-Blue split about a year ago, still this is the biggest month in history of the station or 23 per cent over last year; cumulatively, first nine months of 1943 for WJZ are 30 per cent over 1942; local biz is up to where this month it's better than 24 per cent of total take; dollar volume on announcements vs. time sales is being narrowed; from a 2 to 1 edge, spot has been wittled down to about 2 to 1½; national vs. local ratio is 75-25 with local coming in strong in recent months; here again the station is more of a regional than local outlet, consequently its local advertisers are those with regional appeal like breweries, department stores, etc.; expects more big retailers to buy time in months to come; latest new biz is Skaley Flour, out of Midwest, which is spotting a strip show on WJZ, and going in for strong merchandising drive to open local market for new soybean flour; all-night show has two national accounts plus a local, latter being a hotel; sold a midnight news slot.

WABC. . . . Situation here is unusual since WABC, key of CBS, is also more of a regional than local outlet; also with web biz booming WABC has less time to sell than ever before; what they have is sold with exception of spots that open up from time to time; mostly national advertisers; big exception was selling *Mrs. Goes A-Shopping* to Abraham & Strauss, local department store that's new to radio; has

(See Station Breakdown on page 10)

local business on KSO and KRNT at Des Moines up 16 per cent for the year and almost 33 1/3 per cent during last three or four months, while national business is up 18 per cent for the year.

The Des Moines stations are finding it hard to find spots for commercials starting October 1 and added that the situation was not as acute as at WMT at Cedar Rapids and WNAX at Yankton, S. D.

More marginal time is being sold than ever before. Both Des Moines stations are practically sold out for Saturday mornings after October 1.

Other out-state stations reported an increase in business, which is believed to be coming from the turn-downs received from the larger watters.

Salt Lake City

Retailers Buy Time But Place No-Selling Copy

SALT LAKE CITY, Sept. 18.—Salt Lake City radio stations are by no means out of salable time, but time and sales have changed materially in the past year. Business is up—definitely up—and on a local retail basis, too, but copy for radio spots and for periods has changed over almost exclusively from sales and merchandising to purely institutional.

The plain truth of the matter is that retailers in this war-swollen city have a tougher time getting merchandise to sell than in selling it. By word of mouth they can mention: "We have a new shipment of house dresses," and by morning the femmes are storming the store and taking them away. But the retailers are still advertising—and generously.

Every Salt Lake City station in the last year has shown substantial increases both in dollar volume and time used, a survey here revealed, but with plenty of good time yet on hand. Station KUTA (Blue) has recorded an increase of nearly 100 per cent, due to some extent to upping prices. A great deal of the increase, however, is due to increased sale of time. More than 60 per cent of all time on the station is commercial, much of it bought locally by retailers and service industries. Use of A and B time has been more than satisfactory, with 75 per cent of A time gone and nearly 50 per cent of B time. There hasn't been much demand for C time, which on this station is before 7 a.m. and after 11 p.m. Actually less than 30 per cent is being used.

Break Sponsors Buy Programs

Station KDYL (NBC), has adopted a definite policy of weaning local buyers from station breaks to programs, and is having success. This is attributed largely to the wartime popularity of news programs and the trend from selling to institutional copy. The station hopes before the end of the war to have most of the large local buyers converted to program type of advertising. The station is on the air 19 hours a day and has less than 5 hours a day available for week-to-week sales. Slightly more than 75 per cent of its A time is being used regularly and about 70 per cent of all time. It has been a little more successful than others in disposing of C time, maintaining a 70 per cent average.

Station KSL (CBS) this year will show increased business both in dollar volume and time used, but like the others still has good time available from week to week. Seasonally, however, it finds itself hard pressed to provide key spot time. Much of this station's business is on long-term contracts, automatically renewed, and this business has followed the general trend to institutional copy.

Radio Station KLO (Mutual and Intermountain Networks) has shown a definite increase in both local and Intermountain Network business, but there is still no lack of time on the station, A, B or C. The trend of KLO is the same as those of all other stations in the area. Business, including retail, is up substantially. But there is still plenty of time available.

The station runs about 75 per cent of capacity on A time, 50 per cent on B time, with probably no more than 30 per cent of C time. Seasonally there is some squeeze on time, local retail trade is responding excellently, and this type of business is highest in years. Best time available is station breaks, since retailers have gone into news broadcasts and programs. They have also gone into "Win the War," institutionals, with Victory or slogan copy rather than the conventional sales type of plug.

Denver

Placing Net Programs Major Station Problem

DENVER, Sept. 18.—Placing of new network programs is now the major programming problem of Denver stations. The city's one independent station, KMYR, reflects this particularly, reporting that since September 1 there has been a drop in spot buying by the small local advertising. This same slump occurred last year in June and is brought on this year apparently by a shortage of merchandise. Clothing and coal seem to be hardest hit. Thru the summer months this year KMYR had virtually a capacity commercial schedule. A heavy sked of football broadcasting may bring a return of this situation shortly.

At KVOD (Blue) increases should be described as healthy, but not abnormal. The station has shown a steady increase, but good commercial time is still available. Established sponsors continue their regular spots of the stations.

Success Selling Mutual Co-Ops

At KFEL, MBS affiliate, a steady business increase also is reported, with new accounts providing much of the new program time requirements. Station has had a lot of success selling Mutual co-operative shows. Placing of both programs and spots is beginning to get tight, but good locations can still be found.

KIZ, CBS affiliate, reported a tight commercial schedule.

KOA, NBC owned and operated, apparently has the city's tightest schedule of any Denver station. Heavy schedule of NBC shows contributes a large part to the problem of locating time for new clients.

Grand Junction 40% Ahead

GRAND JUNCTION, Colo., Sept. 18.—Typical of the current boom in radio is the sales picture of KFXJ, only outlet in these parts and MBS affiliate. This town has no war plants unless the mines turning out war-needed minerals can be called war industry; actually these mines always worked full-time.

Area basically is agricultural and stock country. It's also physically isolated since it's over near the Utah line on the western slope of the Rockies. And like many another station KFXJ's big problem has been man power. Even time salesmen are not available.

But the boom hit here just as it has elsewhere. Currently the station is 40 per cent over last year; this despite the fact that about 75 per cent of the business on this outlet is on year round deals. First thing that happened was that a salesman came thru these parts, was nabbed by Rex Howell, station operator, sent into the outlying areas, and returned laden with orders.

Bumper crops and top prices had lined farmers pockets with cash. And with local retailers sporting lush inventories the rush started for radio time.

Here again the newsprint shortage was a vital factor since the town's one daily, an evening sheet, was in the same boat with all its confreres. Now KFXJ has almost exhausted its spot announcements, is selling a flock of news and has retailers, including the local department store, educated to where they are prepared to switch from sales to institutional copy if and when merchandise runs out.

Hollywood

Average Biz Up 35%; Keeps Names Spotlited

HOLLYWOOD, Sept. 18.—Commercial biz here is on the upswing and should top 1942 grosses, according to station execs contacted in survey. Figures were not available, but sales departments report there is definite indication that biz increase is 25 to 35 per cent over same period last year.

Holes have been made in station skeds due to dropping of old stand-by sponsors, who have been forced to slash ad budgets due to priorities. However, it was pointed out, that good-will sponsors are clamoring for time, using any kind of spot so as to keep their names on the air. Reports from other sections of country indicate that many stations are sold out and that no more time is available. Survey here

indicates that there is plenty of open time, so with spots yet to fill, sales departments may roll grosses to higher peak than previously figured before the year is out.

KMTR reports that their biz is up around 35 per cent over the first eight months of 1942. This station still has around 20 per cent of available time still open. New sponsors are headed largely by post-war pension plans. Old line advertisers, such as Dr. Cowen, are buying up time for war messages with no mention of product or service.

KMPC in Beverly Hills is 30 per cent over last year's grosses at this time. While there is still plenty of time open in the quarter and half-hour slots, their spot announcements have reached saturation point, according to station reps. KMPC has afternoon and dinner spots tied up with local and major league baseball. Execs here claim that local sponsor scare in 1942 has not materialized and that when one advertiser dropped out, another was on hand to bid for the time.

Network picture is about the same here with most webs having available time yet to fill. Blue reports that 20 per cent of time is still open. Grosses for Blue, according to network spokesman are up 40 per cent over last year for Coast biz, making the biggest gains for any station or web in this locality.

Station reps figure that much local biz depends on war news. As long as overseas reports are good, sponsors will stick, but if situation turns black some biz is liable to drop out. However, picture here for the rest of 1943 looks good, with increased grosses likely before the year is out.

San Francisco

Retail Radio Bureau Sells Dep't Stores

SAN FRANCISCO, Sept. 18.—Retailers are swinging to radio in this area but are exerting every possible effort to avoid hysterical buying. Foreseeing a possible curtailment of newspaper advertisements because of the increasing shortage of newsprint, six of the 11 stations have set up a Retail Radio Bureau to study the problems of the retailers and the application of these problems to radio.

Altho membership in the bureau does not include all of the stations, method of operation is such that it actually represents them all. One of the developments of the bureau, which is managed by Frank Wright, was the lining up of a number of big department stores for radio time.

To give some idea of the situation, 27 major retailers spend about \$3,500,000 annually for all types of advertising. Of this amount, the local retailers pay approximately \$400,000 annually for the administration and production of their schedules. Less than 5 per cent (\$160,000) goes into radio.

Dep't Store Radio Dumbness

A study of the department store set-up in the 27 stores revealed no space, equipment, personnel or time set aside for even the slightest consideration of radio. Fifty-two per cent had never been in a radio studio; 58 per cent had never written or approved a radio program; 89 per cent had never produced a radio show; 75 per cent admitted that they would be at a total loss as to how to begin to use the medium.

KFRC pioneered the development of retail business landing O'Connor-Moffatt & Company with a daily strip across the board. The Samuels Jewelry Company sponsors two audience participation shows a week, one a 45-minute program and the other a 30-minute feature.

Retailer Buys 5 Nights

KGO (Blue) claims the largest single time sale on a network station to a retail advertiser, Federal Outfitting Company, operators of 20 retail stores within Northern California and Nevada, who bought an hour five nights a week. Hale Brothers supports a one-hour recorded show on KSFO nightly.

KYA reported that nearly 75 per cent of time sold is retail business. I. Magnin have a 15-minute strip across the board using tie-up at present to promote sales of War Bonds.

KPO said the NBC station is enjoying the best business in its history and that for the first time in the 20 years of operation the local retail stores are taking an increased interest in radio as a means of

advertising. Altho KPO is reported to be carrying a heavy schedule, there are open spots available for prospective clients but not always the time they want.

The increase in radio advertising is due to larger pay rolls, higher farm prices and a greater listening population.

KFRC carries three large retail accounts, in addition to many spot campaigns for retail advertisers. However, the tendency of so many national and regional advertisers to use spot announcements has put spots at a definite premium.

Austin, Tex.

From Red to Black and Still No Saturation

AUSTIN, Tex., Sept. 18.—Both Austin stations, KNOW and KTBC, this week reported increases in business, particularly retail time, but still have ample time available for immediate future needs.

KNOW's business is up about 50 per cent over last summer, despite the fact that the 1942 was a political year, with many of the State's politicians spending more of their time and money on the air than on the old-fashioned picnics.

They've been doing good business all year, but have not yet reached the time saturation point.

Station's increase is attributed to the general business picture and to the fact that radio is still "growing up" and coming into its own as a retail sales message medium. Retail sales in this area, and thruout the State, for that matter, are away above last year, despite wartime merchandise shortages.

Daytime hours on KTBC are filled, but station last month went on full-time operation and that threw a number of new night spots open.

Earlier in year station changed ownership and management and has since been converted from a \$2,000-a-month loser last year to a money-maker. New frequency assignment and CBS affiliation a few days ago have also helped station's business.

Business is picking up all the time, due to energetic salesmanship in the past few months. Local and regional business are both gaining.

STATION BREAKDOWN

(Continued from page 9)

opened up 5:30-6:30 a.m. with a *Reville* show; another solid sock is Arthur Godfrey from 6:30 to 7:45 a.m.; only one spot open on this show; this is followed with quarter hour of news, another ditto of world news round-up; at moment only three five-minute news slots are available.

WINS. . . Biz up 35 per cent with lot of the gain stemming from station going full time some months ago; national biz big with local take getting bigger; same advertisers spending more dough; spots about gone and time sale, consequently, up about 25 per cent; help wanted shows are big item; likewise used car dealers.

WHN. . . Take is running 20 per cent over last year; national biz accounting for about 85 per cent of operation; this is another 50-kw. outlet which is no bargain for purely local advertisers so retail biz is pretty quiet; spot announcements very tight, have been for some time since this was always an announcement station, and recently they started weeding and trimming the amount and type of spots; moving more time, as compared to announcements, with commentators, news and live shows—segments of "gloom dodgers" leading the parade.

WNEW. . . This is one of the best money-makers in biz and one of the most sold stations; score card shows 27 1/2 per cent tilt over last year; station plotted campaign for local biz and has been gunning for it for months; the national vs. local ratio shifted from 70-30 to 60-40; has more advertisers, new advertisers and more biz from old ones; live shows either sold or out on quotation; station has come long way in recent years; now takes no sponsored religion, no loan companies, no coupon biz, sells no news—has news-cast with "daily news"—but does peddle commentators.

WLIB. . . Newcomer to local scene went on air May of last year didn't take commercials until year ago. Now it's booming, with local biz on top in national vs. local ratio by 70-30; has flock of new radio users in Brooklyn furniture and clothing stores; spot announcements are tailored on this station before being
(See Station Breakdown on page 25)

Network-AFM War a'Brewin'

Here's the Way It Ended

The American Federation of Musicians has arrived at a complete understanding with Decca Records, Inc., and World Broadcasting System, Inc., which will make the services of the members of the Federation available to those companies for recording of phonograph records and electrical transcriptions, respectively.

"The agreement is the result of discussions for a period of many months, during which the mutual problem of management and of labor were considered with sympathetic appreciation and reflect a genuine purpose of co-operation."

James C. Petrillo, president American Federation of Musicians.
Jack Kapp, president Decca Records, Inc., chairman of the board,
World Broadcasting System, Inc.

Mark Warnow Asked for Radio Rehearsal Pay

802 Hears Charges

NEW YORK, Sept. 18.—Charges have been preferred against Mark Warnow, CBS conductor, by 15 musicians for recovery of rehearsal money covering radio shows done, in some cases, six years ago.

Trial Board of Local 802, musicians' union, has accepted the charges and has granted a thirty-day postponement of the hearing requested by Warnow. Conductor claimed four weeks were needed to collect records over a six-year period involving several shows and dozens of men.

Musicians are asking payment for rehearsals of many programs, one of which is *We, the People*. They state they were ordered to appear and rehearse fifteen minutes on each shot but were not paid for the time.

Union, in the meantime, has heard all complaints and has the data which Warnow expects to overcome with facts and figures.

Scale Hike Tiff Kills Phil Symph Broadcast Plans

PHILADELPHIA, Sept. 18.—Orville H. Bullitt, president of the Philadelphia Orchestra Association, confirmed the announcement made by CBS that the proposed series of Saturday afternoon broadcasts by the Philadelphia Orchestra had been canceled. Scratching of the series, which was to have originated from the Academy of Music here for 26 weeks, came with the breakdown in contract negotiations between the orchestra management and the local musicians' union.

Harl McDonald, orchestra manager, corroborated this statement and Guy A. Scola, secretary of Local 77, AFM here, said the disagreement involves wages. The union had been huddling with the orchestra management on a radio scale since June, holding out for \$15 per man for the hour's broadcast, against a \$12 offer. It was reported that the Symphony Association was peeved because the union threatened to hike the radio scale to \$21 if the impasse was not broken before Labor Day.

Hutton New Emcee WMC Femme Show

NEW YORK, Sept. 18.—The War Man-Power Commission will change the format of its *What's Your War Job?* program this week when Ina Ray Hutton replaces Woody Herman. Show is a Friday eve half hour on the Blue. New slant will seek to recruit women war workers.

Arrangements are being made for Hut-

ton to emcee the show and furnish the music from whatever point she may be at the moment. If her engagements permit, program will be done from a studio. If not, a remote will be done from the spot where she is working. In that event the audience will see and hear the broadcast.

Ina Ray will give her time and the service of the band gratis to the drive which is sponsored jointly by the United States Employment Bureau and the War Man-Power Commission.

New tagline will be *Without Freedom There Can Be No Beauty*.

AFRA-ET Firms Talk Contract

NEW YORK, Sept. 18.—Contract negotiations between the American Federation of Radio Artists and recording and transcription firms are expected to get under way next Wednesday (22). Radio union has sent out invitations under today's date to meet with it at bar association headquarters on that day. As in the past, AFRA expects the E. T. and disk heads to designate a committee of representatives authorized to negotiate. Fair Practices Code for the diskers expires November 1.

Just what the union's demands will be remains under its hat. At the Chicago convention it was voted to turn down the 10 per cent increase agreeable to the transcription and wax execs. Originally the employers had okayed a 5 per cent hike, while the union asked for 10.

Present contract went into effect May 1, 1941, at which time some categories were granted increases, while others were not.

New Idea of Rating Composers Threatens ASCAP Tranquillity

Oldtimers, Hardest Hit, May Take Matter to Court

HOLLYWOOD, Sept. 18.—Unity within the ranks of the American Society of Composers, Authors and Publishers was threatened this week at the semi-annual meeting when members voiced their disapproval of new point system invoked by the organization. Claiming that the Society was attempting to trim budgets and make financial reports to individual members easier to handle, ASCAP bigwigs defended the new idea of rating composers.

Some members are said to have gone so far as to threaten legal recourse if ASCAP persists in going ahead with the point-rating system. Only feasible way for courts to act would be to ask for an injunction. While the idea is said to be favored by certain members, others fear that court action might tie up their ASCAP checks and make them come out on the short end.

L. Wolfe Gilbert, long-time member of the Society, put the matter bluntly up to Decms Taylor, president of ASCAP. Taylor claimed that if new point-rating system was found to be unfair, it would be altered so that all members would have a fair deal. The insurgents seemed

World Deal Has Joker for AFM To Use on Broadcasters; Radio Negotiations Stopped

No Fee for Commercial E.T.s

(Continued from page 3)

other for World Broadcasting, Decca's transcription subsidiary. The official terms are as follows:

Decca will pay royalties ranging from 1/4 cent on 35-cent disks up to 5 cents on \$2 sellers. Royalties covering the key sellers, 35, 50 and 75-centers, are 1/4, 1/2 and 3/4 of a cent respectively.

World will not pay royalties on commercial transcriptions used only by stations, but will pay 2 1/2 per cent of the lease price of disks used in the library service.

Both contracts run for four years from January 1, 1944, but both companies will start recording Monday morning with the AFM's blessings.

Decca Assist by Petrillo

In addition they received unexpected assistance from Petrillo, who told a reporter this morning that no other companies would be permitted to employ AFM musicians for the "time being."

This point had not even been discussed during the meetings that took place this week in Chicago between Kapp and Milton Diamond, Decca's attorney, and the members of the union's executive board. Decca's initiative in breaking the log jam is something that the union officials appreciated and paid back in kind. While Victor and Columbia can continue making money by merely employing their presses to fill back orders, Decca will be hard to overtake if it gets off to a strong start.

A number of legal obstacles were hurdled in the deal when it was agreed that the royalties would not be paid to the union directly, but would go to the performers making the records. This eliminates the factor of "subsidizing unemployment" which could have been fought in the courts, and it gets around technical wage increases which would have had to win the approval of the War Labor Board. Band leaders are independent contractors for purposes of

recordings, and an increased royalty payment would not require governmental sanction.

However, it is assumed that a special assessment on recording band leaders equal to the additional royalty fee will be put into effect January 1 by the AFM executive board.

Fight Cost \$7,000,000

While partially concluding a fight that, according to Petrillo himself, has cost members of his union \$7,000,000 in its 14 months' existence, it cannot exactly be called a victory for the union president. He has triumphed to a considerable degree in winning a regulatory measure, no matter how slight, against the mechanical music industry. And enough capital can be made of what point to continue the present AFM administration in office until it chooses to retire.

Another major point AFM gained, altho this point has not yet been confirmed, is (See *NET-AFM WAR BREWS* on page 14)

Philly Symph Tees Off AFMs Free Concerts

PHILADELPHIA, Sept. 18.—The first free symphony concert in this area under the plan recently announced by James C. Petrillo, AFM prexy, was given Tuesday night (14) at nearby Chester, Pa., by a unit of the union's Local 77 here. Symphony orchestra was made up of 70 regular members of the Philadelphia Orchestra and 25 outside musicians. Held at the Smedley Junior High School Auditorium, group was billed as the Philadelphia Symphony Orchestra, and played an all-Russian program, including *Tchaikovsky's Symphony No. 5* and the *Nutcracker Suite*.

In addition, the Petrillo-inspired symphony orchestra had four more dates on the calendar. Played Thursday (16) at the Coatesville (Pa.) High School; last night (17) at Dover, Del.; go Monday (20) to the Army post at Indiantown Gap, Pa., and Tuesday (21) appear at Pottstown, Pa. Saul Caston, associate conductor of the Philadelphia Orchestra, is directing all five concerts.

Towns selected are all those without regular symphony orchestras of their own or not regularly visited by the touring groups because of the limited drawing capacities. Frank P. Liuzzi, Local 77 prexy, in announcing the concerts, stated that all expenses, including salaries for the musicians, are paid from a fund established by the exec board of the AFM to further music as a factor in morale and the war effort. In selecting stands for the AFM-sponsored concerts, Liuzzi also took into consideration the fact that the stands are also major war production centers.

As far as it is known, the concerts skedded here are the first anywhere in the country under the plan earlier outlined by Petrillo, and the limited tour in this vicinity is undoubtedly in the nature of a test before putting the plan in practice on a nationwide scale.

NEW YORK, Sept. 18.—New York Philharmonic Symphony Orchestra plays its first date under the AFM concert plan Thursday (23) at Poughkeepsie High School, N. Y. Another concert is being skedded for New Brunswick, N. Y.

John Paine, general manager of the (See *NEW RATING IDEA* on page 14)

Band Must Have 8 Men To Rate WLB Wage Rule

Leader Still "Contractor" Despite Employer-Paid SS

PHILADELPHIA, Sept. 18.—Complaints of nitery and hotel owners against the local musicians' union for hiking wage scales by reclassifying the spots will now fall on deaf ears, according to Bert W. Levy, regional attorney for WLB, unless there are eight or more men in a band. Check of the town's bandstands after-dark reveals that only Billy Marshall's band at the Benjamin Franklin Hotel, a Meyer Davis unit, has more than the required minimum number of men. Altho some of the spots employ two bands, there is no other local band playing an after-dark spot that numbers more than six men.

Instead of giving a blanket ruling on the pay increase provided in the new union contracts, Levy stated that the WLB will rule individually, provided there are at least eight men in the band. Procedure established calls for both the union and the complaining nitery owner or hotel filing a brief with the WLB.

Levy's directive, however, clarified some major points of dispute. He pointed out that the mere fact that an employer pays the Social Security tax for its band does not necessarily establish an employer-employee relationship, and the maestro can still be considered as an independent contractor. Moreover, if the leader on the job picks his own side-men, and has control of his band members, then he is to be considered the employer and not the owner of the spot hiring the entire band. It is only where the owner hires each member of the band individually, and maintains full control over their playing, that he can be classified as the employer.

Philly Theaters Loading Up on Name Orchestras

PHILADELPHIA, Sept. 18.—Altho the house cannot book its band far in advance as in pre-war years, Warners' Earle Theater has enough commitments on music makers to insure a steady parade of top tootlers for the starting months of the 1943-44 season. The only mid-town theater with a lit stage, Earle blood is the swing band with a name.

Bill Israel, manager of the house, pointed out that more big name bands are being made available for Eastern theater dates than last season, altho most of the bigger names will not be available until after the first of the year.

Only definite advance booking is on Cab Calloway for Thanksgiving week. Benny Goodman was inked in for Christmas week, but scratched after Music Corporation of America advised that the maestro had other plans for that season of the year. Definite commitments for immediate weeks have been made for Woody Herman, Sammy Kaye and Vaughn Monroe, with the early weeks in 1944 making Tommy Dorsey, Count Basie and Duke Ellington available for the house. Also penciled in is an all-sepia unit topped by Hazel Scott and including the Golden Gate Quartet and a band to be selected. Unit will be a Cafe Society affair.

Making a drain on the available supply of bands will be Sam Stiefel's Fay's Theater, which gets going September 24 with Andy Kirk, following with Tiny Bradshaw. As last season, Fay's will buy the white bands as well, even house is committed to a colored stage policy. Morris Wax's long-dark Lincoln Theater, re-opening October 1, also figures on a sepia band stage policy, but finding the availability extremely low. So much so that the Lincoln may junk the band idea and depend on straight sepia vaudeville, bringing in bands on a catch-as-catch-can basis.

Musicians' Union Opening Its Own Jam Haven

PHILADELPHIA, Sept. 18.—Soon there will be no need for the town's tootlers to seek out the private clubs for after-hours imbibing or a bit of a session at jamming. Local musicians' union has finally decided to secure a club liquor license, which allows continuous bar operations every single day of the week. Regular spots close down at 2 a.m., midnight on Saturdays, and a closed lid on all Sunday activities. Present plans are to open up the union's clubrooms on Sundays only, providing a retreat for its members on their day of rest. A small orchestra will be engaged for the dancing incentives and the boys invited to bring along their horns to join in the jamming to their heart's content. Application will be filed with the Pennsylvania Liquor Board by Prexy Frank P. Liuzzi and Treasurer Joseph Bossie Sr.

Lucky Millinder Contract Case Interests Coast

AFM Decision Awaited

HOLLYWOOD, Sept. 18.—Lucky Millinder's alleged abrogation of contracts covering a West Coast tour of one-nighters, ballroom and theater dates has the attention of all dance promoters out here. Millinder is being held responsible for losses incurred thru advertising and other expenses, with Gale, Inc., Millinder's managers; Reg D. Marshall, who lined up the tour, and the musicians' union all expected to assist in recovering the money. Besides, AFM is being asked to rule on whether a booker is entitled to commissions lost when a band fails to play contracted dates.

Another angle of the canceled tour was introduced by a spokesman for the Eureka Chamber of Commerce, who said Millinder's failure to show up for a dance run by the Eureka Chamber of Commerce has "affected our feelings about playing Negro bands in the future."

However, Cole McElroy, who runs McElroy's Spanish Ballroom in Portland, Ore., feels that the Millinder incident is an isolated case and will be treated as such. "We will always play colored bands," McElroy said. "In our experience with Jimmie Lunceford, Fats Waller, Duke Ellington, Erskine Hawkins and many others, we have found them very cooperative. They are very fine to do business with and above all, very high-class gentlemen."

Marshall has received instructions from James C. Petrillo advising the promoter to file his claim with Leo Cluesmann, AFM secretary.

Millinder on Tap For Savoy Opening

NEW YORK, Sept. 18.—Savoy Ballroom here is expected to reopen Saturday (25) with Lucky Millinder and Eddie Durham's all-girl band on the stand. Police department has been reviewing application to reopen filed by Savoy management, and has intimated that a new license will be granted shortly. Ballroom was shuttered last April.

Orpheum Ballroom, one of the six spots here closed down by the police department last week, took its case to court and has been allowed to reopen pending the judge's decision.

Transportation Stymies Texas Tour for Mex Symph

AUSTIN, Tex., Sept. 18.—Lack of transportation facilities was given this week as the reason for cancellation of the scheduled Texas tour this month of the 106-piece National Symphony Orchestra of Mexico. Ork, directed by Carlos Chavez, substituted a Northern Mexico itinerary for the canceled Lone Star State jaunt.

Stage Door Canteens Get Music But Camps Still Going Without; Negro Bands Frequent Performers

NEW YORK, Sept. 18.—Securing bands to play at camps for servicemen remains a problem and the newly reorganized USO-Band Committee, chaired by Sonny Werblin, vice-president of MCA, appears to be unable to swing into action. Stage Door Canteens in various cities have had an ample sufficiency of band music, but camps outside city lines are still being neglected.

Last week the band committee, composed of bookers, thought it might handle the situation by asking Camp Shows, Inc., for definite dates at specific camps, to be filled like regular booking orders. However, not one band was obtained for any of the four dates suggested by CSI.

An interesting sidelight is the fact that over 50 per cent of the dates on the CSI books have been played by Negro outfits, which are only a fraction of the total number of bands in the business. Among the Negro crews who have filled camp dates are Andy Kirk, Tiny Bradshaw, Cab Calloway, Erskine Hawkins, Eddie Durham, Jay McShann, Don Redman, Cootie Williams, Duke Ellington, Lionel Hampton and Herman McClinton.

Canteens Get Plenty of Music

In contrast to the dearth of bands playing camps, the Stage Door Canteens, which have been operating in New York, Hollywood, Cleveland, Philadelphia, Washington, San Francisco and Newark, have profited greatly from performances by many of the top name bands, individual artists, small combos and local outfits. It is estimated that the New York SDC, in existence a year and a half and the oldest of the lot, was entertained by about 5,000 musicians.

The San Francisco Canteen, which opened just four months ago, has had 159 band performances, with each band averaging 13 men. The Hollywood Canteen has witnessed 548 band perform-

ances from May thru August, embracing a total of 1,697 musicians.

During the months of May, June and July the SDC in Newark, N. J., was visited by 24 orks, averaging 13 men each. Orks contributed 90 hours of service, and in addition many individual pianists and accordionists and small combos appeared there. From May thru August the Canteen in Philadelphia had about 50 bands plus numerous smaller units. During the same period Washington's SDC housed 43 bands donating 364 hours of service.

Fishman Joins Frederick Bros.

CHICAGO, Sept. 18.—Ed Fishman, former head of the William Morris Agency band department, joined the Frederick Bros.' Music Corporation in New York this week in an executive capacity. L. A. Frederick, FB prez, stated here that there is nothing definite as to what office he will work in, and it is quite possible that he may switch to Hollywood following a brief stay in the East. Fishman will handle band properties, both in the selling and scouting fields.

Fishman had been with William Morris five years. He organized the band department for WM. His sister, Frances Foster, is the office manager for FB in New York.

Park Central Set Till '44

NEW YORK, Sept. 18.—Park Central Hotel here is booked as far ahead as January 6, 1944, with Shep Fields opening for five weeks December 1. Charlie Barnet moves in Thursday (23) for four weeks, followed by Bobby Sherwood for six weeks.

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DIGA DIGA DOO

Duke Ellington (Victor), Bob Crosby (Decca)

I LOST MY SUGAR IN SALT LAKE CITY

Johnny Mercer-Freddy Slack (Capitol)

GEECHY JOE

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ON THE RECORDS

Reviews of the latest record releases. Paragraphs in heavy type are designed for operators of automatic phonographs. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By M. H. ORODENKER

SPIKE JONES (Bluebird 30-0818)
Hotcha Cornia—FT. *The Wild, Wild Women*—FT; VC.

It was on the same record session that cut out *Der Fuehrer's Face* that Spike Jones and His City Slickers dished out this musical travesty of the Russian *Black Eyes*. Now that this take-off has been incorporated in the all-star *Thank Your Lucky Stars* movie, the side's issue is timed perfectly for maximum merchandising appeal. As the title indicates, it's an outlandish *Hotcha Cornia* adaptation of the familiar folk song by Del Porter and Spike Jones, interspersed with cornfed fashionings for *The Volgu Boatman* to make for the interlude passages. All of it is set to a peppy and snappy beat. Showcased on the side is Wille Spicer at the Sneezeophone (a fugitive from a junk yard) for two stop choruses. Plattermate goes back to the days when musicians considered the
(See ON THE RECORDS on page 63)

Detroit Picketers Pro Musicians, Federation Attests

Court Hearing Sept. 28

DETROIT, Sept. 18.—Allegations that the pickets placed by Detroit Federation of Musicians in front of the Shubert-Lafayette Theater last week were "professionals" were vigorously denied in a statement to *The Billboard* by Jack Ferentz, federation president. The charge was attributed to attorneys for the theater who suggested an appeal to the War Man-Power Commission because of the shortage of labor here.

The pickets actually used, so far for only one night, were all bona fide federation members, Ferentz said. In addition, he claimed that most of them are war workers employed steadily in war plants in addition to whatever musical work they may do. Appearance on the picket line was scheduled between shifts of their war jobs.

The Lafayette situation remains in status quo, the house operating without an orchestra pending a court hearing on September 28 when the union will fight the temporary injunction which restrains them from picketing. House was closed one night when the other theatrical crafts refused to cross the picket line, but went on with all other scheduled shows when the pickets were withdrawn.

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'Back Attack' With Music

WE WERE under the impression that the slogan used for the Third War Loan drive, "Back the Attack," dramatically stated the precise need for intensified activity by the civilian population during this crucial phase of the war. In the midst of heart-warming news that show business has taken a leading role in mobilizing the country behind the attack, we have learned of a band leader on the Coast who twice failed to appear at bond rallies at which his band was to be the feature. The second disappointment caused cancellation of the entire rally.

The maestro felt the effect of his irresponsibility at the box office during his week stand in that city and that perhaps is his own business and his manager's, who wired him: "Things of this kind will definitely hurt your future."

What his behavior may mean for bands as a whole is the entire industry's business, especially if his actions highlight the backward stand many of his confreres have taken in the war effort.

We think his manager was a bit euphemistic when he said in the same wire, "We are all doing what we can in this war," but he unquestionably hit the nail on the head with his conclusion: "It is for all our sakes that we participate in a movement that is going to protect your kid and everyone else's."

Unless we win this war, and quickly, the lives of our kids won't be worth living out. And as for individual futures, which seem to be dominating the thoughts of too many band leaders, there just isn't any future under the Nazi heel.

The peoples of the entire world are involved in determining the outcome of this war but thru some incomprehensible process of reasoning, the band leaders under discussion believe that they alone are free from responsibility or participation. And to blot the sound of distant guns from their consciousness they try to shut their ears to any mention of the war.

They don't like to play war songs because once a drunken lout asked a band leader who was singing *This Is Worth Fighting For* why he wasn't in uniform fighting. They fear the question being asked of them because of guilty consciences. They are unable to state: "When Uncle Sam calls my number I'll be ready. Meanwhile I'm doing my bit behind the lines." The sad truth is meanwhile they are "too tired" to play for the boys in service camps who are preparing to fight.

The Billboard is in receipt of a letter from a soldier at Keesler Field, Miss., who says he is speaking for "thousands of music lovers and followers" who haven't seen a "top-notch band here for a year." He finds it "strange that there have never been any name bands to entertain us fellas."

This sort of appeal is not new, nor is it unique. It is because there have been so many thousands of similar pleas that responsible people in the band business have decided to reorganize the USO Band Committee in an effort to satisfy those soldiers' needs.

Too many musicians are quick to point to England and Russia as countries that recognize the value of music for morale, but are slow to remember that a musician in those countries is as busy fighting the war as a coal miner, airplane machinist, or a soldier himself.

We still have a war to fight and win. Let's really "Back the Attack."

Elliott Grennard.

Thelma Carpenter To Single

CHICAGO, Sept. 18.—Thelma Carpenter, for the past year featured vocalist with Count Basie and his band, left the outfit at the closing of its Regal Theater engagement here Thursday (16) to go out as a single under the William Morris banner. Prior to Basie, Thelma has vocalized with Teddy Wilson's orchestra. Laura Watson replaced her in the Basie post.

NEW RATING IDEA

(Continued from page 11)

Society, gave the members the lowdown on the ASCAP picture as a whole, while Deems Taylor informed those present of the financial situation. Arrangements for the meeting and dinner that followed were made by Richard Powers, Western division supervisor of ASCAP.

While the meeting went off smoothly, many writers are smoldering over the new rating system. Some of the members who produce consistent hits are of the opinion that they welcome the rating system. One member expressed himself by asking, "Why should old-timers be carried in the top brackets for sentimental reasons?" This group claims it is high time deadwood was cleared out and old-timers either forced to produce new hits or take the financial cut which new rating system is said to impose upon them.

Future developments should prove interesting, and whether threats of lawsuits and injunctions are just talk or will really come to pass will be known in the near future.

NET-AFM WAR BREWS

(Continued from page 11)

agreement from World Broadcasting that it will withdraw the use of its service from any subscriber engaged in litigation with any local of the AFM.

This demand from the union several months back instantly ruptured negotiations that were taking place between AFM and transcription companies and it is questionable whether many of the ET-ers will be free to follow World's lead in that direction. Certainly, those

that have direct or indirect ties with the networks will be forbidden to assume such an obligation and it is possible that the fight will be continued before the WLB and Congress if necessary.

New Records Soon

The broadcasting industry has triumphed in that it will shortly have new recordings available for its use in quantity and variety, as Decca is now the largest record company in existence, in units sold. Furthermore, there will be no additional cost for these records, as Decca will absorb the extra royalty payment without passing it on to consumer or user.

However, the possibility that AFM is winding up the recording embargo preparatory to taking on radio for a fight is not being lost sight of by the network boys. Petrillo has tested his strength in Rochester, N. Y., and Memphis, and he has announced quite a few times that his union has designs on all stations that do not yet have union contracts.

Wire Calls Off Negotiations

A portentous move was made last week when the AFM president wired the New York, Chicago and Philadelphia locals to halt until further notice whatever negotiations they are engaged in with radio stations. While some Local 802 men here reluctantly explain it as a stratagem designed to clear the air of hostility until the War Labor Board is finished hearing the AFM case, there are some who choose to read the message as handwriting on the wall.

They believe that Petrillo prefers to strip himself of any binding contracts when he decides to swing into action. Altho the New York contracts have until February 1 to run, the local union tentatively has asked for increases with retroactivity to August 1.

If negotiations with the stations are not resumed immediately after the recording dispute is officially closed with the WLB's approval, February 1 will mark the beginning of a new and bloodier battle than the one that is on its way to a conclusion.

ON THE STAND

Reviews of orchestras playing hotels, night club and ballroom locations and one-nighters.

Jan Garber

(Reviewed at Aragon Ballroom, Chicago)

GARBER is one veteran maestro with plenty of kick left for the modern dance patron. He has deserted his sweet band for a jive outfit, somewhat on the style of Tommy Dorsey, highlighting his brass and reeds in unorthodox arrangements of pops and standards. The Garber family looks ready for the swing rooms. Leader keeps selling each number with an alert personality and a sincere desire to please the kids.

While the outfit is not too populous on solo instrumentalists, the sum total is quite acceptable. The sets are dotted with swingaroo fare, and only enough slow ones are sandwiched in to give the picture some balance.

Plenty of vocal talent on tap, topped by lively Liz Tilton, a girl with a likable personality and a homey style that does justice to the pops and novelties. Bob Davis, lanky romantic baritone, sells the ballads with oomph (he was formerly with the disbanded Gene Krupa orchestra). Liz and Bob pairing up for duet work and on several occasions are joined by three musicians to form a vocal quintet.

Instrumentation stands at six brass, five sax and four rhythm. Several of the boys look like kids, and the others have that 4-F expression.

Sam Honigberg.

Mel Melvin

(Reviewed at Town Hall, Philadelphia)

THIS LARGE band is cutting a wide figure among sepioid bands in territorial circles, but just why is a major mystery after giving a listen, unless perhaps there aren't enough bands to go around for the bumper crop of work available in these parts at race proms.

This particular crew makes up in quantity what it lack in quality: Two trombones slide around in separate and distorted fashion, and most of the time barely in tune; four trumpets cut the figures as clean as a cross-eyed meat-chopper; a sax section of five men (two altos, two tenors and a baritone sax) with a blend as euphonious as a gang of fugitives from ten easy lessons; a drummer and bass of dubious qualities; and a piano man that is everything all the others are not.

Heightening the mystery of this band's popularity, and adding to its misgivings, is the maestro himself. The young lad displays directive capacities that vary from little to none, and with as much personality as a dish of chopped herring left out in the rain. Even the band ignores his downbeats.

Adding to the musical confusion, the brasses are all partial to the open horn blowing. It's a question of who can out-blow the other, playing in tune be hanged and let the clinkers fall where they may.

One of the trumpeters and one or two of the saxes sound as if they have finer concept of this thing called hot jazz, and the pianist listens as an expert keyboard knuckler, but the contamination from the rest of the band doesn't give them half a chance to show their real musicianship.

Playing is all in jump tempo for the ride tunes with a generous sprinkling of the forthright blues.

On the distaff side is Viola Craig, a fetching chick with a fine flair for low-down blues singing. Garners more favor from the dancers than the rest of the gang, altho the band itself, for some mysterious reason keeps the dancing feet in a happy frame of mind. It might be because they play loud.

Maurie Orodener.

Spear Back to Radio After 11-Week Band Leading Stint

NEW YORK, Sept. 18.—Sandy Spear is heading back to the radio studios as a trumpeter, dropping his band leading career next week after an 11-week try at the Pelham Heath Inn here.

William Morris Agency was planning a drive on Spear, but radio programs guaranteeing the trumpeter \$300-\$400 a week decided him against band leading.

Balto Air Show \$18,700 at Hipp

BALTIMORE.—Radio show, *Club 1300*, starring Baltimore Irwin Elliott, and with Roger Gallagher, Ken Williams, Curley Clements, the Rangerettes and Marion Dawn, featured over WFBR, local Mutual outlet, grossed a splendid \$18,700 at Hippodrome Theater week ended September 15.

Also on bill were the Arnaut Brothers, Professor Backwards, Fraser and Roberts and Wyse and Mann. Pic, *My Kingdom for a Cook*.

Current bill headlines Sammy Kaye and orchestra.

Ink Spots, Sherwood Fine 28G in Philly

PHILADELPHIA.—The Ink Spots and Bobby Sherwood's band splitting the marquee, a big week, ended Thursday (16), was enjoyed by the Earle Theater (seating capacity, 3,000; house average, \$20,000). Gate boomed to more than \$28,000, exceptional in view of the frequent appearances of the Ink Spots here and the fact that the Sherwood bandmen are newcomers. Lyda Sue and Johnny Woods the added acts, with Gwen Davies, out of the band, rounding out the bill. *Frontier Badmen* on screen.

New bill opened Friday (17) is without a name band, offering Dante the Magician in his *Sim-Sala-Bim* magic show, featuring Moi-Yo Miller and Her Mystery Maids. *My Kingdom For a Cook* on screen.

J. Dorsey Big 27½G, Prima 22½G in L. A.

LOS ANGELES.—Grosses at the Orpheum Theater (2,200 seats) here hit \$50,000 for the last two weeks, with Jimmy Dorsey adding \$27,500 to Louis Prima's \$22,500 for the Labor Day weekend to make the total. Dorsey packed a full house from start to finish, with the \$27,550 coming as no surprise after the opening show. Film with Dorsey was *Thumbs Up*.

Prima's \$22,500 was considered good. Altho he had the holiday week-end trade to boost him, his crowds on other days were near capacity. House charges 75 cents tops.

Teddy Powell Okay In Omaha, 15G; Al Kavelin So-So 12½G

OMAHA.—Teddy Powell and orchestra and Johnny Burke grossed \$15,000 for a week's showing at the Orpheum Theater here, ended September 16. Also on the bill were Kirk and Madeline, and Alice Kavan, hooper. Pic, *Bomber's Moon*.

Preceding Powell, Guy Kibbee, Gus Van and Al Kavelin and ork grossed a lukewarm \$12,500. On screen, *Gals, Inc.*

Bob Chester ork review opened at the Orpheum Friday (17).

School Bow Hurts Hutton in Boston

BOSTON.—The return of the kids to school has hurt daytime business in Hub film and vaude houses. But none has shown a more marked slump than the RKO-Boston (seats 3,200; scale, 44 to 99 cents), where Ina Ray Hutton closed a week Wednesday (15) with about \$24,000 in the bag. Daytime business was way off, altho the nights were heavier than ever. War Bond drives also hurt biz.

Unit also included the Carr Brothers, the Kim Loo Sisters and Henny Youngman.

Poor Weather Not Enough To Ruin Chi Biz; Hi Hat 50G for Lewis, Morgan 23G

CHICAGO.—Several days of cloudy, rainy weather hit the box-office register for week ended September 16, but business did not drop sufficiently to call for any red ink. It takes more than cloudy weather these weeks to trouble Loop theater receipts.

Chicago (4,000 seats; \$40,000 house average) scooped up a good \$50,000 for week ended September 16 with Ted Lewis and his revue and Bob Hope in *Let's Face It*. Combo is holding another week and any biz discouraged by the weather last week will probably show up during this session.

This will be the last Chicago stage-show for some time, *This Is the Army*

Weather, Holdovers Dampen Stem But Biz Holding; MH 100G; Para 73G; Roxy 90G

NEW YORK.—While a run of bad weather dampened Stem box offices, the drop was insufficient to cause any concern, as holdovers still predominate and the new shows opened up to good grosses.

The Roxy (5,835 seats; \$50,067 house average) opened Wednesday with stage-show including Carole Landis, Paul Draper and Jerry Wald's ork, while screen has *Holy Matrimony*. Initial week is expected to pull around \$90,000. Last week concluded the run of Ilona Massey, Raye and Naldi and *Heaven Can Wait* after a five-week run. Concluding stand did sensationally with \$78,000. Prior innings pulled \$102,000, \$105,000, \$105,000 and \$112,000.

The Paramount (3,664 seats; \$55,487 house average), also with a new bill, including Vaughn Monroe's ork and *Lady Takes a Chance*, is preparing for \$73,000 for the initial gross. Benny Goodman's ork, Jack Marshall and *Let's Face It*, pulled out last week after six rounds to \$50,000, which was preceded by \$68,000, \$65,000, \$75,000, \$87,000 and \$90,000.

The Capitol (4,627 seats) with the fifth

rubber of Horace Heidt's ork and *Du Barry was a Lady* should do around \$35,000, after hitting an okay \$42,000. Prior takes were \$65,000, \$64,000 and \$75,000. Morton Gould, Alan Jones, Henny Youngman and *Johnny Come-Lately* open Wednesday (22).

The Strand (2,758 seats; \$39,364 house average), with the fourth stanza of Abe Lyman's ork, Jerry Lester and *Watch On the Rhine*, is heading for \$38,000. Previous weeks knocked off \$45,000, \$58,000 and \$60,000.

Radio City Music Hall (6,200 seats; \$94,302 house average), going into the second session of *So Proudly We Hail* and stage-show with Frank Condos and Pick and Pat is anticipating \$100,000 after opening to \$115,000.

Loew's State (3,327 seats; \$22,856 house average), with the second week of the Harvest Moon Festival winners and Ed Sullivan and new film, the second run of *Best Foot Forward*, is expected to do around \$29,000. First session of the amateur dancers and *Swing Shift Maisie* knocked off an okay \$29,000.

Shep 12C, Para Ork 9C Waldameer's Fall Getaway

ERIE, Pa.—Rainbow Gardens, Waldameer Beach Ballroom, opened the fall season of one nighters with the Paramount Club Orchestra Saturday evening (11), pulling 900 head at \$1 each. Shep Fields and His New Music pulled 1,200 head Monday night (13) at \$2 a couple. Ballroom will continue Saturday night dancing and mid-week one-nighters with name bands. Policy will continue indefinitely pending any further changes in gas rationing set-up for the East.

Henry Jerome Ritz Opener

BRIDGEPORT, Conn.—With Pleasure Beach Ballroom closing for the season two weeks ago, the Ritz Ballroom opened Sunday (12), with Henry Jerome the first name band in. Altho Jerome is not very well known here, he did okay, drawing 904 persons at 98 cents each, for a gross of \$785.

Circuit Shows Back To Rialto, Chicago

CHICAGO, Sept. 18.—Rialto Theater here resumed with Midwest Circuit shows Friday (17), starting with the Mary Sunde unit. Bill includes Billy Foster, Mandie Kay, Bert Saunders, Dorothy DeHaven, Doree; the Three Squares, colored dancers, and Leshon and Mabel, dance team.

Miss Bobby Pegrim, who produced during the summer, relieving the ailing Fred Clark, will continue in that capacity and will be assisted by Mitzl Brown and Esther Shubert.

ROSA MACK (Baby Dumpling) is now being featured on the Midwest Circuit as "Rosa, the Girl With the Tassle-Tossing Torso." She played the Capitol, Toledo, last week, booked by Milt Schuster.

BURLESQUE NOTES

LEE FORD, number producer; George B. Hill, comic and book supervisor, and Helen McCree, emcee, are on their sixth month with Pete DeCenzle's *Follies* show in the Hawaiian Isles. . . . RIO AND LEE, last season on the Hirst Wheel, have split, with Joe Rio joining the air corps at Salt Lake City, and Marian Lee, the showgirl ranks at the Hudson, Union City. . . . BOB CARNEY, comic, and Jean, one of the Carney twins, heading for overseas with a USO unit. . . . SUZANNE BROWN'S husband, John Wright, is a private first class with an anti-aircraft squadron at Fort Warren, Cheyenne, Wyo. . . . PEGGY SHARP is doubling as a dancer and in scenes at the Hudson, Union City, N. J. . . . STELLA GARBO and Madice Dolgoe, former chorines, now doing defense work in the Continental Can plant in Jersey City. . . . SHIRLEY LYNN, sister of Paula, is doing defense work with Western Electric.

FORMER burly biggles gone legit include Ethel Shutta, starring in Irving Caesar's *My Dear Public* at the 46th Street; Jim Barton, with Alexander H. Cohen's *Bright Lights* at the Forrest; Lester Allen, a late addition in the cast of *Land of Fame*; Dave Mallon, with the road company of *Oklahoma*; Charlie Howard, in *Something for the Boys* at the Alvin; Emmett Callahan, returned from the Coast, company manager for *Laugh Time* at the Shubert; Irving Becker, again company manager for *Tobacco Road* at the Ritz, and in the cast of which are Vinnie Phillips and Lillian Ardell; Harry Shapiro, house manager at the Majestic tenanting the *Merry Widow*; Douglas Levitt, with Harry K. Morton and Zella Russell in *Blossom Time* at the Ambassador; Charles Bragg, in advance of *Junior Miss*, and Jimmy Savo, set to play the lead in Mark Warnow's forthcoming musical *What's Up?*

Niteries Reopen in Evansville, Balto

EVANSVILLE, Ind., Sept. 18.—Roy Miller reopened the La Conga here, casino club, Wednesday (15), with a show and band set by William Morris Agency, Chicago. Initial bill has Eddie Camden and his band (7) and a floor bill featuring the Hartnells and Joanne Jordan.

BALTIMORE, Sept. 18.—Forced to close last season because of the ban on pleasure driving, the Summit has reopened under a six-nights-a-week plan (closed on Mondays). Minors are banned at all times. Jimmy Kestler and orchestra landed the first bandstand job.

Fischer-MCA Revue To Open in Frisco

HOLLYWOOD, Sept. 18.—Clifford Fischer trained in this week to talk over with MCA the production of *Follies Bergere*. Unit will be built along former Fischer lines, but is scheduled to be streamlined for presentation in arenas. Only date set so far is November 18 in San Francisco.

Local office of American Guild of Variety Artists will ink blanket contract with Fischer.

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Unit Production Dwindles

Bookers Not Taking Chance On New Packages; Standard Shows With Names Wanted

Ready-Mades Now on Road Face Biggest Season

NEW YORK, Sept. 18.—Unit production has reached its lowest point in history with none but standard name package shows hitting the road. This season will see only about a half dozen ready-mades in the major vauders and production decline is seen as also affecting those who got up cheaper bundles for Kemp Time and other houses thruout the South.

Major reason for decline, according to producers, is the fact that few bookers are willing to take a chance with units that have had no previous history, especially since they rarely carry names. And having no market for them, the impresarios have lost interest in the field.

However, standard name packages such as Billy Rose's *Diamond Horseshoe Revue*, Harry Howard's *Bombshells*, Lou Walters *Latin Quarter Revue*, Earl Carroll's *Vanities*, and George White's *Scandals* are having no difficulty in obtaining bookings and calling for heavy dough up to \$10,000 and percentages.

Those that have been able to gather sufficient material have had to pay plenty for their top acts, something which the minor producers are not able to do.

Another factor preventing further unit production is the fierce competition by band package shows. These items have been hitting peak grosses and neither ork nor house take a chance on dates.

Indicative of the difficulties involved in getting up a new unit are the tribulations of Gordon Kibbler, who in trying to get a show for Kemp Time has been shopping for acts all over the country. He is currently in Philadelphia trying to get a semblance of a line-up.

Even units off the beaten track which stood a good chance of getting bookings in the lesser vaude houses for break-in dates prior to hitting the de luxers, can't seem to get started. The Fokine Ballet has been submitted for several months, but so far has had few takers, altho they did fairly well on dates played.

With this kind of history, it is small wonder that unit production has suffered.

On the cheap packages meant primarily for the Southern houses, acts have been demanding higher salaries than ever, pointing to the lack of hotel accommodations and high prices for what is available. The producers are also plagued by transportation difficulties, an important item especially since most dates in that territory are less than a week's duration.

Producers believe that this condition will continue for the duration and any unit gotten up in these times can be exhibited as a latter-day miracle.

No Market for Nameless Units

CHICAGO, Sept. 18.—Units lacking strong names have a small chance of rounding out a season, despite the shortage of talent, developments indicate. Anton Scibilia folded his *Revue Americana* in Bridgeport, Conn., after a three-week road tour, feeling that Carlos Molina and his band, topping the show, were not strong enough to carry the load. He canceled several weeks lined up for him by the William Morris Agency.

The *Tons of Fun* unit, with Billie House, called it a day after a couple of weeks, when few bookings were forthcoming. House has returned to the West Coast. Count Berni Vici, who usually shows up with a show, will not work key dates this season, limiting his activities for the next few weeks to the T. D. Kemp Circuit in the South.

A. B. Marcus will be out of circulation this season. Following his stock company plan at the Majestic, Boston, he

will go to Mexico City where he plans to carry on with his show for an indefinite period.

Plans to take out another *Gay '90s* unit are still in the talking stage. Sam Roberts and Nick Bolla, the producers here, are looking around for talent.

FB Hot in Ice Biz; 150G Deal Set in Detroit

DETROIT, Sept. 18.—Frederick Bros. Music Corporation, thru W. Carl Snyder, Chicago office manager, has set a deal with the Book-Cadillac Hotel here calling for a policy of bands and ice shows. Policy starts September 28 when the initial show comes in for an indefinite run, with Phil Levant and orchestra on the bandstand. Under the present set-up hotel will spend around \$150,000 a year for talent and music.

Snyder, who will service the spot, has also installed ice shows into the Netherland Plaza Hotel, Cincinnati, now in their second year, and into the Benjamin Franklin Hotel, Philadelphia, which reopened with the *Lamb-Yocum Ice Follies of 1944* September 11.

FB firm is also preparing an ice revue for arenas, designed to play spots which the huge *Sonja Henie-Icecapades-Ice Follies* spectacles cannot take in.

N. O. Cafes Bar Under-18 Patrons

NEW ORLEANS, Sept. 18.—Local night clubs have issued a statement conforming with that of the State probation officer prohibiting admission to patrons under 18 to any cafe. Exception has been made for Fridays when youths between 16 and 18 are admitted.

Drive to curtail youth delinquency prompted the action.

LQ's 40G, Hurricane 36G Tops as B'way Nitery Biz Reaches Peak; Mobs Wait in Line for Admish

NEW YORK, Sept. 18.—Saturday night business is so terrific these days that lines, common around vaude houses, are making their appearance in front of night clubs. Last Saturday saw queues around the *Diamond Horseshoe*, *Latin Quarter* and *Hurricane*, while surrounding Broadway spots, the *Zanzibar* and *Folies Bergere* benefited by the overflow.

In all, the week's receipts after the Labor Day week-end are claimed to be the largest in nitery history. The *Latin Quarter* gross is said to have approached the \$40,000 mark, while Dave Wolper counted around \$36,000 for the week at his *Hurricane*.

The *Folies Bergere*, which has been operating in the red since its opening, is said to have had its first profitable week, while the *Zanzibar*, which has been clicking since its bow, recorded its largest take.

Hotel spots in the Stem sector similarly got a big play, as the *Astor*, *Edison* and *Lincoln* had the ropes up.

Elsewhere in the nitery sector, the

Smith, Lester In Chi Clean-up

CHICAGO, Sept. 18.—Two nut comics are getting profitable build-ups in town. Ted Smith at the Brown Derby has signed a five-year contract with operator Sam Rinella, which calls for a \$50-a-week boost every three months. He started at \$300, is up to \$350 now, and at the rate he is going will wind up with some \$1,300 a week. Rinella has taken such a fatherly interest in the lad that he brought in a couple of material writers, spending \$2,100. Also he gives Smith two weeks' vacation with pay every year and a \$500 bonus to boot.

Second favorite is Buddy Lester, at Ralph Berger's *Latin Quarter*, who has done such a big job in the spot that he was handed a 16-week holdover and a contract which calls for boost in salary from the original \$550 a week to \$800. William Morris let him out of a contract to play the *Tic Toc*, *Montreal*, which was to start next week, to continue here. His new deal, incidentally, was handled by Jack Irving, AGVA exec here, for Dave Vinc, Lester's agent.

Small, Miller Seek 2-a-Day Name Acts

NEW YORK, Sept. 18.—Two more two-a-day shows are being readied for production this season, as Paul Small and Bill Miller are scouting around for suitable headliners. Small seeks a follow-up on the current *Laugh Time*, to be labeled *Fun Time*, which is scheduled to bow at the Curran Theater, San Francisco, around Christmas, while Miller is looking for a top name comic for a show yet untitled to open sometime in November.

Small is dickering for Lupe Velez for a top spot, while Miller hopes to reassemble the Marx Brothers to headline his vauder.

Dancer Loses Appendix

DES MOINES, Sept. 18.—Ingrid Selandia, member of The Selandias, dance team, is recovering from a ruptured appendix in Mercy Hospital here. She was seized with an attack of appendicitis during the closing performance at the 100 Club.

Bonds as Admish To Cap Midniter; \$3,000,000 Goal

All Stem Vauders Co-Op

NEW YORK, Sept. 18.—Broadway vaudefilmers will cap its contribution to the Third War Loan drive with a midnight show at the Capitol October 1. Admissions will be by purchase of bonds from \$25 to \$3,500. Altho the show is just outside the official time limit of the campaign, most seats will be sold within the period set by the Treasury Department and can be credited to the drive.

Heading the talent committee are Bob Weltman, managing director of the Paramount, and Jesse Kaye, Loew booker. Most of the talent will come from shows playing the Stem vaudefilmers at that time, with names augmenting the line-up.

Production staff will consist of Harry Gourfain, Capitol producer; Arthur Knorr, of the Roxy staff, and Leon Leonidoff, of the Music Hall. Ben Serkowitz, Paula Gould and Eddie Dowden will do the publicity. Ernest Emmerling is the general chairman. Show's goal is \$3,000,000.

Belle Baker Claims Rapp Owes Her \$875

NEW YORK, Sept. 18.—American Guild of Variety Artists is seeking to collect \$875 for Belle Baker, who claims that sum is due her from Charlie Rapp, club date and resort booker, for a series of five performances in the borscht belt this summer.

According to the statement filed with AGVA, Miss Baker says she agreed to do five performances in five spots during one week. After completing four of them she was told by the manager of the fifth spot that the schedule was already filled and it would be okay if she didn't go on.

Miss Baker claims that because she didn't perform at the fifth spot, Rapp held out the entire amount.

Met Sked Interferes So Swarthout Nixes 3G Weekly at Roxy

NEW YORK, Sept. 18.—Gladys Swarthout is latest diva to turn thumbs down on a vaudefilm stage offer. Bid was made by the Roxy for four weeks, beginning at the first of the year at \$8,000 per. Miss Swarthout nixed the deal on grounds that it would conflict with her Met sked.

Last year Grace Moore inked a \$10,000 weekly contract and did sock biz, but so far is the only long-hair to come thru. Others balked at four shows daily because of strain on their tonsils. Vivian Della Chiesa recently refused a \$4,500 offer from the Earle, Washington, because of number of shows demanded. She countered with a bid to do one show a day for same coin.

"Laugh Time" 21G

NEW YORK, Sept. 18.—First week of the Paul Small-Fred Finklehoff two-a-dayer, *Laugh Time*, at the Shubert Theater brought in an estimated \$21,000. Admission nick ranges from 55 cents to \$3.30. The cast is topped by Frank Fay, Ethel Waters and Bert Wheeler.

HONOLULU, Sept. 8.—Trio of USO entertainers currently touring the South Seas Islands are Jim Burke, emcee; Bob Gilchrist, singing guitarist, and Marty Sunshine (*Kismet the Mystic*). The unit is under the auspices of Hawaiian Department Special Service Office.

Paramount, New York

(Reviewed Wednesday Evening, Sept. 15)

Stageshow matches the film, unimportant but entertaining. In for four or five weeks, no house records will be challenged but neither is any patron going to leave feeling he was short-changed. Vaughn Monroe is the draw, Bob Evans the entertainment, Dorothy Keller the performer.

Monroe has emphasized swing for this showing and his brass section helps him put it over. Band plays two tunes in that meter, *Harvard Square* and *Pagan Love Song* with verve. When he sang, Monroe stayed in that groove with his familiar *Pagliacci*, a medley of *If You Please*, *All or Nothing at All* and *In Times Like These* (from his film *Meet the People*), and a duet with Phyllis Lynne of *People Will Say We're in Love* taken at a lively clip. Leader is all man when he lets his pipes out. Voice is deep and rich, altho his diction is below par.

With him are Miss Lynne, who did *In My Arms* on her own; Murphy Sisters (only two; one out due to illness) harmonizing *Pistol Packin' Mama* and *Be-i-bo*, and Ziggy Talent, the cut-up of the crew. Talent did his three standbys, *I Wanna Sweater Girl*, *G-Man* and *Ants in My Pants*, with applause bigger than ever.

Bob Evans is back ventriloquizing with his dummy Jerry O'Leary. Leans less on his falsetto-soprano singing than formerly, his patter going over solidly. Gags are of the off-heard variety (even including the "Who's on first?" routine) but the audience acted as if the dialog were new and wonderful.

Dorothy Keller, a chunky, tap-dancing youngster, did two brief turns for swell returns. The gal's footwork is amusing, nimble and knowing, and her hep jitter movements are a delight.

Biz good at late evening show.

Elliott Grennard.

RKO-Boston, Boston

(Reviewed Thursday Afternoon, Sept. 16)

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VAUDEVILLE REVIEWS

milliar treacle-sweet sounds that have kept Lombardo a top band for more than 15 years. The output lacks any vestige of vitality or freshness; his music has become musty and stale with age.

The whining saxes and clarinets, the vamping pianos, grunting horn and stuttering trumpets are the stereotypes of his style. His one big asset, highly necessary for dancing, is the tendency of the boys to get on a piece and ride. The rhythmic lightness and evenness of the band is good.

The Lombardo Trio numbers were *In My Arms* and *Paper Doll*. Both turned out smoothly but without distinction. Vocals by Billy Leach and Kay Penton, either solo or duo, are right out of the top drawer. Both know how to sing; both have a light touch and a sense of styling a song. Together they did *No Celling on Love*, a new Carmen Lombardo piece, and *People Will Say We're in Love* with nice turns of phrase. Leach sang *All or Nothing at All* the way it ought to be done. Kay Penton's *Don't Worry* was okay, too.

The Pelletiers enlist a warm round of applause for a moderate dog act. Mack Lathrop and Virginia Lee, who return here at least once a year, turn in some crisp and clean tap routines. Belett and the English Brothers top the variety acts, doing their old roughhouse tumbling and low comedy.

Pic, *The Adventures of a Rookie*, starring Wally Brown, a Boston favorite. Show opened to slow business.

John William Riley.

Oriental, Chicago

(Reviewed Friday Afternoon, Sept. 17)

Playable bill, with the Three Stooges (an annual "must" here), Ray Herbeck and orchestra, Maysy and Brach and Saul Grauman and Company.

Herbeck and his band are sliced in half to make room for Grauman's musical stairway used in the finale. Break is no detriment to the outfit, which sounds good and dishes out strong commercial fare. Boys start off with the *Big, Fat Mamma* swingaroo, giving way to teen-age Bobby Peterson, trumpet lad who gives some fair impressions of his better-known brethren. Allan Hughes, matinee idol-looking baritone, scores with a couple of ballads. Has a good voice and makes a fine appearance.

Maysy and Brach hold up their end with tricky unicycling, featuring balancing and juggling tricks atop the single wheeled contraptions. Thrilling flash.

Bill Martin, drummer man, serves a blitzkrieg in one noisy session. Comely Lorraine Benson follows the Stooges and holds attention with a sweet, little voice, cooing *Siender, Tender and Tall*, *Put Your Arms Around Me* and *Please, Do Something*.

The Stooges were greeted by a mob of their worshippers and anything that might be said against their caliber of low comedy is more than balanced by the continuous stream of belly laughs. The guys mop up with their rough verbal antics and at this viewing Herbeck had a tough time carrying on with the show.

Saul Grauman features three girl dancers and himself on the musical stair-a-tone, novel but labored flash. Act starts on the regular stage with a couple of neat tap routines, including a fencing specialty by two of the kids, followed by the third gal with an interpretive tap-turns tidbit.

On screen, *Jitterbugs*, Laurel and Hardy second Loop run comedy.

Sam Honigberg.

State, New York

(Reviewed Thursday Evening, Sept. 16)

Layout this week has the Harvest Moon Ball winners, with Ed Sullivan emceeing for a second week, but surrounding bill and film have been changed. Show includes three acts, only one of which hasn't had repeated showings locally.

Ladd Lyons, an okay equilibrist, is the newcomer. He works fast and clean and knocks off some graceful balancing stunts on a table and chair. Latter portion of the act has his brother, planted in the audience, coming on stage to assist him. Together they do some polished hand-to-hand work to knock off a good hand.

Bill Bailey is the opener, and knocks off an applause-getting set of taps, but spoils the over-all effect with an inane line of chatter. Remaining act is the Murtah Sisters, doubling from the Folies

Bergere, who cap their act with their consistently good opera satire.

Film is the subsequent run of *Best Foot Forward*. J. C.

Palladium, London

Palladium, London, Europe's ace vauder, reverted to straight vaude, after four years of musicals, end of August, with a 12-act program. Absence of new acts and lack of novelties brings show down below the standard of a pre-war Palladium vaude bill. Five acts are new to the house but all, with the possible exception of Ann Shelton and O'Doyle Bros. and Jean, have been seen around London. Bill is set intact for a minimum of four weeks, with a possible extension of six or eight weeks. Last straight vaude bill here was in June, 1939, and it cost less than the \$12,500 which is the budget for this one. Still with front stalls at \$3.25 a throw and business the first week was capacity.

The Palladium Girls (16), easy on the eyes and neatly costumed, open with a brief number. The Four Kenways, two men and two girls, are a typical Middle-European aerial and dental act, offer a miscellany of good but not striking stunts that win appreciation. Wright and Marion, who returned from the U. S. A. last year, get a fair reception for their boisterous and loud comedy, with the woman taking plenty of slaps.

Maurice Colleapo, dancing and acrobatic comedian, with his family partners, Rubye, Joyce, Bonar and George, walk away with the honors of the first half. A typical example of the fast-disappearing flash act, this entry has everything in its 12 minutes' running time. Stand-ard bearer is a swell comic with acrobatic and dancing ability far above the average and his ballroom dance, in cod ballet costume, brings roars. The three men indulge in a comedy Riskey and teeterboard interlude that's an act on its own, while the two girls are winners with well varied acro dancing and other stunts. This great act all but stopped the show.

Issy Bonn, radio singing monologist, stands still at the mike but his voice moves plenty. Sings in almost every key and has trouble hitting the right one with his saccharine ballads. His jokes are corny and none-too-well delivered, yet was generously received.

Syd and Max Harrison, Irish boys with a hoke offering built on face slapping, prat falls and clothes tearing, are none too happy following so close on the Colleano outfit. Act also needs re-routining. Boys work hard but to little effect hence the mild applause that follows some of their best bits.

Billy Cotton and his band, 15 in number, close the first half. Cotton makes the mistake of sacrificing music for weak comedy. When the band gets down to actual playing, they are good. Supporting soloists are Dollie Elsie, mediocre on vocals, and Ellis Jackson, veteran sepla hooper, who has little or no opposition in his line and who ties the show into knots with his slick and fast-speed tapping.

Palladium Girls open the second half and are followed by O'Doyle Brothers and Jean, trio of neat and youthful tappers who finish with a stair dance. Nothing outstanding about the routines, but the neatness and polish are praiseworthy. Girl is a looker.

Manley and Austin are the third heavy knockabout act but nevertheless a riot. Both man and woman, neither youngsters, take loads of punishment and the turn is built for laughs. Routine is novel and the pace fast. Ann Shelton, radio songstress, heavy on looks and personality and with grand pipes, is a winner on her first appearance here. Style alternates between Dinah Shore and Sophie Tucker. Gives *So Nice To Come Home To* and *Don't Get Around Much* grand treatment. Bows off to a deserved ovation.

Max Miller, headlining, still tops the talking comics. Comes on to yell. Let's loose a lot of talk and asides in Cockney dialect. He's very blue in his chatter and has built his name in this direction. Now audiences scream at anything he says even if it's clean. He's 100 per cent personality and showmanship. Only complete show-stop in the bill.

Four Australian Motor Air Aces (all men) are a breathless closer with sensational acrobatics on a motorcycle and apparatus in midair. Good tricks and no stalling. Win a good deal of appreciation. Bert Ross.

Stratford, Chicago

(Reviewed Saturday Afternoon, Sept. 18)

Warner's oldest two-day date on the South Side (Saturdays and Sundays), usually playing good five-act bills, booked as it is by Marcus Glaser, of the Charles Hogan office, which is the biggest independent firm in the Midwest. Show caught was brief (some 45 minutes) due to the long and important accompanying pic (*Bombadier*). Reception opening show was practically nil, kids making up the majority of patrons.

The Balabanows, a double since April, open with their familiar musical act, presented by Henry and his wife. The accordion music, toe-tap turn and hard jumps thru a handkerchief and one leg are still there, and the stuff looks colorful.

Randy Brown, paddle ball novelty, has an unusual turn which has all the possibilities of clicking big. The lad keeps the tricks moving with an amusing Georgia-accent round of patter, and the paddle specialty is a type that has appeal to both young and old.

Maurice and Maryea, good-looking ballroom team, offered three numbers which were classy and above the heads of the kids. Make a fine appearance and their spins look commercial.

Jack Farrell, youthful comic and emcee, stepped into this spot for his act, consisting of singing comedy and gags, all clean. Most of the stuff wasn't meant for kids, but an evening audience should go for it. Uses his attractive wife in a talking bit and closes alone with a piano impression of Count Basie.

The Four Marvels, acrobatic gals, close with a poor exhibition of ordinary tricks. S. H.

Roxy, New York

(Reviewed Wednesday Evening, Sept. 15)

Continuing in the expense-be-damned tradition, the Roxy has lined up a set of potent b-o. figures, surrounded them with its usually careful production and result is a display that holds up well before the audience. Screen accompaniment is *Holy Matrimony*, greeted by excellent reviews, but lacks name excitement that would pack them into the theater.

Headliner is Carole Landis, who comes fresh to the theater after getting reams (See VAUDEVILLE REVIEWS on page 19)

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**Greenwich Village Hall,
New York**

Talent policy: Dance and relief bands; floorshows produced by Mildred Ray at 9, 12 and 2. Management: Lou Taylor, host; Dorothy Kay, publicity. Prices: \$2.50 minimum.

Inaugural show for this Village spot provides a good value, with Fats Waller heading the talent collection. The spot plans a consistent diet of names and is shelling out heavy sugar for personalities that will bring some dough into the box office. It seems that since the Village went commercial, Bohemian atmosphere is insufficient to lure the gentry downtown.

However, the irrepressible Waller makes a visit to this spot desirable. From the moment he warms up the place with *The Joint Is Jumpin'* to his closing *Honeysuckle Rose*, he gives out with generous portions of Wallerisms to completely satisfy the assemblage. His audience asides coupled with his can't-miss piano and song deliveries wind up the proceedings on a high plane.

Bill is nicely rounded out by Evelyn Brooks, Carlos and Chita and the Mildred Ray line (8). Miss Brooks is a tiny miss with a husky voice and fine delivery. She did *This Is the Army, Mr. Jones; You'll Never Know* and *Bless the Lord* plus an encore. Altho her efforts met with good response, she could get better results with better voice modulation, which would give more color to her renditions.

Carlos and Chita provide some sock moments with overhead lifts and spins, but rest of routines lack showmanship. A little more excitement between the heavy work wouldn't hurt.

The Mildred Ray line goes thru three numbers in standard fashion. Ned Harvey's ork fills the floor, but show-backing is often too loud for the performers. The Prado rumba ork provides relief.

Joe Cohen.

NIGHT CLUB REVIEWS

Hotel Touraine, Renaissance Room, Boston

Talent policy: Dance band; floorshows at 8 and 11:30. Hotel management: George Turain, Clarence E. Hyde; Tony Bersacola, maitre d'; Dorothy Maxfield, Jeanne Rolfe, publicity. Prices: Minimum, weekdays \$1.50 and \$2; Saturdays and holiday eves \$3 and \$3.50; dinner from \$1.50; drinks from 60 cents.

The current show is good, but it is not quite appropriate for a room with the class appeal of this one. It has style and atmosphere, but the entertainment is a trifle corny.

The Kathryn Duffy Girls, a troupe of 10 dancers, have been headlining here for the past nine weeks, and will remain thru the first of October. Thruout the engagement their routines have been changed every several weeks, but generally the elaborate production numbers are heavy and crowded.

Show gets off to a start with a medley of songs by mistress of ceremonies Gayle Robbins, clad in a Gay Nineties gown lighted with Conti-Glo lamps. It's effective to say the least. The Duffy girls continue the Gay Nineties atmosphere with eight girls, four dressed as men, in a colorful production. Allen and Barclay lead.

Leonore Solla's solo dance to a Gershwin medley is also a bit heavy, but it has energy and spirit. The stunning Carey Sisters, twins, follow in a neat novelty dance. Gayle Robbins then takes over the middle spot singing a series of familiar tunes, finally with audience invited participation. The old-time songs go over especially well.

The final production number is a tasteless and corny wedding ceremony, complete with Mendelssohn and Wagner. A male member of the audience is asked

to play the groom, while the bride is the dance captain.

Best act of the set is magician Jack Herbert, whose quiet manner and deft manipulations are just right for this spot. His tricks are excellent and his patter funny, but he needs a little more showmanship, a little more force to show them to best advantage.

Pat Sands' band continues to supply music with Bunny North, piano player and singer, relieving. Sands' band has improved a great deal in the past several months, but the balance of instruments is still poor. Public-address system also needs some fixing.

John William Riley.

Club Madrid, Louisville

Talent policy: Dance band and floor-show; shows at 10:30 and 12:30; Sunday at 5:30 and 8. Management: Milt Nagel, owner; Al Osborne, manager; Floyd Morrow, publicity. Admission: Two for 85 cents, Monday; 85 cents Tuesday, Wednesday and Thursday; \$1.10 Friday, Saturday and Sunday; 55 cents Sunday matinee.

Del Courtney's 11-piece outfit give customers all they want in dance music in reopening week for this 1,400-seater, refurbished during summer shutdown. Ork best at straight stuff and as result adds nothing to show.

The drowned out by band, ork vocalist Mary Jane Dodd got cheers and whistles in *St. Louis Blues* after run-of-mill warbling of *Let's Get Lost*. Voice, looks and showmanship okay.

Well-costumed Pauline Parks Girls (8), all lookers and well coached, are class of show, tho their routines show little imagination. Closing military number, with girls in rifle drill, got good reception.

Acro duo Evon and Victor make ridiculous appearance in *Indian Love Call* because it calls for an attractiveness and graceful dancing both of which they lack. Satire on apache dance was hit. Team should stick to this sort of thing.

Ork novelty on show, *Musical Zombie*, with trumpet playing *Ramona*, sax *Spanish Town*, etc., and all blaring separate songs at close built house up to let-down.

Harry Jarkey, who emceed at spot last year, is on hand with unrestrained patter and mugging. Nothing smooth about this chap, but audience who knows his bag of tricks as well as he does showed no signs of tiring. George Lamason.

Casino, Chicago

Talent policy: Shows at 10, 12 and 2:15; dance band; intermission organist. Management: Paul Small, manager and host; Paul Marr, booker. Prices: \$1 minimum; no cover.

Successful neighborhood spot on the South Side, offering friendly service, restful atmosphere and good food at popular prices. This formula has built a fine rep for the spot and the repeat trade gives it consistently strong grosses. Paul Small, former vaude singer, has been managing this room for over three years, doubling at the door and working in the shows. He knows the majority of customers by their first names and rates a lot of credit for the spot's success. Still boasts of a good voice, selling pops and standards with old-school class.

Most of the acts on the bill are typical nabe club performers. Booker Marr is gradually strengthening the bills with stronger road talent. When caught show was emceed by Sammy Sweet, who killed too much time with his introductions, dragging out the bill. On his own, he offers some fairly amusing impressions of characters in saloons (and most of the material is the same used by Billy DeWolfe before he entered the service).

Marlan Jordan, tapper, works in two spots in different wardrobe, but technically the steps are about the same, winding up with a circle of turns. Not strong. Alex Perrell has a good novelty in his shadowgraph specialty, using a spotlighted screen on which he casts funny carbons of animals and people thru manipulation of his hands.

Drake and Marche are a stock ball-room team, exhibiting three turns. They are tall people and dress well. Marie Jordan, singer, has a pleasant enough voice but no sales appeal.

Phil D'Rey, ventriloquist; Neville and

Day, dance team, and Janice Wilson, singer, followed in Monday (20). Del Woods and his ork (6) furnish so-so dance and show music. Leonard Smith is the intermission organist.

Sam Hontigberg.

Club Bali, Philadelphia

Dance and show band, rumba band; floorshows at 8:30 and 12:15. Management: Si, Joe and Max Kaliner, proprietors; Adolph Goldman, manager; Herman Toll, maitre d'; Barney Sloan, headwaiter; Tony Phillips, booker. Prices: Dinners from \$1.25, drinks from 60 cents; \$1.50 minimum weekdays; \$2 minimum Saturdays and holidays; no cover.

To usher in the new season the Kallner freres are offering up a meager morsel, and not entirely toothsome. Billy Vine was brought in for the comedy omsee spot. In spite of his yeoman efforts and obvious talents it is too much to expect the portly Bill to carry an entire show.

Of no help is the weak impression registered by Arlene Chandler. Okay on appearance, gowns and looks, gal does not impress with her singing. With thin pipes and a blatant personality equation in her lyrical expressions, gal mixes both rhythm ditties and ballads but to negative returns. Chants a trio of tunes, but at no time sets off any song spark.

Ruby Ring, only other added act, is a holdover from the summer schedule. The little gal is still dynamite for her

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Billy Vine, in his solo spot, impresses best with his take-off on a drunk with a crying jag. And his impression of Frank Sinatra is almost as devastating in creating a laugh riot in the house. Also hit a high comedy mark with his Charles Laughton satire and a jive version of Sadie Thompson, ringing in one of the chorus gals for the sexy Rain siren. Attempt to go dramatic, however, doing a reminiscence recitative of a broken-down actor, falls on the empty ears of this not-so-show-wise burg.

Mildred Ray line of six gals kick off and close down with bright rhythmic ensemble routines. At the mid-mark offer an attractive interpretive Temptation routine, setting the stage for Miss Ring's smash session.

Alan Fielding's music still on tap for the stellar show and dance music with Luis Perdenanz's crew providing the Latin rhythms. Maurie Orodenker.

Havana-Madrid, New York

Talent policy: Show and relief band; floorshows at 8, 12 and 2:30. Management: Angel Lopez, operator; Ed Wiener, publicity. Prices: \$1.50 minimum to 10 p.m.; \$2.50 after 10 p.m.; \$3.50 Saturdays and Holidays.

The Havana-Madrid's late-summer review impresses as an in-between item that will just about get by until they start their fall programs. Instead of the painstaking production usually evident here, show seems hurriedly assembled, but, fortunately, strong set of principals gives the layout some compensating moments.

Among them is Juanita Juarez, one of the more talented Latin-American songstresses, who had no trouble in getting the dinner crowd on her side with three numbers and an encore. Her ditties which mixed English and Spanish got laughs and a wild round of applause from the campaneros in the house but left the non-comprehending section of the audience in a blank. The Latin numbers, however, got over nicely with everybody.

The De Marlos, who have been displaced in legit shows, impressed as a graceful pair with a smooth ballroom

routine. The duo has a fine set of lifts and spins, with the gal knocking off an especially good off-balance turn. They did a waltz, fox trot and tango for hefty returns.

Remainder of the bill has the Johnny Rodriguez Trio who vocalize passably, and Rolando, a Mexican pantomimist whose lifelike make-up and mannerisms of Gandhi doing a jitterbug routine amazed and amused the customers.

The line's routining is substandard for this spot. Joe Cohen.

Plantation Club, Nashville

Talent Policy: Dance band; shows at 10 and midnight (Saturdays at 9:30, 11:30, 1:30.) Management: Mr. and Mrs. W. Kyle Davenport. Prices: 75 cents cover. No alcoholic drinks except beer. Dinners from \$1.50.

This well-managed suburban spot presents nothing but Negro entertainment and caters only to white patrons. For its size, the Plantation does as much business as any club in Dixie.

Currently the show is headlined by Helen Humes and Connie Berry, now in their fourth week. Helen is Count Basie's former featured vocalist, while Connie is a Cafe Society alumna.

On night caught, Rupert Harris and his eight-piece band played excellent dance music for the dancing and shows.

Maurice Hulbert, who serves as emcee and fronts the band, opened the show with his Pomeranian dog Major dressed in a tuxedo to match Maurice's togs. Major is a talented canine and Maurice knows how to sell the specialty. Keeps the customers attentive by kidding with them.

Next on were Gertie and Van, in their well-received dance. Gertie does a slave-dance with Van who is dressed as the Hunchback of Notre Dame. Van's make-up is perfect and he makes the patrons sit up and take notice.

Rose (Cyclone) Morgan, comedienne, followed with songs and stories. She went over big.

While some of the patronage comes from soldiers, it was noted that after midnight, when the military curfew is in effect, there were few vacant tables. Red O'Donnell.

Troika Club, Washington

Talent policy: Dance band; floorshows at 9 p.m. and midnight. Management: Helen Hamilton, managing director; Misha, headwaiter. Prices: Minimum \$2 week nights; \$3 Sundays and holidays.

The number of night clubs that have been doing business at the same location for 13 years are plenty few, but this week Helen Hamilton's Club Troika joined the select total. To celebrate its dozenth birthday, Joe E. Lewis is being offered the customers, and it's turning into quite an event. Opening night he tore down the house.

This is the first time Lewis has been exposed to Washington cafe customers, and the union seems pretty fortunate all around. The chairs are all filled in advance for the two-week Lewis engagement, and they're scraping off the wallpaper to squeeze in extra tables.

Lewis isn't pioneering with any new material but that's not worth mentioning as long as his regular classics score as they do. Blending a mad mixture of ribald songs with some of the fastest comedy ever delivered around here, the

vet comic left them beating their palms after working over an hour. Three times he tried to get off, but each time they brought him back.

Opening with his song, My Trip to the Catskills—a version of My Trip to Havana not likely to be heard on the radio—Lewis moved into his famous catalog of "special arrangements." These included Sam, You Made the Pants Too Long; That's Why the Lady Is a Tramp, Thanks for the Memory, Sears Roebuck Catalog and his own "analysis" of As Time Goes By. Last named was tops and drew terrific hand. Mixed with the songs, of course, was the usual Lewis nonsense, including the ever-popular monolog of the gent without all of his marbles who registers for a hotel room.

Lewis is brought on by Don Lamont, emcee, who has just taken over the assignment here and who gives promise of being a substantial addition to the permanent staff. Has good voice, but tends to hurry thru his act. Opening with Donkey Serenade, Lamont got a substantial hand, and for repeat did You'll Never Know. Closed with medley of service songs, which drew nicely. Youngster has plenty of promise and when he slows down his tempo some, will be working well.

Clarissa, Mexican dancer, preceded Lewis. First number was fast and had flash. For encore, worked to La Cucaracha and introduced pair of folk dances from south of the border. Act balanced the program nicely.

All in all, current show is tops and does justice to the occasion. Caskie Stinnett.

VAUDEVILLE REVIEWS

(Continued from page 17)

of publicity while sitting at the Stork Club tables with her husband of a few months. She's a likeable gal, means well,

and has a registering personality, but spoils the early part of her turn by singing.

She returns to put the Roxettes thru an intricate manual of arms. She broke up, momentarily, when she issued the wrong order, but quickly regained her composure. It would have taken a hard-bitten sergeant to have gone thru that routine without a miss-up anyway.

She's surrounded by terrific production, which hid her shortcomings nicely, and in all, made a favorable impression on the house. Wound up her routine by asking servicemen to come up on stage and jitterbug with her. They did that vigorously and she rewarded them with a fin each and a peck on the cheek. One sailor wasn't satisfied with this maternal kiss and went after bigger game. Both the gob and Miss Landis were roundly applauded.

Co-headliner is Paul Draper, whose ballet tap interpretations get as much respect in a vaude house as in a concert hall. Here he did a boogie-woogie piece, a dance to an 18th century gigue, interpretations of American folk tunes and taps to numbers called out by the audience. Got a solid hand.

Jerry Wald's ork makes a favorable impression. His Shavian clarinet pacing his outfit gave out in a pair of brilliant key pieces for good effect. His singers, Betty Bonney and Dick Merrick, scored handsomely, the latter doing especially well along swoon lines.

Three Sailors get the desired laugh quota with their knockabouts, while the Gae Foster, augmented by a dozen boys, go thru a fine routine to the Pique Dame Overture. Ben Yost's singers (12) round out the bill with their choral background for Miss Landis plus a good delivery of Infantry Song.

House almost at capacity when caught. Joe Cohen.

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Latin Combos Know Not How

Lack of Variety Keeps Neighbors Out of Lounges

NEW YORK, Sept. 18.—The good-neighbor policy notwithstanding, Latin units are finding it difficult to break into cocktail lounges. Spots in these parts may use them occasionally to fill in on an off evening, but will rarely consider their regular use.

Basic reason, according to operators, is the lack of dance facilities in these spots, and most customers are unwilling to listen to the same variety of music all evening without getting up for some hip exercise.

The south-of-the-border combos also lack the versatility needed for lounge work. True they sing, are proficient at their instruments and offer eye appeal while pounding out the music, but they rarely deviate from that tempo.

So far the Latins haven't missed the cocktail work, as they are in heavy demand for hotel and cafe relief bands, but many would like to get the heavier sugar that goes with cocktail work, as most jobs are above scale.

Again most lounges today cater to many servicemen and need combos that can knock off all the service songs. And they don't sound so well pounded out on the maracas.

There are, however, some rooms that use them frequently. The Pick hotel chain uses Latin bands in their Miami and Dayton rooms, and the Anchor Room of the Hotel Annapolis, Washington, spots a rumba outfit frequently. But others using that type of music are few and far between.

Chi Says Ditto

CHICAGO, Sept. 18.—The Latin unit situation is not much different in the Midwest. The spending mobs who prefer to kill an evening at the bar want their tunes mixed, with emphasis on comedy and swing.

Several attempts have been made to use South American units, but their engagements seldom last more than a week or two because of the steady diet of south-of-the-border music. While some of our neighbors try to dish out jive fare as well, it does not sound right to the local natives.

What, No Club Dates?

CHICAGO, Sept. 18.—Red Wilson's four-piece unit at the Longwood Cafe here holds two full jobs. One is in a defense plant by day, and the other on the Longwood bandstand from 9 til the wee hours of the morning. The boys are holding up pretty well, too. Wilson holds the record, having doubled now for 18 consecutive months.

On Saturday nights, tho, the longest night shift of the week, the boys just about make it home after their cafe job.

Red Jacket Turns Into Shade of Blue

AKRON, Sept. 18.—Blaine Johnson, featured vocalist and bass man with the Red Jackets (4) and formerly with Clyde McCoy's band, has organized a new four-piece unit, the Shades of Blue, which is opening a month's run at the Famous Bar here. Line-up, in addition to Johnson, includes Ken Devine, pianist and vocalist; Senora Corteau, violinist and vocalist, and Bill Lyons, guitarist.

Outfit is scheduled to fill the winter at the Santa Rita Hotel, Tucson, Ariz.

Talent for Bismarck Inn

CHICAGO, Sept. 18.—Bismarck Hotel reopens its Inn Monday (20) with continuous cocktail entertainment. Lounge and restaurant has been reconstructed and redecorated in modern design. Initial entertainers are the Biltmore Girls (3), instrumentalists and vocalists, recently in the Sherman Hotel's Dome.

Organist Joins B-D Trio

DULUTH, Minn., Sept. 18.—Patricia O'Dare, organist featured at Sun Valley, Idaho, for three years, has joined the Bunny Doc Trio here. Combo has been going so big that they have earned an indefinite holdover pact.

CHICAGO, Sept. 18.—Preston Sellers, organist who has been working cocktail lounges, has accepted a permanent post at the Oriental Theater here, playing brief spots thruout the day. Sellers was recently featured at Don Hudson's Packers Playdium, Green Bay, Wis.

West Coast Haven For Negro Units; Roll Up Long Runs

HOLLYWOOD, Sept. 18.—Negro units, riding the crest of the wave in the cocktail field, are rolling up long runs in this area. The King Cole Trio, in two engagements, have put in 15 months at Herb Rose's 331 Club, Los Angeles, and are set to carry on indefinitely.

Bobby Short is matching his 16-week run in the local Radio Room at George's, Glendale. Jimmy Noone (4) is filling two 12-week options at the Streets of Paris, while Louis Jordan is in his second month at the Swing Club. Ivy, Vern and Von are set to begin a third month at George's, Glendale, while Erskine Butterfield is on his second six-week option in the Florentine Gardens. That spot also has Carl Johnson in for an indefinite run. Eddie Beal Trio carries on there, sans Eddie, the leader, who reported to the army this week.

Bud Scott Trio opened in Glendale's Desert Room for a long run. Same spot is holding on to Fred Skinner, who is in his second six-month period.

Fiddler Turns Manager

HATTIESBURG, Miss., Sept. 16.—Joe Thompson, fiddling emcee recently at the Coconut Grove, St. Louis, has been appointed manager of E. C. Byxbee's Shelby Rendezvous here. Room has a 50-cent cover. Phil Lazzaro's Tophaters (3) have been held over and are currently in their 15th week.

More Rhythm for Chi

CHICAGO, Sept. 18.—Ralph Pass and George Mandell, former nitery operators here, have opened the Rhythm Inn, South Side cocktail lounge, using two piano-voice teams. Opening bill has Evelyn Waters and Frieda Winer, and Bob Sands and Jo Walker.

PROFILES



MARION MAYE

Born in New York and graduated from Hunter College, Marion Maye taught history at Long Island City High School until June, 1943. Her musical background includes three years of study with Lorus Hand, prominent vocal coach, and her hobbies are reading psychology and collecting records of the early jazz era. She has one of the most extensive collections in New York.

Her voice has the range and quality of Dinah Shore's, but her style and phrasing of a song is done in an original manner. At present she is being considered for a network radio program and is currently filling Kelly's Stables with New Yorkers who are eager to hear her. Managed by Mike Special, New York.

OFF THE CUFF

EAST:

THE THREE JAYS and Judy and Jill alternating at DuMond's, Philadelphia. . . . PETE NEAL TRIO at the Smart Spot, Haddonfield, N. J. . . . BETTY KING'S piano-vocals holding over at Philadelphia's Hotel Normandie. . . . BABY HINES teaming with pianist Toy Wilson at Flander's Grille, Philadelphia, alternating with the Don Renaldo Quartet. . . . AL CHEVELLER and His Music Makers carry on at Holloway's, Merchantville, N. J. . . . LEE LAWLER'S vocals added at Hotel Majestic Bar, Philadelphia. . . . RUSSELL MADDOX and His Mad-Caps at Nickle Jay's new Washington Cafe, Camden, N. J. . . . MURRAY ROSE and the Four Mates new at Kitty's Ship A-Hoy Bar in the Paramount Hotel, Bethlehem, Pa. . . . EDWARD E. BAUDIS'S piano at Philadelphia's Schwarzwald Inn. . . . GARDEN STATE TRIO spotted at Weber's Hof Brau, Camden, N. J. . . . KAY FAGAN at the Hammond organ featured at Benson's, Atlantic City. . . . THREE KINGS OF SWING and Paul Klotz's crew alternating at Cocchi's Cafe, Chester, Pa. . . . LILLIAN BOWMAN, piano-vocals, at Atlantic City's Dutch Kitchen.

GEORGIA FRANCIS, singer, is an addition to No. 1 Fifth Avenue, New York. . . . PETE BROWN bowed at the Onyx Club, New York. . . . GRACE AND

SCOTTY are current at the Crystal Cocktail Lounge, Troy, N. Y. . . . SHERATON HOTEL, New York, opens its Satire Room for the season Tuesday (21) with King Johnson ork and Tino Valenti. . . . JUDY LANG, a holdover at the Beacon Hotel, New York, was married to Bob Haring Jr., an arranger. . . . VIVIAN VANCE is being held at the Newark Recreation Center. . . . JACH WOODORD ORK, with Elmer Lanza, opened at the Village Barn, Hartford, Conn. . . . SHIRLEY CONKLIN, singer, is current at Gerutti's, New York.

MIDWEST:

DUKE SCHILLER and His Airliners (4) have signed a management contract with the Bert Gervis Agency, Chicago. They opened a run at the Beachcomer, Omaha, Monday (20). . . . THE FOUR NOTES, colored harmony act, leave for San Francisco next week to open a six-week run at Slapsic Maxie's October 4. . . . AMMONS AND JOHNSON, colored boogie-woogie team, are leaving this area for a run at the Streets of Paris, Los Angeles, beginning November 6. . . . TED PHILLIPS (4), with Doris Day on vocals, opened Monday (20) at the St. Paul Hotel, St. Paul. . . . POUR TONS OF RHYTHM back at the Silver Frolics, Chicago, after a brief vacation. . . . (See OFF THE CUFF on page 22)

REVIEWS

The Funatics

(Reviewed at the Brass Rail, Chicago)

With the trend for zany comedy at its peak, this five-piece nut unit is made to order for the cocktail lounges catering to informal trade. Group has four men and a girl and most of them act nutty thru most of the sets. The males are draped in awning-striped outfits and a flair for lunatic comedy.

Chief funsters are Phil Dooley, drum-

mer and trumpet man, and Ollie Harris, rotund bass slapper, both veterans of a several comedy combos. They know what it's all about and dish out the broad stuff in generous portions. Novelty, suggestive ditties and fare that is not easily classified are blended with the straight musical and vocal dolings. Carol Abbott, comedienne, is a cocktail lounge version of a Sheila Barrett, peddling comedy songs and relieving Dooley at the drums while he is busy at the mike being funny. Frankie Rex, accor-

dionist and straight ballad dispenser, and a pianist round out the family.

Sam Honiberg.

The Scott Sisters

(Reviewed at Preview Lounge, Chicago)

Two young, pretty entertainers, whose appearance is the dominant factor in the act. The blond lovely and attractive brunette take turns at the piano-solovox and at the mike for vocals. The blonde also doubles on the accordion.

Both the playing and singing are lightweight but harmless. With no trained voices behind them they wisely do not strain their pipes, holding on to a whisper-stage range.

The girls do plenty of oldies, keeping an index-card file on the piano to make sure that the sets are properly balanced. Pops and novelties are dished out, too, with special material on a number of occasions which are particularly suitable for their attractive personalities. Filling as they do the quiet afternoon and early-evening sessions in this lounge, they are in a position to handle the assignment.

S. H.



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

A

Adrienne (La Martinique) NYC, nc.
Air-Lane Trio (Dempsey's) NYC, cl.
Ames, Bill (Belmont Plaza) NYC, h.
Andrews, Avls (Zanzibar) NYC, nc.
Ard, Dottie (Clover Bar) Chi, nc.
Arrin & Broderick (Orpheum) San Diego, Calif., 28-Oct. 4, t.

B

Balley, Bill (State) NYC, t.
Banks, Warren (Bali) Washington, until Oct. 5, nc.
Barry Sisters (Copacabana) NYC, nc.
Barton & Brady (Corn Palace) Mitchell, S. D., 27-Oct. 2.
Belle & English Bros. (RKO Boston) Boston, t.
Belmont Bros. (Fair) Paulding, O., 20-24; (Primrose) Newport, Ky., 27-Oct. 9, cc.
Belmore, Barbara (Latin Quarter) NYC, nc.
Berry Bros. (Zanzibar) NYC, nc.
Bigbee, Butch (51 Club) NYC, nc.
Black, Betty (365 Club) San Francisco, nc.
Blake, Arthur (Capitol) Washington, t.
Blake, Sid (5100 Club) Chi, nc.
Blackstone, Nan (La Conga) NYC, nc.
Blanchards, The (Nicollet) Minneapolis, h.

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Bonger, Art, & Andrietta (Palomar) Vancouver, B. C., Can., 21-23, nc.
Brisson, Carl (Versailles) NYC, nc.
Birch, Sammy (Park Central) NYC, h.
Britton, Pamela (Latin Quarter) NYC, nc.
Brooks, Evelyn (Greenwich Village Inn) NYC, nc.
Brooks, Larry (Copacabana) NYC, nc.
Brown, Randy (Royale Club) Detroit, nc.

AGVA, Wirtz-Henie Iceers in Coin Pact But "Stars" Fading?

NEW YORK, Sept. 18.—American Guild of Variety Artists has landed a wage contract with the Wirtz-Henie ice shows which gives the chorus a \$55 minimum and principals a \$100 floor, plus other favorables. The ice spec combination has two units, but in practice the pact applies only to the traveling attraction, *Hollywood Ice Revue*, which is getting ready to rehearse in tune-up for its annual lush tour, with key dates already booked. No formal contract yet with the New York show at the Center Theater, *Stars On Ice*, but there have been formal discussions on a pact. Reason is that talent shortage may force closing of *Stars*, not enough personnel being available to supply both W-H skating specs. Box office is slipping, but it figures to dip after so long a stretch.

The chorus minimum is backed up by a limit of 10 performances weekly, continuous employment on play-or-pay basis, with no layoffs for holiday stretches or for other reasons, but there's a mutual two-week cancellation clause. Another big gain is set-up providing \$35 weekly for rehearsing.

Same provisions all down the line for principals, plus sleeper accommodations en route after 10 p.m. All talent must become members of the union, and an understanding was reached that all disputes will be handled exclusively thru AGVA's national office here, which means, in effect, via Matt Shelvey, national administrator. This development appears to reduce the influence of AGVA locals, at least as far as the ice pact is concerned.

OFF THE CUFF

(Continued from page 20)

BILLY DAVIS, former combo leader, now in the army air force band at Napier Field, Dothan, Ala. . . . DAN STERLING and His Dukes (4) have signed a "duration" contract at the Officers' Club, Knickerbocker Hotel, Chicago. . . . SYLVIA GRAY, singer, into the Ye Olde Cellar, Chicago.

LITA CHARBONNET, novachord-voice, has been set into the Airliner, Chicago, for three months by Alpha Demaree of CRA. . . . BOB MAJOR TRIO, two men and a girl featuring the unusual instrumentation of an electric organ, novachord, and drums, has started a run at the Indiana Hotel, Fort Wayne, Ind. BETTE WEBB, singer who toured with Lawrence Welk's band during his last theater dates, has teamed up with May Boken, pianist. They are current at the Flame, Duluth, Minn.

TRADE SERVICE FEATURE
ACTS·UNITS·ATTRACTIONS
ROUTES (For Orchestra Routes, See Music Department)

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.

Brown, Walter & Jean (Vine Gardens) Chi, nc.
Buckley, Dick (Stanley) Pittsburgh, t.
Buckwalter, Junior, & Marimba Queens: Worcester, Mass., 20-22; Woonsocket, R. I., 24-26.
Burns, Billy & Irene (Helsing's) Chi, cl.
Burns & White (Clover Club) Miami, nc.
Burton's Birds (Walton Roof) Phila, 20-30, nc.

C

Calgary Bros. (Earle) Washington, t.
Callahan Sisters (Mount Royal) Montreal, h.
Capella & Beatrice (Park Central) NYC, h.
Carlo, Mal (Helsing's) Chi, cl.
Carlsie, Charlie (Bowery) Detroit, nc.
Carmen, Lee (Phillips) Kansas City, Mo., h.
Carol, Gloria (Copacabana) Newark, N. J., nc.
Carole & Sherod (Chez Paree) Chi, nc.
Carpenter, Thelma (Kelly's Stables) NYC, nc.
Carroll, Helen (Latin Quarter) NYC, nc.
Chilton, Herman, Trio (Le Ruban Bleu) NYC, nc.
Claire, Vera (Phillips) Kansas City, Mo., h.
Clark, Tiny (Village Barn) NYC, nc.
Claudet, Marguerite (Hofbrau Theater) Lawrence, Mass., re.
Clayton, Ruth (Lookout House) Covington, Ky., nc.
Columbus & Carroll (Plaza) NYC, h.
Conrad, Cliff (Embassy) Brooklyn, nc.
Cooper, Karen (Latin Quarter) Chi, nc.
Cooper & Martin (Primrose) Newport, Ky., cc.
Cortez, Flores (Te Pee) Miami, nc.

D

Dainty, Francis (Palace) San Francisco, h.
Daniel, Mary (President) Kansas City, h.
Dante & Co. (Earle) Phila, t.
Day, Dawn & Dusk (Le Ruban Bleu) NYC, nc.
De Castro & Lucia (The Drum) Miami, nc.
De Croft, Ann (Astor) Montreal, nc.
Del Rio, Diane (Kitty Davis) Miami, nc.
Della & Drigo (Clover) Fort Worth, Tex., nc.
De Marios (Havana-Madrid) NYC, nc.
DeMay & Moore (Leon & Eddie's) NYC, nc.
Dennis & Sayers (Franklin) Lawrence, Mass., h.
DeSimone, Cheena, Dancers (Glenn Rendezvous) Newport, Ky., nc.
Dewey Sisters (Family) Scranton, Pa., 23-25, t. (Feeley) Hazleton 27-29, t.
Diaz, Servando Trio (La Conga) NYC, nc.
D'Ivons (Copacabana) NYC, nc.
Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.
Donagan, Dorothy (Latin Quarter) Chi, nc.
Doyle, Eddie & Amy (Skyway) Jacksonville, Fla., nc.
Doyle, Mary Jane (Phillips) Kansas City, Mo., h.
D'Ray, Phil (Cafe of Tomorrow) Chi, nc.
Dulo, Ginger (Primrose) Newport, Ky., cc.
Dyer-Bennett, Richard (Village Vanguard) NYC, nc.

E

Edwards, June (Chicago) Chi, t.
Emmy's, Carlton, Dogs (Lookout House) Covington, Ky., nc.
Enrico & Novello (Capitol) Washington, t.
Evans, Bob (Paramount) NYC, t.

F

Farney, Evelyn (Orpheum) Omaha, t.
Fiske, Dwight (Blackstone) Chi, h.
Fitzgerald, Ella (Zanzibar) NYC, nc.
Fredsons Six (Beverly Hills) Newport, Ky., cc.

G

Galante & Leonarda (Win. Penn) Pittsburgh, h.
Gall-Gall (Beverly Hills) Newport, Ky., cc.
Gero, Gaby (Sawdust Trail) NYC, nc.
Gifford, Moya (Eldorado) NYC, nc.
Gleason, Jackie (Club 18) NYC, nc.
Glover & LaMae (Adolphus) Dallas, h.
Gomez, Luis & Beatrice (Chez Paree) Chi, nc.

Gory, Gene, & Roberta (Kitty Davis) Miami Beach, Fla., nc.
Grace & Scotty (Troy) Troy, N. Y., h.
Grauman, Saul & Co. (Oriental) Chi, t.
Guells & Velina (La Conga) NYC, nc.

H

Hallow, Bunny (Eldorado) NYC, nc.
Hanneford, George, Family (Fair) Hutchinson, Kan.; (Fair) Oklahoma City 26-Oct. 2.
Harris & Shore (Chase) St. Louis, h.
Harrison & Fisher (Latin Quarter) NYC, nc.
Hartnells, The (LaConga) Evansville, Ind., nc.
Harvest Moon Co. (State) NYC, t.
Healy, Dan (Eldorado) NYC, nc.
Hermanos, Williams (Waldorf-Astoria) NYC, h.
Hild Dancers, Dorothy (Nicollet) Minneapolis, h.
Hildegarde (Statler) Washington, h.
Higgins, Peter (Park Plaza) St. Louis, h.
Howard's, Harry, Pin-Up Girls (Orpheum) San Diego, Calif., 28-Oct. 4, t.
Howe, Helen (Village Vanguard) NYC, nc.

I

Jaxon, Great (Modjeska) Augusta, Ga., t.

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Jesse & James (Latin Quarter) NYC, nc.
Jones, Jane (Zephyr) Kansas City, cl.
Jordan, Joanne (LaConga) Evansville, Ind., nc.

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Juarez, Juanita (Havana-Madrid) NYC, nc.
Jules & Webb (Fort Meigs) Toledo, O., h.

K

Kay, Eleanor (Primrose) Newport, Ky., cc.
Kay & Glenn (Beverly Hills) Newport, Ky., cc.
Keller, Dorothy (Paramount) NYC, t.
Kerr, Jack (Essex House) NYC, h.
Kings, 3 (Palace) Columbus, O., t.
Kirby, Elaine (Star Dust Inn) Washington, until Oct. 3, c.
Kramer, Stan (Alpine Village) Cleveland 20-27, nc.

L

Lane, Muriel (Henry Grady) Atlanta, h.
Lane & Ward (Strand) NYC, t.
Lathrop & Lee (RKO Boston) Boston, t.
La Voia, Don, & Carlotta (Utah Canteen) Salt Lake City.
Lawrence, Maurcen (Alpine Village) Cleveland, nc.
Leaming, Hal (Hollywood Show Lounge) Chi, cl.
Lee, Bob (Wivel) NYC, re.
Lee, Lois (Charles) Baltimore, nc.
Lee, Barbara (Palumbo's) Phila, nc.
Leeds, Jimmy (Tic-Toe) Montreal 20-Oct. 2, nc.
Leslie & Carroll (Clover Club) Miami, nc.

Lester & Irimajan (Hilo) Battle Creek, Mich., nc.
Le Verde, Leon (3700) Cleveland, nc.
Lester, Jerry (Strand) NYC, t.
Lewis, Ralph (Blackhawk) Chi, re.
Lewis, Happy (3700 Club) Cleveland, nc.
Liberto, Don (Copacabana) NYC, nc.
Little Sisters, Three (Palace) Cleveland, t.
Logan, Ella (Copacabana) NYC, nc.
Loring, Lucille (Town Tavern) Rockford, Ill., nc.
Louis & Cherie (Fair) Montevideo, Minn., 20-22; (Fair) Clear Lake, S. D., 23-25.
Lowe, Hite & Stanley (Orpheum) Omaha 20-23, t.; (Stratford) Chi 25-26, t.; (Palace) Columbus, O., 28-30, t.
Lucas, Nick (Orpheum) Omaha 24-30, t.
Lyon, Ladd (State) NYC, t.

M

Mara, Vince (George Washington) NYC, h.
Marcus, Dr. (Chez Paree) Chi, nc.
Marlowe, Don (Slapsie Maxie's) Hollywood, nc.
Martinez, Chu Chu (La Conga) NYC, nc.
May, Bobby (Beverly Hills) Newport, Ky., cc.
Maysy & Brach (Oriental) Chi, t.
Miller, Glenn, Singers (Stanley) Pittsburgh, t.

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Moke & Poke (Zanzibar) NYC, nc.
Monteros, The (El Bosque) Monterrey, Mex., nc.
Moya, Lolita (Glen Park Casino) Buffalo, nc.
Munro & Adams (Fruitport Pavilion) Fruitport, Mich., nc.
Murtah Sisters (State) NYC, t.
Musikings, The (Sky) Asheville, N. C., nc.

N

Nash, Joey (Iceland) NYC, nc.
Nelson Sisters (Orpheum) Omaha, t.
Nevel, Nik & Bernyce (Kilbourne) Milwaukee, h.
Niesen, Gertrude (Chez Paree) Chi, nc.
Nita, Maria (Village Barn) NYC, nc.
Noble & King (Blue Angel) NYC, nc.
Norman Lorraine Dancers (Clover Club) Miami, nc.
Nov-Elites (Down Beat Theater Bar) Sioux City, Ia., nc.

O

Oehman, Rita (Nicollet) Minneapolis, h.
O'Dare, Dale (Mon Paree) NYC, nc.

P

Pancho & Diane (Edgewater) Chi, h.
Parker, Lynn (Eldorado) NYC, nc.
Parsons, Kay (Eldorado) NYC, nc.
Pelletiers (RKO Boston) Boston, t.
Pendleton, Bunny (Blue Angel) NYC, nc.
Plant, Mark (Belmont Plaza) NYC, h.
Pops & Louie (Lookout House) Covington, Ky., nc.
Price, George (Latin Quarter) NYC, nc.
Princess & Willie Hawaiians (Ringside) Mansfield, O., nc.
Profit, Clarence (Kelly's Stables) NYC, nc.
Pupi & Gwen (Glenn Rendezvous) Newport, Ky., nc.

R

Rae, Nan, & Waterfall (Palace) Cleveland, t.
Rayburn, Harry (Gay Nineties) San Francisco, nc.
Reed Sisters (Chicago) Chi, t.
Rhythm Kockets, Four (Latin Quarter) NYC, nc.
Richey, Jean (Earl Carroll Theater) Hollywood, re.
Rimac, Ciro (Glenn Rendezvous) Newport, Ky., nc.
(See ROUTES on page 34)

DRAMATIC AND MUSICAL
(Routes are for current week when no dates are given)

Abie's Irish Rose (Erlanger) Buffalo.
All For All (Hanna) Cleveland.
Another Love Story (Playhouse) Wilmington, Del., 24-25.
Army Play By Play (Auditorium) Rochester, N. Y., 20-22.
Arsenic and Old Lace (Locust St.) Phila.
Barrymore, Ethel, in Corn Is Green (Court Square) Springfield, Mass., 23; (Bushnell Aud.) Hartford, Conn., 23; Bridgeport 24-25.
Charley's Aunt (Shubert Lafayette) Detroit.
Dough Girls (Selwyn) Chi.
Dark Eyes (Nixon) Pittsburgh.
Dough Girls (Civic Aud.) Pasadena, Calif., 23; (Russ Aud.) San Diego 24-25.
Good Night Ladies (Blackstone) Chi.
Jane Eyre (Davidson) Milwaukee.
Junior Miss (Ford's) Baltimore.
Kiss and Tell (Plymouth) Boston.
Kiss and Tell (Harris) Chi.
Life With Father (Walnut) Phila.
Naked Genius (Wilbur) Boston.
One Touch of Venus (Shubert) Boston.
Robeson, Paul, in Othello (Colonial) Boston.
Sons o' Fun (Forrest) Phila.
Tomorrow the World (Cass) Detroit.
Uncle Harry (Shubert) New Haven, Conn., 23-25.
Wynn, Ed, in Big Time (National) Washington.

ICE SHOWS ON TOUR
Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Ice-Capades of 1944 (Madison Square Garden) NYC.
Ice Follies of 1943 (Winterland) San Francisco.
Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.
Stars on Ice (Sonja Henie & Arthur Wirtz) (Center Theater) NYC.
Victor's, Art, Ice Parade of 1943 (Hotel Adolphus) Dallas.

Midwest Vaude Houses Turn Down Former Burly Queens

CHICAGO, Sept. 18.—The bars are up in the Oriental here for burlesque performers who have turned vaudevillains, and, indirectly, in the Riverside, Milwaukee, and National, Louisville, all three houses booked by Charles Hogan. Oriental management has notified agents peddling burly talent that it can no longer use it, due to the type of crowd attracted by those acts in former showings.

Ruling hits Margie Hart and Ann Corlo in particular, since these former burly strips have long deserted the burly field for richer pickings. Harry Howard, vaude unit producer who used Miss Hart in his new show, dropped her after a couple of weeks when the beefs came in from booking offices. The Howard unit is set for the Oriental New Year's week, but without Miss Hart.

Frederick Bros.' office is peddling Ann Corlo in a vaude unit which also features Herbie Miller and band and Johnnie (Scat) Davis as a soloist. Hogan has turned down the show, primarily because

of the no-burly-talent regulation. Lone burly pupil to crash the Hogan time recently has been Ada Leonard, who hasn't stripped in years and is currently fronting an all-girl band. Miss Corlo's last date at the Oriental was week of September 18, 1942.

Lone Vaude Stronghold

CHICAGO, Sept. 18.—For four weeks or more, starting Friday (23), the Oriental will be the only Loop house with a stagershow. The competitive Chicago will limit its flesh activities to a brief pit band inning between showings of *This Is the Army* which has a set run of four weeks with options for two more.

Development is a break for Oriental attractions playing percentage dates. First in (Friday) will be Shep Fields and orchestra, followed by Bonnie Baker and Milt Britton and band, week of October 1; Ina Ray Hutton, week of October 8; Tiny Hill, week of October 15; Eddy Howard, week of October 22, and Jerry Wald, week of November 5.



BROADWAY SHOWLOG

Performances Thru September 18

Dramas

	Seats	Scale	Cast		Perfs.
Angel Street (Golden)	789	\$1.10-3.30	5	Dec. 5, '41	749
Arsenic and Old Lace (Fulton)	946	1.10-3.30	14	Jan. 10, '41	1,167
Doughgirls, The (Lyceum)	1,005	1.10-3.30	36	Dec. 30, '42	309
Janie (Playhouse)	865	1.10-3.30	39	Sept. 10, '42	432
Kiss and Tell (Biltmore)	906	1.10-3.30	16	March 17	221
Life With Father (Empire)	1,082	1.10-3.30	16	Nov. 8, '39	1,607
Murder Without Crime (Cort)	1,064	1.10-3.30	4	Aug. 18	39
New Life, A (Royal)	1,004	1.10-3.30	23	Sept. 15	5
Skin of Our Teeth, The (Plymouth)	1,075	1.10-3.85	31	Nov. 18, '42	353
Three's a Family (Longacre)	997	1.10-3.30	16	May 5	158
Tomorrow the World (Barrymore)	1,096	1.10-3.30	10	Apr. 14	184
Two Mrs. Carrolls, The (Booth)	712	1.10-3.30	8	Aug. 3	56
(Return Engagements)					
Blithe Spirit (Morosco)	955	1.10-3.30	7	Sept. 6	16
Tobacco Road (Ritz)	859	.55-1.65	11	Sept. 4	18

Musicals

Bright Lights (Forrest)	1,041	1.10-3.30	48	Sept. 16	4
Early To Bed (Broadhurst)	1,179	1.10-4.40	50	June 17	110
Laugh Time (Shubert)	1,387	1.10-2.75	14	Sept. 8	21
My Dear Public (46th Street)	1,319	1.10-4.40	46	Sept. 9	14
Oklahoma! (St. James)	1,509	1.10-4.40	60	Mar. 31	202
Something For the Boys (Alvin)	1,357	1.10-4.40	65	Jan. 7	296
Star and Garter (Music Box)	1,014	1.10-4.40	47	June 24, '42	520
Ziegfeld Follies, The (Winter Garden)	1,519	1.10-4.40	75	Apr. 1	197
(Revivals)					
Blossom Time (Ambassador)	1,156	1.10-2.75	33	Sept. 4	20
Merry Widow, The (Majestic)	1,715	1.10-3.30	62	Aug. 4	54
Porgy and Bess (44th Street)	1,423	1.10-2.75	41	Sept. 13	8
Rosalinda (Imperial)	1,450	1.10-3.30	60	Oct. 28, '42	288
Student Prince, The (Broadway)	1,900	1.10-2.75	52	June 8	134

With Chi's Summer Legit in Million \$ Groove, Fall-Winter Swing Looks Like Klondike

Super-Marathonic "Good Night, Ladies" (76 Weeks)

CHICAGO, Sept. 18.—As the new season gets under way Chicago can look back upon the most profitable summer legit span in many years. Not one out of the five regular houses was dark at any time from May to September, and the Studebaker, for several years a "now and then" legit, was lighted for several weeks. Four theaters housed carry-overs from last season, all of them still running.

The season, May 15 to September 4, was highlighted by some remarkable grosses. Topper was *Kiss and Tell*, at the Harris. It did tremendous business from the start, and in 16 weeks rolled up more than \$226,000. Biggest of the short-termers was *Three Sisters*, which in four weeks at the Erlanger played to capacity, closing with a total of around \$97,000. *Maid in the Ozarks*, the hillbilly show at Great Northern, confounded the critics by hitting anywhere from \$7,500 to \$10,000 a week right thru the summer, giving it a gross of \$138,000 for 16 weeks.

Goodnight, Ladies, now in its 76th week at the Blackstone, was sensational, plugging along at an average of more than \$11,000 a week for a 16-week total of \$180,000. *The Doughgirls*, at the Selwyn, grossed about the same and is still going strong in its 39th week.

Jane Eyre, closing tonight (18) at the Erlanger after six weeks, has done nothing phenomenal, drawing an estimated \$46,000. At the same house *Junior Miss* had five weeks of fair business earlier in the season, its take being about \$30,000. Studebaker had a few odds and ends, including two weeks of Boston Opera Company for \$26,000 and two weeks of *You Can't Take It With You* for around \$15,000. A couple of experiments at the Forester were disastrous. Billy Bryant put on *Uncle Tom's Cabin* for two weeks, and Warren B. Irons introduced *Easy for Zee-Zee* to Chi for one week. Both were terrific flops.

Actors' Company of Chicago, amateur group with pro aspirations, began to click along in July with *Guest In the House*, which has elicited praise from the critics and continues to pack the company's 500-seater.

All told, the 16-week stretch brought the houses a million-dollar gross, something unheard of in recent summers.

Status of the new season is speculative,

due to uncertainty as to what shows will be able to make Chicago. *Dark Eyes* is slated to follow *Doughgirls* at the Selwyn September 27, and *Oklahoma!* is skedded for the Erlanger November 15. No end is in sight for *Good Night, Ladies*, and it also looks as if *Maid in the Ozarks* and *Kiss and Tell* will remain for awhile. So at present there is only rockbottom room for newcomers.

CEA, Shubert Hook Up on Pay Boost

NEW YORK, Sept. 18.—Chorus Equity Association submitted an application jointly with the Shuberts to the regional War Labor Board Wednesday (15), asking for a general 15 per cent hike for chorines in *Ziegfeld Follies*. Marks the fourth show for which individual requests for chorus increases were made since it turned down the union's application for a general 15 per cent increase in all categories on August 12.

Members of *Something for the Boys* and *Star and Garter* ensembles receiving the \$45 minimum prevailing wage for those companies (CEA's minimum is \$40) have already won \$5 increases, and a request for a \$5 boost for *Merry Widow* group is now before the board.

Denial of the blanket request (no reason was given by the board) is believed to be on the basis that choristers had already had a raise of something like 14½ per cent since January 1, 1941. Decision was seen by union officials as having little effect on the actual working wages of chorines, due to a supply and demand situation favorable to employees.

"Arsenic" A.M. Matinees

PHILADELPHIA, Sept. 18.—Reaching out for flush war workers, *Arsenic and Old Lace*, opening Monday (20) at Locust Street Theater, will play with an innovation by scheduling the Thursday matinee at 11 a.m. instead of regular 2:30 p.m. Time switch is for convenience of the war workers.

Boston Canteen Gets Going After Feuds, Other Snags; Acts Pitch In As Event Is Radio-Webbed

BOSTON, Sept. 18.—After months of delay caused by factional feuds, difficulties in getting priorities on materials and other obstacles, the Boston Stage Door Canteen opened its doors Thursday (16) to servicemen in the Hub. It was a huge success with the servicemen and with civilians from showbiz who had a hand in the festivities. Designed to hold about 400 men, the canteen heaved and bulged with the strain of accommodating as many as 800 at a time. Estimates of the number of men served from 5 p.m. to midnight ranged from 1,500 to 3,000.

The canteen rocked with the roar of deafening cheers for the efforts of the many entertainers who gave their best for the boys. At 9:30 Boston went on the air over WEEI (and a CBS hook-up) on radio's *Stage Door Canteen*. Big hit of the program was Gov. Leverett Saltonstall, who took part in a Miles Standish-John and Priscilla Alden skit. Walter O'Keefe and Gertrude Lawrence played the other roles to the hilt. Program started off with Helen Menken introducing O'Keefe, who turned the place upside down with laughs.

Hub and N. Y. Acts Pitch In

Troupers from Boston and New York flowed thru the place all evening, so one couldn't tell a celebrity from Joe Doakes. Sonny Kendis, currently at Copley Plaza, supplied music for the broadcast. Girls from shows at Hotel Touraine, Shangri-La and others were on hand. Sonny Tufts was brought in by the M. & P. publicity boys. Mike Todd brought Joan Blondell and Gypsy Rose Lee.

Mrs. Malcolm Bradley French, Brock Pemberton and Helen Menken supervised the evening's proceedings.

The first open meeting of interested

parties was held at the Shubert Theater on April 17. At that time Mrs. Malcolm Bradley French, chairman of the Boston Chapter of the American Theater Wing; Antoinette Perry and others were on hand to explain to newspapermen and theater folk what the Canteen does for servicemen and to make plans for one here.

Shubert Stripped Quarters

Lee Shubert promised use of two floors of his Copley Theater Building, but between the April meeting and May 9, when the Canteen moved in, the quarters had been stripped of all equipment, including lighting fixtures and cable and plumbing and kitchen equipment.

The Canteen will run in three nightly shifts—5-7:30, 7:30-10, 10-12. Members of the drama departments of Boston papers act as hosts. Local film and theater press agents will handle publicity. Executive committee comprises Mrs. Malcolm Bradley French, director; Frances Starr, co-chairman; Oliver Wolcott, treasurer; William Blatt, council, and G. Romaine Miller, auditor.

Add 4 Up for "Corn"

HARTFORD, Conn., Sept. 18.—Ethel Barrymore, who was here last season in *Corn Is Green*, is returning with the show for a single at Bushnell Memorial September 23. Since *Corn* first opened in Baltimore the star has played Miss Moffat 475 times in New York, 30 in summer stock and over 500 on tour.

BRIDGEPORT, Conn., Sept. 18.—*Corn Is Green* comes in here September 24 and 25, while *Junior Miss* is penciled in for October. Spot is Central High Auditorium.

Hub on All Sixes; "Tell" 17G, An Abbott Peak; "Naked" Panned But Names Pull 16½G; "Father" 17G

"Venus" and "Othello" Big Advance Coin

BOSTON, Sept. 18.—Those pre-season prophecies, based on grosses of early arrivals here, were short of the mark, if anything. Everybody knew this was going to be a banner season, but doubtful if even the most extravagant prophets realized just how hot. Considering purely business angles alone, there are some sensational things to report from the Hub.

George Abbott set his road company of *Kiss and Tell* into the Plymouth Monday (13) and it had the biggest opening of any enterprise he has ever sponsored, including musicals. *Life With Father* finished the third and last week of its third local try and grossed better than the first week and better than any week of the previous runs here.

Mike Todd turned his *The Naked Genius* over to the critical chain gang and they gave it a pretty rough going over. But the show is selling out on

the basis of the names behind it. At the same time, everybody is working like crazy to pump a flat story full of gags, to polish it up for Broadway. It may be a very different show when George S. Kaufman, Gypsy Rose Lee and others get thru with it. It drew an estimated \$16,400 at the Wilbur.

Father finished up at the Colonial with at least \$16,800 in the till.

Accurate figure on opening week of *Kiss and Tell* at the Plymouth is hard to peg, but \$17,000 is not too high. Show is in for a run and may try for a record.

Cheryl Crawford's production of *One Touch of Venus* broke water at the Shubert yesterday (17) to a huge advance sale, almost eating up the tickets for the two-week run. May go to Opera House for an extra week, because *Skin of Our Teeth* is due at Shuberts the 27th. Looks good.

Othello opens at the Colonial Monday (20) to an equally large advance sale, being close to a sellout before bowing. *Uncle Harry* comes in on the 27th.

BROADWAY OPENINGS

SHUBERT

(Beginning September 9, 1943)

LAUGH TIME

A vaude show presented by Paul Small and Fred Finklehoff Jr. Managing director, Emmett R. Callahan. Press agents, Richard Maney and Samuel J. Friedman. Technical director, Macklin Megley. Orchestra conductor, Lou Forman. Scenery and draperies by R. L. Grosch & Sons. Lighting, Broadway Stage Lighting.

The Cast: Frank Fay, Bert Wheeler, Ethel Waters, Jane and Adam Di Gatano, Buck and Bubbles, Adriana and Charly, Lucienne and Ashour, the Bricklayers, Warren Jackson, Jerri Vance.

The boys on the mourner's bench, still sighing over the passing of the good old two-a-day at the Palace, can now sit up and take notice, for vaude is resurrected again in *Laugh Time*. It comes thru as a neatly packaged load of laughs and variety, slickly paced and smooth running in the best Palace traditions. Even Lou Forman is back in the pit.

It's a long show by the clock, 3 hours and 40 minutes, but the time passes swiftly and amusingly, due mainly to Frank Fay and Bert Wheeler, both of whom are in there pitching from start to the nonsense finish. Fay, still the boss-man emcee, is right in form, keeping the audience rocking with his beautifully timed anti-climaxes and the immensely funny lines he tosses off so skillfully. Fay has lost none of the suavity, the sensitivity to audience reaction that made him a personage in the Palace days, and his clowning with Wheeler is more than just comedy; it's art, brother, it's art. He climaxes his part of the evening with subtle satire on John Charles Thomas that brings down the house.

Wheeler, still munching as he talks (this time it's a sandwich, not an apple) is very funny, too, and his confidential gossip with the audience about the rest of the company is one of the high spots of the show.

Warren Jackson and Jerri Vance stooge for Wheeler and Fay, the Vance gal picking up laughs with her contortionist antics.

The third star on the bill is Ethel Waters, still a superb song celler, even if she has taken to hoking rather than singing her numbers. Vocally, she is not the old Waters, but she is still up there with the tops when it comes to putting her repertoire across. In her bagful is a medley of her old hits, *Heat Wave*, *Dinah*, *Am I Blue*, *Stormy Weather* and the more recent *Cabin in the Sky*, all delivered to the sparkling accompaniments of Reginald Beane.

Show opens with Adriana and Charly, a trampoline act out of Ringling's *Spangles* by Loew's State. Mixed duo makes the impossible in bouncing, balancing and equilibristics seem possible. Buck and Bubbles, with their familiar comedy, taps and patter still stand out as a top-flight act, while Gautier's Dogs—The Bricklayers—add color and comedy to the evening.

There's grace and skill in the dancing of Jane and Adam di Gatano, whose smooth lifts and spins are delightful to watch. Lucienne and Ashour's apache number, which closes the layout, is fast and slick.

This show, by all the rules, should be set for a long run with full houses, for there's plenty in it to keep the crowds coming. Frank Gill.

ROYALE

Beginning Wednesday, September 15, 1943

A NEW LIFE

A play by Elmer Rice. Staged by the author. Setting designed by Howard Bay, built by William Kellam and painted by Center Studios. Properties by Joe Lynn. Lighting by Century. Costumes supervised by Rose Bogdanoff, furnished by Brooks Costume. Special recordings by Honey McKenzie. Business manager, Victor Samrock. Company manager, Maurice Winters. Stage manager, Glenn Coulter. Assistant stage managers, Nicholas Saunders and Alice Thomson. Press representative, Philip Stevenson. Presented by the Playwrights' Company.

Theodore Emery Sanford McCauley
Miss Hanson Alice Thomson
Miss Devore Colleen Ward
Miss Murphy Ann Driscoll
Miss Weatherby Sara Peyton
George Sheridan Kenneth Tobey
Lillian Sheridan Timmie Hylar

Esther Zuckerman Dorothy Darling
Mollie Kleinberger Dora Weissman
Edith Charles Cleghorne Betty Field
Olive Rapallo Ann Thomas
Gustave Jensen John Ireland
Dr. Lyman Acton Blaine Corder
Miss Kingsley Frederica Coing
Samuel Cleghorne Walter N. Greaza
Isabelle Cleghorne Merle Maddern
Millicent Prince Joan Wetmore
Grover C. Charles Arthur Griffin
Miss Swift Terry Harris
Ruth Emery Helen Kingstead
Miss Woolley Shirley Gale
Captain Cleghorne George Lambert
Henrietta Dunstan Elizabeth Dewing
Herbert Dunstan Nicholas Saunders

The Action Takes Place in the East River Hospital in New York City.
Scene 1: A Foyer on the Fifth Floor. Afternoon. Scene 2: Edith's Room. Immediately following. Scene 3: The Foyer. The Early Hours of Next Morning. Scene 4: The Twilight Zone. Two Hours Later. Scene 5: The Foyer. An Hour Later. Scene 6: Edith's Room. Several Days Later. Scene 7: The Foyer. A Week Later. Scene 8: Edith's Room. Late Afternoon of the Same Day. Scene 9: The Foyer. Next Morning.

Elmer Rice's new play is an old story retold with a few novel and timely twists, and some deft theater tricks. It is a play which holds audience interest, tho how entertaining it will prove to be depends upon how people like watching maternity realistically presented on the stage. Using a formula compounded of three parts obstetrics and one part social significance, Rice recreates the struggle between the "little people" and the "economic royalists," pointing his moral at the moot questions of today: "What are we fighting for and where do we go from here?"

This clash of ideologies is old hat to Rice, but he still manages to present his point by dint of convincingly fine craftsmanship and smooth writing. The only time the dialog gets off the very natural, realistic beam is in the two closing scenes, when his characters get worked up over the fate of the world. Here the dialog gets talky and a little artificial and strained, but not sufficiently so, however, to upset the over-all slickness of the writing.

The play, well staged in nine scenes with an intermission after the fifth, is located in the maternity ward of a New York hospital. When the play opens, Edith Charles, a pretty nitery and radio singer, comes in to have her baby, the fruit of a whirlwind courtship and marriage to the son of the Cleghorne steel millions. Young Cleghorne, an army flier, is believed to be dead, having been lost during a bombing raid in the South Pacific. Edith, resigned to this, plans to bring up their child in her own way.

Her millionaires in-laws, whom she has never met, have other ideas, especially since their son is posted as missing, possibly dead.

USO-Camp Shows Drops "Big" Legit; Shops for Smallies

NEW YORK, Sept. 18.—There is no immediate intention of formally dropping legit from USO-Camp Shows, Inc. The reduced CSI budget and the combining of the Red and White circuits into a single Victory Circuit, which goes into effect next week, naturally affects employment of larger units.

However, according to Lawrence Phillips, CSI exec director, the booking of small legiters with little or no scenery is being mulled.

"The problem won't hit us much before January 1," said Phillips. "If we can find shows which carry a small number of people—say eight—and which present no extra transportation problem, they fit into our groove as well as any other type of unit."

Phillips also stated that CSI will be glad to take any Broadway show, volunteering for off days, to camps within reasonable reach. Scenery and bulky props would have to be eliminated and a condensed version offered by a streamlined cast.

Volunteers from *Ziegfeld Follies* made another of their off-night appearances at U. S. Naval Training Station, Baltimore, Md., Monday (13). Cast was headed by Milton Berle, and included Senor Wences, Sara Ann McCabe, Tommy Wonder, Nadine Gae, Imogene Carpenter, the Jansleys, Bubbles Mandel, Dorothy De Molina, Mary McDonald, Dorothy Blaine, Lillian Wells, Christine Ayres and Allen Moran. Two-hour show is booked on successive Monday nights into camps and naval stations in the Eastern military area.

sibly dead. They come to the hospital intent upon taking the child and bringing it up in the manner to which they believe it should become accustomed. They run into stiff opposition from Edith.

Just as the baby is born, the missing husband turns up, safe tho wounded, and finds himself smack in the midst of a family brawl. At first he sides with his parents and quarrels bitterly with Edith, but after an evening spent wandering around town in the company of a former boy friend of Edith's (an ex-Loyalist fighter in Spain and now in the Merchant Marine), he is converted to her way of thinking and the anticipated happy ending brings the curtain down.

A great deal of the credit for the play's interest stems from the aggregate excellence of the cast, headed by Betty Field, who gives a standout performance, warmly human and compelling thruout. George Lambert, as young Cleghorne, turns in a very convincing characterization. Merle Maddern, as his mother, and Walter N. Greaza, as his father, also garner the plaudits for their work, with Greaza presenting a suavely subtle picture of a Fascist-minded industrialist. Ann Thomas's tough showgirl and John Ireland's finely shaded performance as the ex-boy friend are other acting jobs worth a good pat on the back. The minor characters handle their assignments brightly thruout.

A *New Life* is the sort of play that keeps audiences talking about it afterwards. The trick birth scene is apt to bring in the curious. Frank Gill.

ICE-CAPADES MARATHON

(Continued from page 4)

for ice show premiere, titled "WJZ Bond Night." During intermission, Milton Cross announced for the station's Victory Troupe, which has been responsible for over \$30,000,000 bond sales during the past month, that opening night pew receipts had added \$6,025,994 to that sum.

Pewholders drew down heavy entertainment interest on bond investments. New edition of ice spec has plenty of talent and is also long on color and charm. Where priorities were hiding when those costumes were made up, one couldn't guess, but they are eye-fillers, and the formal 23 numbers are as opulently dressed as any Main Stem musical.

Only serious criticism is that the blade pageant is shy on comedy this year. Young Joe Jackson, of course, is in there with the trick cycle and clicking as strongly as his father ever did. But Jackson clowning isn't enough to lighten a show that runs nearly three hours. Eric Waite furnishes a couple of bright moments with a ballet burlesque and a pratfall routine. Waite is a crack comic skater and a smart salesman. Only other comic interlude is plush horse act which lays an egg and could well be eliminated.

Opening military drill and two production numbers, *The Blue Danube* and *Song of the Islands*, by the gals, are socks for the eye. *Islands*, however, is badly bogged down by mike dialogue spieled from the bandstand. Material is about as dramatic as *Guffey's Second Reader* and delivery is strictly Liederkrantz. If presentation stuck to panto with a short announced intro and perhaps a couple of program notes, the result would be tops. Group number that hits the crowd with a bang is the *Rodday-o Daze* with the gals going Western on prop bronks. Notion has punch and originality.

Individual performances rate high with previous *Ice-Capades* standards. Red McCarthy turns to a tricky, stylized ballet on racing blades. A welcome change from the old speed skating and barrel-jump routines. Also rating salutes are Marilyn Quinn, Eleanor Melster, Donna Atwood; the *Fantasia on Fledermaus*, skated by duo Robert Dench and Rosemarie Stewart, and old-timers Orrin Marcus and Irma Thomas. Last pair were show-stoppers. Ted Meza, Patti Phillipi and Norma Halb should also take a special bow for a torrid j-bug holiday.

Current edition will make a record Main Stem stop for any previous snow extravaganza, with nightly and Sunday matinee performances at the Garden thru October 3. Price range runs from \$1.10 to \$3.30 with a general admission at 55 cents. Good for peak business in red-hot New York. Bob Francis.

TROUPERS FACE CALL

(Continued from page 4)

jobs, also idlers, have been ordered to transfer to war-effort work or face immediate reclassification for induction.

WMC also told nonessential workers

The Billboard

The World's Foremost Amusement Weekly

Founded in 1894 by W. H. Donaldson
E. W. Evans, President and Treasurer
R. S. Littleford Jr., Vice-President
W. D. Littleford, Secretary

Joseph Csida, Eastern General Manager
C. J. Latscha, Advertising Manager
B. A. Bruns, Circulation Manager

Publication Office: 25-27 Opera Place,
Cincinnati 1, O. Phone: MAIn 5306.

EDITORS: Claude R. Ellis, Outdoor; Leonard Traube, Indoor; Walter W. Hurd, Amusement Machine.

ASSOCIATE EDITORS: Robert Doepker, Lou Frankel, Nat Green, Elliot Grennard, Sam Honigberg, Joseph M. Koehler, William J. Sachs.

OFFICES:
New York—Joseph Csida, Manager, 1564 Broadway, New York 19, N. Y. MEdition 3-1615.

Chicago—Maynard Reuter, Manager, 155 No. Clark Street, Chicago 1, Ill. CENTral 8480.
St. Louis—F. B. Joerling, Manager, 390 Arcade Bldg., St. Louis 1, Mo. CHEstnut 0443.
Hollywood—Sam Abbott, Manager, Room 218, 1509 Vine Street, Hollywood (28), Calif. HOLlywood 1866.

Philadelphia—7222 Lampport Road, Philadelphia, Pa. MADison 6895.

England—Edward Graves, Cromwell House, Fulwood Place, London, W. C. 1.

Australia—Kevin Brennan, City Tattersall's Building, 198 Pitt Street, Sydney.

ADVERTISING RATES: Fifty cents per agate line. \$7 per column inch. Full Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted.

Member of Audit Bureau of Circulations.

CIRCULATION RATES: Twenty-five cents per single copy on all newsstands. Subscriptions: \$4 for six months, \$7.50 per year, \$12.50 for two years, \$16.50 for three years. Rates in foreign countries or to men in the Armed Forces on request.



in showbiz which industries it would be best for them to shift into. The most acute need is in airplane plants, shipyards and chemical and aluminum factories. However, it was pointed out that many of these plants are in localities where there is a shortage of housing and transportation. Local industries, such as transportation and community services, also have a great need of more workers.

WMC is becoming increasingly active in selling the idea of transferring from non-deferrable to essential work. While it can't promise draft exemption, official statements point out clearly that now that dependency is eliminated as a cause for deferment, except in hardship cases, occupation remains the yardstick by which local boards measure registrants.

ROLLER SKATE REVIEW

(Continued from page 4)

Billy and Lorna Lee and Billy Cavanaugh, who have an engaging zoot-suit turn, and the comedy horse act with Layada Simmons, High Thomas and Frank Welzner. Otto Eason, Negro tapper, socks across with a neat stairs routine. Bandminton competition between Ken Davidson and Hugh Forgie is a slow spot in the first half.

Thrilling foursome presenting their vaude and fair circuit act are the Whitwinds, two couples, who exhibit neck-breaking acro tricks and produce laughs with their audience participation gaw and fat lady plant.

In the second half, Bobby Whaling and Yvette score with their bicycle act, which looks better here than on a vaude stage because of the larger quarters. Nisha butterfly dancer, is featured on a huge drum in an impressive turn.

Show lacks strong roller comedy. The ballet nonsense presented by the boys in comedy costumes lays an egg. It is forced.

Jay Freeman conducts the orchestra with skill. Show is again presented by Harold Stelman. A Minneapolis group has invested a bank roll in it.

Opening night's biz at Chicago Arena (14) was off. Show slated to remain here thru September 25. It came in from the Arena, Cleveland, where it opened the season. Sam Honigberg.

AEA-AFRA-AGMA Merger If Equity Says "Yes"

May Hinge on Power Vested in Committee

NEW YORK, Sept. 18.—If Actors' Equity Council gives the green light at its meeting Tuesday (21), Equity and American Federation of Radio Artists will huddle the next day and start thrashing out the problems of a merger with American Guild of Musical Artists. Rep of the two unions will probably start all over again, covering the same ground they skimmed over at last Tuesday's (14) opening confab—but this time Equity delegates will have the authority to proceed with exploratory measures, formulation of plans, etc.

At this week's meeting, Equity's committee had authority only to listen politely to the arguments presented by Emily Holt, national executive director of the radio org. Her report covered the various differences and similarities existing in the set-ups of Equity, AFRA and AGMA and suggested means by which the functioning of the three groups could be unified and co-ordinated. While no blueprint was presented, as AFRA feels the ultimate set-

up would have to be approved by the councils and membership of each org, a tentative and simplified structure was presented in an effort to sound out Equity committeemen. It is reported that Equityites took away a not unfavorable picture.

AFRA committee, via resolution, asked Equity President Bert Lytell to bring back a statement from his council stating its interest and concern in the proposed amalgamation. Also, the committee asked that he obtain sufficient authority for the committee to continue discussions.

Equity's committee, besides Lytell, included Paul Dudzell, executive secretary; Walter N. Greaza, assistant executive secretary; Rebecca Brownstein, associate counsel, and council members Philip Loeb and Rhys Williams. For AFRA, in addition to Mrs. Holt, were Lawrence Tibbett, president; George Heller, associate national executive secretary; Bill Adams, vice-president; Henry Jaffe, counsel, and members John Brown, Ben Grauer, Minerva Plous and Ken Roberts.

Skouras Climb on Board Blue Net—"N. Y. Post" War Workers Talent Search

NEW YORK, Sept. 18.—Six houses in the 65-theater Skouras Theater Corporation chain will tie into the talent search among war workers for the regular Saturday *Swing Shift Frolics* program over the Blue Network, by holding regular weekly hour-long auditions on their stages. The chain will join the network and *The New York Post* as co-promoter of the *Frolics*.

First of the auditions is skedded for the Nyack, Nyack, N. Y., beginning October 9. Other theaters, located in war plant areas, slated to hold auditions are: the Capitol, Jersey City, N. J., and the Rivoll, Hempstead, L. I., on Tuesday nights, beginning October 12, and the Cove, Glen Cove, L. I.; the Ward, Bronx,

and the Embassy, Port Chester, N. Y., on Wednesday nights, beginning October 13.

Stage auditions, set to run one hour, will have well-known emcees at the helm and prominent names as judges. Should this new stunt click, the chain will use other theaters in war plant locations for similar talent tryouts.

Present plans are for the pick of talent to be used on the Coast-to-Coast program and later for units to be formed from this talent and to be used, like Major Bowes outfits, in Skouras Theaters. Only bona fide war workers will be auditioned, and even those whose talents cannot be aired, such as ballet dancers, magicians, etc., will be given a hearing on the stages.

BALLET SCHOOL UPBEAT

(Continued from page 4)

like Zorina, Baranova, Agnes De Mille and Martha Grahame have been getting a consistently warm press. In addition, George Balanchine and Lincoln Kirstein, the latter known as one of the top authorities of the dance, together with John Martin, veteran dance expert of *The New York Times*, have preached the cause of the ballet in print and on the lecture platforms.

As a result, ballet audiences are no longer filled with balletomanacs only, but contain a hefty percentage of those who would ordinarily have gone to a movie.

The terp temple trend will probably continue into the post-war period as a new audience has been built up among the younger people. Consequently, those who have invested in 10-easy-lessons-and-you-too-can-be-a-Pavlova may be able to salvage part of the moola by riding the popularity wave.

BARYS AUDITION

(Continued from page 3)

right out of a job. One of these was the vegetable salesman, who tips the scales at around 250 pounds. Clad in a flaring striped shirt, he stood well back and belted his way to applause from his fellow contestants. But he wasn't the swoon-bringing type.

The juvenile Atlas was escorted by a manager-accompanist who thrust a health magazine before the judges, pointing out that the muscled figure on the cover was his 16-year-old protege, a runner-up in the city strong-man contest last year. The protege's strength lay in biceps, not in his vocal chords, as he quavered thru a pop ditty and retired.

The contestants, for the most part, showed a rare unoriginality in choice of

ballads. They stuck mostly to the pash pops which lifted their idol to the top.

After the 20th contestant struggled thru *All or Nothing at All* or *In the Blue of Evening* one judge was heard to murmur: "I'd be inclined to give the spot to anyone who came thru with a different number."

When the aspirants are narrowed down to six, they will be paraded before the nitery's customers, who will choose their own pet swooner and to him will go the palm—and the job.

STATION BREAKDOWN

(Continued from page 10)

aired; not much open in this category; instead they are selling time to hitherto straight spot users; national biz increasing mostly in food and drug line. Good music sans highbrow approach and thought-provoking special features seem to be paying off big especially for day-time operation.

WQXR. . . . The original class station in this town and country; biz 36 per cent ahead of last year; national local ratio is about 60-40 with national biz on top; never went in much for spot announcements and then only during daytime hours; what is available is sold; program revenue has time sales out in front by 3 to 1 over spots; flock of good retail advertisers including Bloomingdale and Altman department stores; another nifty is program for American Express Traveler Checks; March of Time news sold; evening time about gone, selling more daytime; new advertisers include Crawford Clothes, hitherto using only mass appeal stations.

NEW YORK, Sept. 18.—Ted Straeter's 12-piece outfit shifts from the Plaza Hotel to the Edison Hotel, both in this city, Thursday (23).

PUBS AS ORK MGRS.

(Continued from page 3)

kret (Majestic) and probably a few others.

While many of the firms came into existence during the year that ASCAP-controlled music was kept off the airwaves and band leaders ogled the offer of performance money from BMI, many of the orksters have found it a convenient method of adding to their annual income thru recording royalties.

Bands to Come From Services

Question of where bands without existing agency ties will be found is readily answered by would-be managers who point to the armed forces as a breeding place. It is their belief that as many as 500 bands are being groomed in the services, ready to step into civilian life if-and-when, carefully rehearsed set crews with plenty of fine arrangements in the books.

A number of the service bands are already receiving air build-ups which can be put to good use later on. Bill Schallen, former Alvino Ray-man, is heard leading a coast guard band over the Blue Network; songwriter Jack Lawrence heads the maritime service musical aggregation heard on CBS from Sheepshead Bay, New York; Harry Blue-stone, former radio violinist, fronts an Army Air Force band that broadcasts over Mutual, and the same station airs Teddy Bartell's naval receiving station band from Brooklyn Navy Yard.

Many, many more names have become territorial faves in the areas they are heard by uniformed men and after the war, uniformed men will compose a large part of the civilian listening audience.

Publishers have had plenty of experience financing bands thru sub rosa payments for arrangements of their tunes and under the proposed plan, it will merely become official. Bookings will be assigned to the established agencies, as are other outside-managed bands, and with the present business boom for orchestras expected to continue, pubs have visions of clipping some lucrative coupons. Even if they lose some cash on the deal, it will still bring dividends in performance plugs and recording royalties.

"BACK THE ATTACK"

(Continued from page 3)

stunts in connection with War Bond shows. When the returns are all counted it is estimated that about \$3,000,000,000 worth of bonds will be directly attributable to efforts of the entertainment field.

Among the special highlights this week was the *Ice-Capades'* War Bond premiere in Madison Square Garden Tuesday (14). Six million dollars worth of bonds were purchased in a complete sell-out. Station WJZ (Blue Network), sponsors of the opening show, had set \$5,000,000 as the goal. One gimmick was the sale of "Celebrity Loges" for \$100,000 of the government securities. Individuals or organizations buying the loges played host to a celeb.

The Network Parade

All four networks and thousands of small stations are devoting whole days of broadcast time, plus a tonful of spot announcements each day thruout the drive. All-day spiels for the major nets start today (18) on Mutual. From opening to closing time countless entertainers from all fields, writers, military big-wigs and other personalities will deliver two-minute commercials for Uncle Sam at the start of every show, commercial and sustaining. They will then invite listeners to call them personally to purchase the pieces of green parchment while they stand vigil beside a battery of telephones. Drum-beating will be taken up by the Blue Network tomorrow (19) and followed by Columbia Tuesday (21) and NBC next Sunday (26).

In addition, Columbia has made one day's time available to each of the metropolitan newspapers. Columnists and their celebrity guests participate on special programs thruout the day, with the former remaining at the studio to take phone orders. The schedule thus far is: *Journal-American*, September 15; *News*, 17; *Mirror*, 19; *Herald-Tribune*, 22; *PM*, 24, and *Post*, 29.

USO-Camp Shows talent thruout the country will broadcast direct appeals via local stations in camp areas.

An extra heavy schedule of Treasury

NEW YORK, Sept. 18.—A voluntary exile from Austria, conductor Robert (Merry Widow) Stolz, is also doing his bit for the Third War Loan Campaign. Stolz will contribute an original auto-graphed score of two of his compositions, to be auctioned off at one of the Treasury Department's bond rallies. Songs are *Freedom Ring*, patriotic piece dedicated to America, and *Two Hearts in Three-Quarter Time*.

Star Parade shows will go out over the Indies September 19 thru 25. In addition, commercial shows are putting in their own spiels on behalf of the drive, some getting up special guests and stunts.

Legit Matinee Sept. 28

Highlight in legit is the special War Bond matinee, tentatively set for Tuesday, September 28. On that day, if considerable hustling is done by the managers and legit unions, every show in town will give a special matinee at which admission is by War Bond only. Volunteers from the Treasurers and Ticket Sellers' Union will issue tickets upon proof of purchase at specially designated stands. NEIC's baby, the plan is now in the hands of the Emergency Council of the Theater.

In addition, special bond rallies were held this week backstage at all of New York's 28 legit attractions to stimulate purchase of bonds thru the Pay Roll Allotment Plan. League of New York Theaters has sent bond applications to all the companies and has appointed the company manager or some other backstage functionary to take care of sales in each case. One theater management has already pledged \$20,000 in bonds.

Night clubs around town are giving special midnight shows with a line-up of UTWAC-picked talent. Sponsored by Columbia, special broadcasts will be piped from the clubs via WABC, with talent spotted as "typical guests" of the clubs. Stork Club, "21" and El Morocco will each have their night. Orders will be received at the station, however. Cafe Zanzibar will serve 210 free dinners as a result of the purchase of \$105,000 worth of bonds thru Martin Block's *Make Believe Ballroom* on WNEW.

Motion picture drive is keynoted by the Hollywood Bond Caravan, playing a series of one-night stands. About \$1,000,000,000 is expected to be raised via the Caravan alone. War Bond premieres are also being held thruout the country, a recent example being M-G-M's *Thousands Cheer* at the Astor. Also, over 1,000 additional small theaters in the nation have become bond issuing agents for the third drive. Trade papers, too, have been urging showbiz to "buy and sell" bonds.

Big Vaude Midniter

Vaude is pitching in on one gigantic show, to be held at the Capitol Theater Friday, October 1, in an effort to sell an additional \$3,000,000 worth. For that occasion the personnel of the Capitol, Paramount, Radio City Music Hall, Roxy and Loew's State bills will combine into a special midnight bond show.

Then, of course, there's the Treasury Department's own Bond Tent on 50th Street and Sixth Avenue opened September 3, which spots several acts each day and one or two special shows per week. Tent is packed during show time, but has been caught almost deserted during the lulls, altho several military exhibits have been set up to attract the customers.

(For bands and the bond drive see editorial in Music Department of this issue, *Back the Attack With Music*.)

BALTIMORE, Sept. 18.—Information Please War Bond performance at the Lyric Theater next Monday (20) has already sold out to the tune of \$7,500,000, or double its quota for this town. Clare Booth Luce will be the guest on this stop of the radio show's bond tour.

With the aid of the Treasury Department, another War Bond troupe will be able to travel to Annapolis to give a \$25,000 performance. TD helped the War Bond Theater, which has been giving shows at near-by camps, to secure 20 additional gallons of gas from the local rationing board.

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

ORCHESTRA ROUTES



Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

ABBREVIATIONS: 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.

A

Abbott, Dick (Mayfair) Washington, re. Alexander, Van (Roseland) NYC, b. Allan, Bob (Arcadia Grill) Canton, O., nc. Allen, Bob (Frolics) Miami 20-Oct. 4, nc. Allen, Red (Garrick Stagebar) Chi, nc. Andrews, Gordon (18 Club) NYC, nc. Andrews, Ted (Butler's Tap Room) NYC, nc. Angelo (Iceland) NYC, re. Arturos, Arturo (Park Central) NYC, h. Ashman, Eddie (Village Barn) NYC, nc. Auld, George (Tic Toc) Boston 20-24, nc. Ayers, Mitchell (Aragon) Ocean Park, Calif., b.

B

Baker, Don (Algiers) NYC, cb. Banks, Billy (Fair Park Casino) Greensboro, N. C., nc. Bar, Vic (Olympic) Seattle, h. Barron, Blue (Stanley) Pittsburgh, t. Bartal, Jeno (Lexington) NYC, h. Basile, Joe (Fair) Allentown, Pa.; Boston, 27-Oct. 2. Bates, Angie (Daniero's) Belle Vernon, Pa., re. Baum, Charles (Stork) NYC, nc. Bergere, Maximillian (La Martinique) NYC, nc. Betancourt, Louis (Park Central) NYC, h. Bishop, Billy (Deshler-Wallick) Columbus, O., h. Blue, Bobby (Almack) Alexandria, La., nc. Boada (Rainbow Inn) NYC, nc. Bondshu, Neil (Blackstone) Chi, h. Borr, Mischa (Waldorf-Astoria) NYC, h. Brandwynne, Nat (Copacabana) NYC, nc. Breese, Lou (Chez Parée) Chi, nc. Brown, Les (Sherman) Chi, h. Bruch, Les (Glenn Rendezvous) Newport, Ky., nc. Burns, Mel (Cadet Club) Camden, S. C., nc. Busse, Henry (Palace) San Francisco, h.

C

Cabin Boys (Miami) Dayton, O., h. Calloway, Cab (Adams) Newark, N. J., 16-22, t. Camden, Eddie (Casanova) Detroit, nc. Capello, Joe (Jimmy Kelly's) NYC, nc. Carlton, Russ (Eagles) Fall River, Mass., b. Carolina Cotton Pickers: Washington 24; Newark, N. J., 25-26. Carter, Benny (Terrace) Hermosa Beach, Calif., b. Carver, Zub (Village Barn) NYC, nc. Chatman, Christine: Toledo, O., 24; Dayton 25; Indianapolis 26; Detroit 27. Chester, Bob (Orpheum) Omaha, t. Chavez (Riobamba) NYC, nc. Chiquito (El Morecco) NYC, nc. Cisne, Dick (Rice) Houston, h. Clemente (Savoy Plaza) NYC, h. Codolan, Cornelius (Casino Russe) NYC, nc. Coleman, Emil (Mocambo) Hollywood, nc. Conn, Irving (Queen Mary) NYC, re. Craig, Francis (Hermitage) Nashville, h. Cummins, Bernie (Blue Moon) Wichita, Kan., b. Curbello, Fausto (Stork) NYC, nc. Curbelo, Jose (La Conga) NYC, nc. Cutler, Ben (Village Barn) NYC, nc.

D

D'Amico, Nick (Statler) Detroit, h. D'Arcy, Phil (Rogers' Corner) NYC, nc. Delkman, Harry (Colonial) Hagerstown, Md., h. Del Rio, Louis (Frank Palumbo's) Phila, nc. Dinorah (Greenwich Village Inn) NYC, nc. Doherty, Charles (Hi-Hat) Tampa, Fla., nc. Dorsey, Jimmy (T. & D.) Oakland, Calif., 23-29, t. Drake, Edgar (Club Royale) Detroit, nc. Dunham, Sonny (Tune Town) St. Louis, b.

E

Eddy, Ted (Iceland) NYC, nc. Eldridge, Roy (Folies Bergere) NYC, nc. Ellington, Duke (Hurricane) NYC, nc.

F

Fields, Shep (National) Louisville, t; (Oriental) Chi 24-30, t. Finch, Freddie (Mary's Place) Kansas City, Mo., nc. Fisher, Freddie (Radio Room) Hollywood (Calif.) Recreation Center. Fisher, Mark (5100 Club) Chi, nc. Font, Ralph (Casablanca) NYC, nc. Foster, Chuck (Claridge) Memphis, h. Fox, Roy (Riobamba) NYC, nc. Franklin, Buddy (Aragon) Chi, b. Franz, Ernest (Place Elegante) NYC, nc. Fraser, Harry (Aloha) Brooklyn, nc. Fuller George (Little Tavern) Macon, Ga., nc.

G

Gasparre, Dick (Monte Carlo) NYC, nc. Glass, Bill (Mon Parée) NYC, nc. Gorner, Mishel (Commodore) NYC, h. Graham, Sammy (Hunt's Villa) Macon, Ga., nc. Grant, Rosalie (Essex House) NYC, h. Grassick Bill (Darling) Wilmington, Del., h. Gray Glenn (Pennsylvania) NYC, h. Gray, Zoia (Frank Palumbo's) Phila, nc. Grey, Chauncey (El Morecco) NYC, nc.

H

Hallett, Mal (Park Central) NYC, h. Hamilton, George (Cleveland) Cleveland, h. Harold, Lou (Bal Tabarin) NYC, nc. Harris, Rupert (Plantation) Nashville, nc. Harvey, Ned (Queens Terrace) Woodside, L. I., N. Y., nc. Hawkins, Coleman (Kelly's Stable) NYC, nc. Heath, Andy (Fliteh's) Wilmington, Del., c. Heatherton, Ray (Biltmore) NYC, h. Heidt, Horace (Capitol) NYC, t. Herbeck, Ray (Oriental) Chi 20-23, t; (Topper) Cincinnati 25-26, b. Herman, Woody (Palace) Columbus, O., 21-23, t; (Palace) Cleveland 24-30, t.

Heywood, Eddie (Cafe Society Downtown) NYC, nc. Hill, Tiny (Capitol) Madison, Wis., 22-23, t; Clinton, Ia., 24; (Electric) Waterloo 25, p; Dubuque 26; Clintonville, Wis., 28. Hincher, Dick (Flagler Gardens) Miami, nc. Hoctor, Gene (Lookout House) Covington, Ky., nc. Hoff, Buddy (Fay's Southern Grill) Macon, Ga., re. Holmes, Alan (Syracuse) Syracuse, N. Y., h. Horton, Aub (Bamboo Room) Balboa Beach, Calif., nc. Horton, Harry (Wivel) NYC, re. Howeth, Eddie (Morehead Villa) Morehead City, N. C., h. Huff, Buddy (Fay's) Macon, Ga., nc. Hutton, Ina Ray (Palace) Akron, O., 24-27, t; (Palace) Youngstown 28-30, t.

I

Ink Spots (Copacabana) NYC, nc. Internat'l Sweethearts of Rhythm: St. Joseph, Mo., 22; Junction City, Kan., 23; Topeka 24; Joplin, Mo., 25.

J

James, Jimmy (Rainbow) Denver, b. Jenny, Jack (Roosevelt) Washington, h. Jerome, Henry (Lincoln) NYC, h. Johnson, King (Sheraton) NYC, h. Jones, Spike (Palace) Cleveland, t; (National) Louisville 24-30, t. Jordan, Louis (Swing) Hollywood, nc. Joy, Jimmy (Peabody) Memphis, h.

K

Kassell, Art (Bismarck) Chi, h. Kavelin, Al (Orpheum) Madison, Wis., 23, t; (Keith) Indianapolis 23-26, t. Kaye, Don (Claremont) Berkeley, Calif., h. Kendis, Sonny (Copley Plaza) Boston, h. Kent, Peter (New Yorker) NYC, h. Keyes, Larry (St. Regis) NYC, h. King, Henry (Mark Hopkins) San Francisco, h. Kolax, King: Augusta, Ga., 22-23; Columbia, S. C., 24; Wilmington, N. C., 25-27; Florence, S. C., 28; Wilson, N. C., 29. Korn Kobbler (Rogers Corner) NYC, nc.

L

Lande, Jules (Ambassador) NYC, h. Landre, Johnnie (Cocoanut Grove) Fredericksburg, Va., nc. Lang, Lou (Belvedere) NYC, h. Leeds, Sammy (Primrose) Newport, Ky., cc.

LaPorte, Joe (Old Roumanian) NYC, re. Lefcourt, Harry (Rogers Corner) NYC, nc. Leonard, Ada (Schroeder) Milwaukee 20-27, h. Leonard, George (Chanticleer) Madison, Wis., nc. Leonard, Harlan (Alabam) Hollywood, nc. LeRoy, Howard (Hofbrau Theater) Lawrence, Mass., re. Lewis, Ted (Chicago) Chi, t. Light, Enoch (Providence-Biltmore) Providence, h. Lombardo, Guy (RKO Boston) Boston t. Long, Johnny (New Yorker) NYC, h. Lopez, Vincent (Taft) NYC, h. Lucas, Clyde: Camp Gordon, Ga., 24-25. Lucas, Sachs (Trolka) Washington, nc. Lyman, Abe (Strand) NYC, t.

M

McCune, Bill (Beverly Hills) Newport, Ky., cc. McGrew, Bob (Kansas City Club) Kansas City, Mo. McIntire, Land (Lexington) NYC, h. McShann, Jay (Downbeat) Tulsa, Okla., 23, b; Oklahoma City 24, a; Wichita, Kan., 25, b; Kansas City 26 a. Machito (La Conga) NYC, nc. Madruguera, Eric (Folies Bergere) NYC, nc. Mann, Milt (16th Hole) NYC, nc. Manzanares, Jose (La Salle) Chi, h. Martel, Gus (Club Royale) Detroit, nc. Martell, Paul (Arcadia) NYC, b. Marti, Frank (Copacabana) NYC, nc. Martin, Dave (St. George) Brooklyn, h. Martin, Freddy (Ambassador) Los Angeles, h. Martin, Lou (Leon & Eddie's) NYC, nc. Martin, Paul (Trianon) Southgate, Calif., b. Martini, Ben (Club 51) NYC, nc. Marvin, Joseph (Savoy Plaza) NYC, h. Massaro (Belvedere) NYC, h. Masters, Frankie (Biltmore) Los Angeles, h. Matthey, Nicholas (Russian Kretchma) NYC, re. Mauche, Chic (Glenn Rendezvous) Newport, Ky., nc. Maya, Don (Casbah) NYC, nc. Melba, Stanley (Pierre) NYC, h. Messner, Johnny (McAlpin) NYC, h. Miller, Freddy (St. Regis) NYC, h. Monte, Mark (Casablanca) NYC, nc. Monroe, Vaughn (Paramount) NYC, t. Morales, Nino de (Del Chico) NYC, nc. Morand, Jose (Astor) NYC, h. Morris, George (Armando's) NYC, nc. Munro, Dave (Utah) Salt Lake City, h.

ADVANCE BOOKINGS

CHARLIE BARNET: Park Central Hotel, New York, Sept. 23 (indef.) CAB CALLOWAY: Apollo Theater, New York, Sept. 24-30. SHEP FIELDS: Oriental Theater, Chicago, Sept. 24 (week); Riverside Theater, Milwaukee, Oct. 1 (week). RAY HERBECK: Schroeder Hotel, Milwaukee, Sept. 28-Oct. 25. BENNY GOODMAN: Camp Shanks, New York, Sept. 21; U. S. Naval Training Station, Bainbridge, Md., 22; Indian-town Gap Military Reservation, Indian-town Gap, Pa., 23; Shenango Replacement Center, Greenville, Pa., 24; Camp Sampson, Geneva, N. Y., 26; Camp Kilmer, New Brunswick, N. J., 27; Fort Devens, Ayer, Mass., 28. GLEN GRAY: Frolics Club, Miami, Oct. 5 (3 weeks). SAMMY KAYE: Earle Theater, Philadelphia, Sept. 24 (week). JIMMIE LUNCFORD: Loew's State Theater, New York, Sept. 23 (week). CLYDE LUCAS: High Point, N. C., Sept. 27; State Theater, Raleigh, N. C., 28. JAY McSHANN: Dreamland Ballroom, Omaha, Sept. 27; Academy, Denver, 28; Tulsa, Okla., 30. HERB MILLER: Circle Theater, Minneapolis, Sept. 24 (week); RKO Palace Theater, Columbus, O., Oct. 5-7; RKO Palace Theater, Cleveland, 8-14. CARLOS MOLINA: Del Rio Club, Washington, Oct. 20 (12 weeks). WILL OSBORNE: Roosevelt Hotel, New Orleans, Sept. 16 (8 weeks). DICK ROGERS: Stanley Theater, Pittsburgh, Pa., Sept. 24 (week).

JAN SAVITT: Stanley Theater, Utica, N. Y., Sept. 28-30. JOE SANDERS: Syracuse Hotel, Syracuse, Sept. 29 (indef.). EARL HINES: Apollo Theater, New York, Sept. 17-23; Manhattan Center, New York, 25; Fay's Theater, Philadelphia, Oct. 1 (week); Turner's Arena, Washington, 10. HAL McINTYRE: Hurricane, New York, Sept. 24-Oct. 27. VAUGHN MONROE: Paramount Theater, Sept. 15 (4 weeks). CARL RAVAZZA: Blackhawk Hotel, Chicago, Sept. 22-Oct. 19. DUKE ELLINGTON: Sports Arena, Edgerton Park, Rochester, N. Y., Sept. 24; Arena, London, Ont., 25; Memorial Auditorium, Buffalo, 26; Mutual Arena, Toronto, 27; Arena, Niagara Falls, Ont., 28; Academy of Music, Philadelphia, 30. COUNT BASIE: Public Auditorium, Cleveland, Sept. 21; Zemo Mosque, Harrisburgh, Pa., 23; Royal Theater, Baltimore, 24 (week); Howard Theater, Washington, Oct. 1 (week); Apollo Theater, New York, 8 (week). DEL COURTNEY: Maryland Theater, Cumberland, Md., Sept. 21; Del Rio Club, Washington, 22-Oct. 19. AL DONAHUE: Broadway Theater, Springfield, Ill., Sept. 24-26; RKO Palace Theater, Columbus, O., 28-30; New Elm Ballroom, Youngstown, O., Oct. 1; Topper Ballroom, Cincinnati, O., 2-3; Club Madrid, Louisville, 4-10; Tunetown Ballroom, St. Louis, 12-25. COOTIE WILLIAMS: Kansas City, Mo., Sept. 19; St. Louis, 20; Louisville, 21; Adamsville, Ind., 22; Birmingham, Ala., 23-24; Camp Nashville, 25; Savannah, Ga., 28; Charleston, S. C., 29. ERSKINE HAWKINS: Plantation Club, Los Angeles, Sept. 14-Oct. 11. TINY BRADSHAW: Wilmington, Del., Sept. 17; Newark, N. J., 18; Tic Toc Club, Boston, 19-Oct. 2. BUDDY JOHNSON: Indianapolis, Sept. 19; Tulsa, Okla., 23; Oklahoma City, 24; Palace Theater, Memphis, 26-Oct. 2.

N

Nagel, Harold (Carlton) Washington, h. Newton, Charlie (Gables Inn) Pleasantville, N. J., nc. Nicholas, Don (Venice) Phila, c. Noel, Henri (Latin Quarter) NYC, nc. Norman, Lee (Tony Pastor's) NYC, nc.

O

O'Hare, Husk (Cambridge) Chi, h. Oliver, Eddie (Edgewater Beach) Chi, h. Olman, Val (Versailles) NYC, nc. Osborne, Will (Roosevelt) New Orleans, h.

P

Pafumy, Joe (Belmont Plaza) NYC, h. Page, Hot Lips (Famous Door) NYC, nc. Panchito (Versailles) NYC, nc. Paul, Frankie (President) Kansas City, h. Paulson, Art (New Yorker) NYC, h. Pepito (Havana-Madrid) NYC, nc. Perner, Walter (Roosevelt) NYC, h. Perry, Ron (St. Moritz) NYC, h. Peiti, Emile (Ambassador East) Chi, h. Porretta, Joe (Silver Moon) Alexandria, La., nc. Prager, Manny (Child's) NYC, c. Pripps, Eddie (Latin Quarter) Chi, nc. Prussin, Sid (Diamond Horseshoe) NYC, nc.

R

Read, Kemp (Ann's Kitchen) Newport, R. I., nc. Redman, Don (Zanzibar) NYC, nc. Reisman, Leo (Waldorf-Astoria) NYC, h. Resh, Benny (Bowery) Detroit, nc. Rios, Thomas (Wivel) NYC, re. Roberto (Bill Bertolotti's) NYC, nc. Roberts, Dave, Trio (Copacabana) Newark, N. J., nc. Rodman, Jack, Quartet (Holmes) Hattiesburg, Miss., nc. Rogers, Eddie (Del Rio) Washington, nc. Rogers, Harry (Half Moon) Brooklyn, h. Rotgers, Ralph (Monte Carlo) NYC, nc. Rotunda, Peter (Queen Mary) NYC, re. Ruhl, Warney (Hollywood) Kalamazoo, Mich., nc. Russell, Snookum: E. Chicago, Ind., 25; Chicago 26; South Bend, Ind., 27.

S

Sander, Harold (Rogers' Corner) NYC, nc. Saunders, Hal (Belmont-Plaza) NYC, h. Saunders, Sid (Rainbow Inn) NYC, nc. Schreiber, Carl (Avalon) Chi, b. Schroeder, Lou (Mayflower) Jacksonville, Fla., h. Seiger, Rudy (Fairmont) San Francisco, h. Shaw, Maurice (Chateau Moderne) NYC, nc. Stry, Larry (Stork Club) NYC, nc. Smith, Sluff (Three Deuces) Chi, nc. Socassas (La Martinique) NYC, nc. South, Eddie (Capitol Lounge) Chi, nc. Spear, George (New Pelham Heath Inn) Pelham, N. Y., nc. Sprivak, Charlie (Palladium) Hollywood, b. Stevenson, Bobby (Casanova) Detroit, nc. Stewart, Rex (Cotton Club) Hollywood, nc. Stone, Eddie (St. Anthony) San Antonio, h. Stoops, Bill (Beachcomber) Baltimore, nc. Strand, Manny (Earl Carroll Theater) Hollywood, re. Straeter, Ted (Statler) Washington, h. Strigle, Earl (Fontanelle) Omaha, h. Stuart, Nick (Jefferson) St. Louis, h. Sykes, Curt (Trianon) Seattle, b. Sylvio, Don (Bill Bertolotti's) NYC, nc.

T

Tatum, Art (Three Deuces) NYC, nc. Teagarden, Jack (Corn Palace) Mitchell, S. D., 27-Oct. 2. Terry, Bob (St. Regis) NYC, h. Torres, Ramon (El Chico) NYC, nc. Towne, George (Palm Beach) Detroit, nc. Trace, Al (Dixie) NYC, h. Travers, Vin (Diamond Horseshoe) NYC, nc. Tucker, Tommy (Astor) NYC, h.

V

Valleau, Boyd (Jubilee) Oshawa, Ont., Can., b. Van, Garwood (Trocadero) Hollywood, nc. Victor, Frank (Dixie) NYC, h.

W

Walton, Louis (Victory Amuse-U) Macon Ga., nc. Walzer, Oscar (Fifth Ave.) NYC, h. Wald, Jerry (Roxy) NYC, 15-28, t. Wasson, Hal (Gormly's Dinner Club) Lake Charles, La., nc. Watkins, Sammy (Hollenden) Cleveland, h. Welk, Lawrence (Trianon) Chi, b. White, Bob (Happy Hour) Minneapolis, nc. Williams, Gladys (Cotton) Macon, Ga., nc. Williams, Griff (Palmer House) Chi, h. Williams, Sande (Warwick) NYC, h. Wilson, Dick (Coo Rouge) NYC, nc. Wilson, Teddy (Cafe Society Uptown) NYC, nc. Wingert, Doug (Sycamore Grill) Buffalo, nc. Winton, Barry (Essex House) NYC, h. Wright, Charles (Drake) Chi, h.

Y

Yates, Danny (Casbah) NYC, nc. Young, Eddie (Cosmo) Denver, h.

ORCHESTRA NOTES

JIM ROBERTS, Chi booker, added a lecture speaker department. . . . KAY ALLEN, formerly with Lou Breese, joined Carl Ravazza at the Blackhawk, Chicago. . . . STAN PHILLIPS and his band were signed to a management contract by Tommy Sacco, Chicago, and set for a run at the Vine Gardens in that city starting September 28. JACK TEAGARDEN opens the new Club Almack, Alexandria, La., September 22, to be followed the next day by BOBBY BLUE'S new 11-piece crew, which moves in for six weeks with options. . . . SGT. IVAN MOGULL, formerly music contact man for Shaprio-Bernstein, Campbell, Porgy & Loft and Paramount-Famous Music, is now conducting a service band at Hampton News, Va. GARDNER BENEDICT, who recently left his orchestra leader job at Beverly Hills Country Club, Newport, Ky., to join the coast guard, is playing in the military band and directing the dance combo at the training station at St Augustine, Fla.

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Mulson, Dept. B, 310 E. Washington Ave., Bridgeport, Conn.

Hunt Maps Plans For House Season

CLINTON, N. C., Sept. 18.—With Winstead's Mighty Minstrels enjoying the best business in its history in the tobacco and cotton country of North Carolina, Manager Billy Hunt is making arrangements to take out a winter show to play houses in South Carolina, Georgia, Alabama and Florida, opening Thanksgiving week. The show's tent season ends around the middle of November.

The winter show, according to Hunt, will carry 25 people, transported on one baggage truck and four passenger cars. House season will run to the middle of February, 1944, with the under-canvas season slated to resume in Georgia late in February.

Town's Pride

By E. F. HANNAN

IN THE old days of rep, the road and tent shows, natives of the towns in which such shows originated felt some pride in the show's doings. In fact, many towns came into prominence from the fact that some show made it its permanent address.

Hoosick Falls, N. Y., was better known for having Tom Finn go forth with his small tricks from there. Homer, N. Y., was tied to Sig Sautelle, and more folks heard of Ware, Mass., thru Rockwell's Sunny South Show than in any other way. Columbus, O., was a minstrel town, Al G. Field and John W. Vogel, and Augusta, Me., had Price Webber of rep fame. Tom Hargreaves helped to keep Chester, Pa., on the map, and trade papers carried ads calling for help for Leon Washburn at Bound Brook, N. J.

The Lowmades carried on from Reading, Mass., and if a quiz contest had been in order in those days and the question asked: "What do you know about Binghampton, N. Y.?" the answer might have been "Eddie Bogart and Neil O'Brien." George Bubbs kept Williamsport, Pa., to the fore, and if you'd have asked at Lynn, Mass., about an elongated rep actor who toured the country, any school boy might have answered: "You mean Jere McAuliffe."

I once registered at the old Coley House in Springfield, Mass., and asked the clerk if he knew anyone by the name of Donnelly in the city. "You wouldn't mean Tommy Donnelly," he replied. Like Baraboo, Peru and Bridgeport, small shows kept other towns in the public eye. Old-timers will add scores more to the above mentioned.

Rep Ripples

BETTY FROMEN and Sam Bright have joined the Madcap Players in Dallas after 11 months with the Town Hall Players in Green Bay, Wis. . . . THOMN'S SCHOOL SHOW will open in Central Idaho late this month. . . . C. C. EARNHEART has a small tent trick, employing four people, in Scott County, Mississippi. Outfit has been working some fairs in the territory. . . . GRIFF, of the former team of Griff and Hi, is playing piano with Jerry Barlowe's band, current at the Dutchess Club, Parkersburg, W. Va., after three months at the Tia Juana Club, Land o' Lakes, Wis. . . . DOUG AND LOLA COUDEN begin their school season at Price, Utah, this week. They report that bookings are the easiest they have experienced since they first began in schools in Los Angeles five years ago. They are booking on a flat \$15-a-show basis, with two or three bookings a day. . . . THE COOK FAMILY is with the Oliver Sikes Southland Show in Georgia. . . . GEORGE M. BRAGG is playing week stands in halls in Maine with his Texas Cattle King Show, a family unit. They do a variety of acts, changing nightly, and work without movies. . . . BERT HANSEN, Berkeley, Calif., vent-juggler who is well known in tent and school-show circles, is keeping busy in the San Francisco area. He recently spent a week in Los Angeles visiting his son Buddy who has just finished his bombardier training and is awaiting his crack at the Axis. . . . JACK KING, of King and Flynn, postals from Inlet, N. Y., that they're still in the mountains there and enjoying a bang-up time. . . . EDDIE LOVETT and wife are in Chicago. Eddie has been working fair dates, while the missus is employed at a costuming house. . . . R. F. HAYES, now recuperating from a heart



CPL. BRONCHO F. (JAKE) WEST, of Erwin, N. C., who before entering the army last November was associated with his parents, Mr. and Mrs. L. F. West, in the operation of the Jake West Shows, picture-vaudeville outfit popular in the Carolinas. Corporal West is stationed at Camp Chafee, Ark., where he puts in much of his time entertaining his soldier buddies. His dad is a veteran of 30 years in the business.

ailment at the home of his brother in Houston, pencils that he is progressing fairly well and is again getting a foothold on his health. "Received a newsy letter from my old friend, Bill Salconberry, of Detroit, last week," writes Hayes. "He tells me his feet still get itchy. Howard the Magician is here in Houston and we have a gabfest over the phone now and then. Thanks to all those to wrote me."

FLORA DE VOSS (Mrs. J. B. Rotnour) sustained a broken hip in a fall recently and has been in a hospital in Woodstock, Ill. Her daughter Ruby, wife of Harry Puck, of New York's Tin Pan Alley, has been with her. . . . "SKIPPI" HICKMAN has been writing friends that she may not stay with the WACS now that they have been absorbed by the army. Says the work is too strenuous. . . . DOUG WAY, son of Karl Way, is with the fighting forces in Africa. . . . MACK AND BEA BYBEE, former tent show operators, are putting in a busy season at the pier at Long Beach, Calif., where Mac handles the ride concessions, with the army and navy lads virtually taking over the amusement devices. . . . JACK AND ELSIE LOWRY are busy in war work on the West Coast; Jack in a government warehouse and Elsie doing secretarial work. . . . HARRY AND SUE DIXON, late of the Harley Sadler Show, were visitors on the L. Verne Slout tenter at Battle Creek, Mich., September 14. Harry is with the N.P.R.T.C. Band at Fort Custer, Mich., and army life has really put him in the pink. Sue, who has been in Detroit, joined him at the camp last week. Harry couldn't resist the temptation to fill in with the Slout orchestra. Says he hasn't met a single trouper at Fort Custer so far. . . . MR. AND MRS. SID HOUSEHOLDER, Mr. and Mrs. Reed and Dave Reagan, all of Bartone's Ideal Comedy Company, were recent visitors on the Madge Kinsey Players in Ohio. . . . JEANNE GRAF has been doing a full line of leads this season with her Mom and Pop's tenter, the Madge Kinsey Players, while sister Bette has been putting in her best licks with the Chamber of Commerce at Fostoria, O. . . . GEORGE COLBERT is now to be listed with the authors. His play, *Rationed Love*, was given a tryout recently by the Kinsey troupe at Mansfield, O., and clicked nicely. . . . MADGE KINSEY, displaying a nifty set of curves these days, reveals that a strict diet has shed her of 30 pounds of excess weight. Anyone knowing Madge's appetite will know that she has made a real wartime sacrifice. . . . EMILE T. CONLEY, reporting from the L. Verne Slout Tent Show, says: "Candy has been the miracle of the season, holding up well above past records. We've been doing concerts every night and they, too, have been holding their own. In fact, the concerts seem to be taking better than the main show."

MAGIC

By BILL SACHS

MILBOURNE CHRISTOPHER, the Baltimore baffler, is now a corporal with the 35th Special Service Company, E. T. T. C., Camp Suttar, N. C., still pulling rabbits out of hats and preparing to go overseas again, but this time in uniform. . . . GALLI-GALLI opened Friday (16) at Beverly Hills Country Club, Newport, Ky., for a month's run. . . . HARDEEN, after winding up on a week of army-camp shows in the Atlanta area, has moved on to Alabama and Mississippi to entertain more servicemen. During his Atlanta stay Hardeen netted a fine human-interest yarn, by Rosalyn Bradshaw, in *The Atlanta Journal* of September 13. Douglas Geoffrey (Hardeen Jr.) is on tour with him. . . . CHAN THE MAGICIAN and Margo, mentalist, make for a double mystery attraction at Sam's Cafe, Philadelphia. . . . JOAN BRANDON, magical mixologist, is featured at Babette's, Atlantic City. . . . FLORETTA AND BOYETTE are presenting their mental magic at theaters in the Philadelphia territory, booked out of the Eddie Sherman office, that city. . . . BECHKAN, Montreal magician, is playing clubs in the Detroit area for the Betty Bryden office. . . . RUDY HORN is showing 'em his hoke magic at Dave Saks's Show Bar, uptown Detroit spot. . . . SONNY RASCH, magician-vent, has been discharged from the Special Service branch of the army and is now recreational director for the West Point Manufacturing Company, Fairfax, Ala. . . . PAUL HUBBARD, who closed Sunday (18) at the Neon Club, Louisville, begins his school season September 22 at Taylor High School, North Bend, O. He will follow with the knowledge boxes in the Cincinnati area until Thanksgiving. . . . HAROLD D. GOLDSTEIN has resumed his magical activity in his native New Orleans after receiving an honorable discharge from the army and is making a bid for a berth on a USO-Camp Shows unit. . . . "BAFFLING BILL" BALLARD, 18-year-old pro magish, ran into a snag recently during an engagement at the Ranch Club, Houston, when the city revenue office there dusted off an old ordinance and presented him with a \$300 tax bill for playing the spot. It seems that there is a \$25 State tax against every sleight-of-hand performance in Texas and under the law the city can collect \$12.50 addition per performance. Altho the law is on the books, the State or cities rarely enforce it. The Houston dads, however, dug it up in Ballard's case. Needless to say, it cost him

Managers, Performers!

We solicit your co-operation in keeping the tent-repertoire page alive and interesting. Managers, we're interested to know how your business is progressing; what effect tire, gas and similar war restrictions are having on your business; the roster of your show and any other information which may be of interest to our readers. Performers, shoot in your personal news items. Your friends are anxious to know where you are and what you're doing. Drop in a newsy line to the rep editor now, even if it's only a penny post card.

his job. So young Ballard pleaded his case before the Houston city council, explaining that its action cost him his job, that he was due to enter the army almost any day, and that of his \$60-a-week salary 20 per cent was deducted for Victory Tax, while another 10 per cent went to his agent, leaving him only a nominal wage. The councilmen indicated a willingness to lift the burden—in some legal manner.

PERCY ABBOTT'S 10th Annual Magicians' Get-Together at Colon, Mich., September 9-11 attracted more than 300 visitors, some coming from as far as New England and Texas. Among the well-known magi present were Eugene Bernstein, past president of the Society of American Magicians; Charles Larson, New York collector; John Braun, editor of *The Linking Ring*; Dr. Harlan Tarbell; Doc Mahendra; Stuart Robson and Joe Berg, representing the dealers' contingent, and John Mulholland, editor of *The Sphinx*. An informal program was given in the spaciouss Abbott tent theater Thursday night (9), with some 200 soldier guests from near-by Fort Custer. W. C. (Dorny) Dornfeld gave his usual fine emcee performance and repeated his success at the Friday night show. Thursday program had Bob Schneiderman, Lester Lake, Jean Winters, Dave and Pauline Coleman, Mac Rush; Lieut. Lee Allen Estes, of the Kentucky State Highway Patrol; John Ricketts, Paul Stadelman, Chic Shoke, Audrey and Company, Howard Strickler (with a patriotic trick that copped a War Bond for originality), Guy Gerber, and Duke Stern, who conducted the orchestra. Friday night line-up included Charles Kirkham, Mrs. Ruth Oakes, Stanley Abrams, Jimmy Trimble, Mr. and Mrs. Don Sweet, Pingalli and Pinella, Burling Hull, Tom Osborne, Al Minder, Phil and Kay Thomas, Paul Stadelman, (See MAGIC on page 28)

DERBYSHOW NEWS

JOE AND CLARIS NALTY are in Oakland, Calif., where Joe is at Richmond Shipyard as leaderman, and Claris is working at Montgomery-Ward. The Naltys sent word that they are buying War Bonds and urge that all their derby-show pals do likewise and back up the ex-contestants who are doing the fighting. They add that Opal Ferdig is at the naval air station in Alameda, Calif., repairing planes.

WE HAVE HAD INQUIRIES recently on Charley Smalley, Vivian Branch, Mildred Burton, Benny Leonard, Edith Merritt, Pee Wee Collins, Pauline Boyd, Jean Williams, Patsy Greene, Sammy Lee, Margie Beaver, Duffy and Tillie Tarantino, Earl Clark, Alice Simms, Jack Kelly, George Green, Bat Slaber, Jack Davis, Eleanor Johnson, Itsy Bachrach, Roth Boyd, Clyde Woodard, Jean Smith, Ben and Nellie Rothman, Lou Melshen, Lonis (Pee Wee) Ellis, Jerry Bresnahan, Rubber Legs Martin and Blair Brown.

SGT. CHARLEY (RED) HALL, the "all-American screwball," pens from somewhere in the South Pacific that he recently met with Charley Strynas and

Georgie Nlessen, both wearing corporal's chevrons. Hall tells that they've had a couple of good shows in his area, headlining Ray Bolger, Little Jack Little and Joe E. Brown. Red says that the next show will be his own offering, as he has been able to get hold of scenery and wardrobe.

RAY HAMON, in Kansas City, Mo., working at Pratt-Whitney Aircraft, pens a few lines reminiscing of the days when he walked for George and Bill Ruty in 1938.

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New York Times Carries Story On Roadshow Film Purveyors

NEW YORK, Sept. 18.—In the Sunday edition of *The New York Times*, September 12, there appeared an article "Down the Trail of the Celluloid Gypsy," by Lewis B. Funke. The story deals with the roadshowman in typical "Midwiltles" telling of his enterprise and how he must operate his business. While the story is written from the angle of informing the public about the roadshowman, it is interesting reading to anyone in the business.

The *Times* writer estimates the number of roadshowmen at between 2,500 and 3,000, noting that recently a growing number of business men converts

have been entering the field—not to make a fortune, but a living.

Comment is made upon the type of film shown and the dangers of changing the formula of showing; that is, if a mining town wants Westerns, it is dangerous to give them slushy love pics.

The writer also notes that the roadshowman is now the link between the tremendous war activity and the hinterlands. Says Funke: "... along with his regular programs, he shows trailers promoting the sale of War Bonds as well as the various films that tell of what is being done and has been done to assure the ultimate victory. The Office of War Information's motion picture unit is no longer in existence, the films that it turned out are receiving circulation... and will continue to serve until the war's end. Besides the various other governmental bureaus like the Office of the Co-Ordinator of Inter-American Affairs are anxious to have their film messages delivered, as are the different propaganda agencies of the United Nations."

Permission to reprint has been requested. If approved, the entire article will be reprinted on this page in the near future.



NEW AND RECENT RELEASES

(Running Times Are Approximate)

OLD FLAG, released by Nu-Art Films. A stirring narration dedicated to the flag of the United States with appropriate historical views interpreting its outstanding significance to all Americans. Length, 1 reel.

ITALY SURRENDERS, released by Castle Films. After the fall of Sicily and Italy in September, writers and editors started work on this production showing on-the-spot scenes of the biggest event of the war. The tremendous aerial blows which softened up the enemy by disrupting rail lines and blasting air fields are dramatically portrayed. Invasion fleets of large and small vessels are shown in Messina Straits. Other scenes: Montgomery's vets in the Calabrian area; General Clark's forces occupying Italy's boot; Canadians string the beach in force; Allied naval craft hammering shore positions, and the welcome given to our forces by the Italian crowds.

ment," one advocate pointed out. Many teachers now in service have learned how to supplement books and traditional schoolroom methods with a portable projector and special picture. They may be expected to bring this experience back to civil life.

N. Peter Rathvon, president of RKO, recently confirmed reports of his company's interest in visual education. RKO, he said, was studying the field, and he expressed great personal interest in the possibility of the teaching film.

"We are an entertainment industry, however, and do not see why we should go into the field as a commercial sideline," he said. "It is rather the task of the industry to make its technical skill available to the educators. In the past," Rathvon observed, "educators have made bad films on the right subject, and sometimes the industry has made good films, but on the wrong theme." The post-war problem, as he saw it, was to bring teachers and industry together in a complementary application of their respective skills. "The teaching film does not appear to be a profitable enterprise for us, but it should be an important outlet for our unique art of making pictures," he added.

MAGIC

(Continued from page 27)

Dr. Harlan Tarbell, Harry Otto and Joe Ovette and Company. Saturday night's big show saw the townsfolk packing the tent for a bill that ran close to four hours. Tom Osborne emceed and presented a smooth brand of sleight-of-hand. John Mulholland's act was the highlight of a bill on which headline honors were hard to hand out. Others who showed their wares were Jim Whitehurst, with John Braun stooging; Jimmy Trimble, Burling Hull and Company (Great Volta), Paul Stadelman and Windy Higgins, L. Guy Gerber, Lester Lake, Dr. R. C. Ritchie, Dr. Harlan Tarbell, Mr. and Mrs. Don Sweet, Phil and Kay Thomas, Harry Otto, Bob Lotz and Joe Ovette and Company.

First ANFA Fall Meeting Oct. 27

NEW YORK, Sept. 18.—Announcement has been made by the Allied Non-Theatrical Film Association that its first fall meeting will be held on October 27 at the Hotel Sheraton, New York. Speakers will be Bertram Willoughby, of Ideal Pictures Corporation, Chicago, and Harry Kapit, of Walter O. Gutlohn, New York.

William Hedwig, president of ANFA, will preside and will also deliver an address.

On the program for the ANFA this fall is the publication of its War Bulletin which will recount the war work done by ANFA and films in general.

H'wood Eyes Training Pix

CINCINNATI, Sept. 18.—Hollywood is eying with respect the visual education field. The wartime growth of using the film medium to instruct the armed forces and industrial workers has grown to such extent that many in Hollywood believe it time for the major sections of the motion picture industry to use its skill and experience in producing such films. Some question the suggestion, however, wondering whether or not the mastery of the screen in the entertainment field could and should be applied to a highly technical type of production. Many are vociferous in proclaiming that the industry's job is entertainment; that the education field should be left to those who have been doing a good job.

A group of major producers believe that they should provide the "know-how" to those producing training films, but should not attempt to invade the field.

The American Council on Education, headed by Dr. George Zook, former director of the U. S. Office of Education, is now forming a committee to suggest methods of screen assistance in the education field. The film committee is expected to include several college presidents, heads of teaching institutes, representatives of the U. S. Office of Education, the National Education Association and similar groups.

"Tremendous opportunities" are foreseen in the education field for the motion picture industry by Charles Francis Coe, vice-president and general counsel of the MPPDA. He was active in organizing the current discussions.

"In five years fully half of the motion picture business may be devoted to the production of teaching films," according to Coe. "Producers, whether they want to or not, will have to go along with the public demand for good teaching films," he predicted.

The educational film will carry the motion picture to a vast new audience, according to Coe and other advocates of active industry participation. They point to the experience of the armed services.

"Soldiers and teachers who have been trained by films in the army will return, expecting equally efficient teaching for their children, and ready themselves to accept information along with entertain-

CUTTING IT SHORT

By THE ROADSHOWMAN

ANFA's plan to produce a War Bulletin sounds like a winner. There is much to be recounted to the industry's credit for service performed during the war. On the other hand, the war has helped the 16mm. business to expand. Speaking generally of the entire 16mm. industry, taking in all types of films, entertainment and educational, it can be stated that industry has done better than expand two, three or four-fold. The training film group, long dormant, has developed tremendously in the past two years. Results have been noteworthy, aiding in the training of our armed forces, giving them a real picture of the war they are to fight. In the war plant, the use of films has hurried training of unskilled labor and thus added to the growing might of the United Nations.

On the entertainment side of the ledger, the roadshowman has certainly done his part. The small towns, cut off from many other sources of entertainment by gas shortages, need of working longer hours, etc., have been served well by the showman who brings his filmfare for their enjoyment. He's brought the war information films to them; he's sold them War Bonds and Stamps.

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The Final Curtain

ACUNEA—Laura, telephone operator for many years at Capitol Theater, New York, in Polyclinic Hospital, that city, September 9. Survived by daughter, Uarda, telephone operator in Billy Rose's New York office.

BACHMANN—Albert H., 56, manager of Harding Theater, Chicago, of a heart attack September 14. In 1925 he started as doorman of Universal's Randolph Theater, Chicago, and succeeded then to manager of the Gillion Theater, Springfield, Mo. Later he managed the Corwin Theater, Chicago, for Asher Brothers. He has been with Balaban & Katz the past 12 years as manager of their Harding and Terminal theaters, Chicago. Surviving are his widow and three brothers.

BACON—Gaspar G. Jr., 29, the Masked Marvel of motion pictures, of a knife-stab wound near Los Angeles September 13. His death is still a mystery to the police. While a student at Harvard he appeared in the Hasty Pudding Club's annual show. Survived by his widow, Greta Keller, Austrian-born singer; his father, a lieutenant colonel in the army and former lieutenant governor of Massachusetts; his mother, and two brothers.

BAZLEY—Arthur H., 72, tenor, in Detroit September 10. He was a well-known Detroit soloist around the turn of the century.

BELMONT—Montana Mae (Jessie Kay), 61, carnival performer and former legit actress, in New York September 4. In her younger days she was a circus rider and then graduated into legit. Before retiring because of illness she did a half-hour act in carnivals. She was a member of the Actors' Fund of America and National Variety Artists.

BIGGAM—James A., 64, producer of electrical pageants in pre-war picture premieres, in Los Angeles September 4.

CLAPP—Robin A., 26, member of the Guy Hedlund Players of Station WTIC, Hartford, Conn., September 12 at Columbia Presbyterian Medical Center, New York. A graduate of the American Academy of Dramatic Art, New York, he had engaged in summer theater work for several years. Survived by his widow, his mother, two brothers and a sister.

IN MEMORY
Of Our Good Friend
ROBERT B. COOPER
Who passed away September 26, 1942, at
Hutchinson, Kansas
ART AND NORA RADTKE

DAVISON—Wellington, 60, juggler, September 11 in St. Luke's Hospital, Cleveland, of pneumonia. He began his career with the Juggling Johnsons and later appeared with his wife for many years as Dave Gibson and Sylvia Price on the Keith, Orpheum and Loew circuits. Recently he had appeared as a single in Cleveland theaters and clubs. Survived by his widow, Sylvia. Interment in Lakeview Cemetery, Cleveland, September 14.

FLOOD—Thomas R., 66, Shakespearean actor, at his home in Los Angeles September 13. A native of Ireland, he had been on the stage 30 years and at one time taught drama at St. Mary's College, near Berkeley, Calif. Burial in San Francisco. Survived by a brother in San Francisco.

FREUD—I. C., 67, former part owner with Joseph Schenck of the United Artists Theater, Los Angeles, in that city September 10.

GOODWIN—Georgia Gardner, 58, former legit actress and fifth wife of Nat Goodwin, in Redwood City, Calif., September 7 of a heart attack. She had appeared in musical shows on Broadway and on the Coast but has resided in California for the last 15 years.

GRAPEWIN—Anna Chance, 68, former vaudeville player and wife of Charles

Grapewin, film character actor, in Hollywood September 11.

GRAVES—William H. (Billy), 71, professor of English who conducted a weekly broadcast over Station WOSU, Columbus, O., in that city September 7.

HUBER—Ernest, 66, member of the Los Angeles Philharmonic for 22 years, in that city September 10.

ISMAN—Felix, 69, veteran realty operator active in show business, at the Park East Hospital, New York, September 12. At one time he operated the old Broadway Theater and backed Weber and Fields in shows there and also wrote a book about them in 1925 entitled *Weber and Fields, Their Tribulations, Triumphs and Their Associates*. He also backed several other legit attractions and had an interest in Hammerstein's Victoria Theater, where the Rialto now stands, and also in the Belasco Theater. Surviving are his widow, a daughter and a brother.

KEARNEY—Patrick J., 69, character straight man, September 13 in Union City, N. J. He had been in vaudeville and on the Columbia Burlesque Wheel, and was also one of the founders of BAA and a member of the Catholic Actors' Guild. Survived by two sons, a brother and a sister. Services at Holy Cross Catholic Church September 18, with interment in Cathedral Cemetery, Scranton, Pa.

KRAUSHAAR—Arnold A., 63, musician and composer, in Hollywood September 13. A native of Bucharest, Rumania, he was graduated from the Lyceum and Conservatory of Music in that city and later studied architecture in Vienna. He came to the United States in 1905 and for eight years was librarian for Dr. Hugo Rosenfeld in New York. Services in Hollywood Cemetery September 16. Survived by his widow, Mrs. Andra Kraushaar, a son, now in the army signal corps, and his mother and brother in Rumania.

LIME—Emil, 44, known as the Golliwog of the Lime Trio, in St. Joseph's Hospital, New York, September 13. The act had toured thruout Europe, South America, the United States and Canada. Survived by his widow, Madeline, and also a cousin, Mike Sticht, of the same act.

LIST—Mrs. Leonardo J., 59, former contralto soloist, in Merion, Pa., September 15. She was with the Philadelphia Orchestra and the old Philadelphia Operatic Society.

LOAR—Lloyd Allayre, 52, pianist, composer and member of Northwestern University School of Music faculty, in Chicago September 14. He made concert appearances in France and in this country and became an authority on acoustics and electrical musical instruments. He invented the five-string mandola. His widow, Bertha, survives.

MORGAN—M. Earl, 49, secretary-manager of the Solano County Fair, Dixon,

Calif., in a Healdsburg (Calif.) hospital September 5 of a heart attack.

MOTLEY—Ernest (Kentucky Legs), 61, concessionaire with the Mighty Sheesley Midway, September 15 in a hospital in Louisville, where the shows were playing. He became ill in his trailer on the lot and was removed to the hospital. A native of Lexington, Ky., he had been with numerous shows and was widely known. Survived by his widow and a brother, who took the remains to Knoxville, after services in the Bosse Funeral Home, Louisville, September 16. Interment in Knoxville in the cemetery plot of Mrs. Motley's family.

NIGGEMEYER—Charles A., 61, veteran stage director, September 11 in Chicago. He joined Jones, Linick & Schaefer as presentation producer of their McVickers Theater, Chicago, after being with the Pabst, Davidson & Schlitz theaters for several seasons. He was with Balaban & Katz when they took over the McVickers Theater but later joined Paramount-Public in New York as a unit producer. Returning then to Jones, Linick & Schaefer, he was stage director of the State-Lake and Oriental theaters, Chicago, for several years. He recently produced several USO-Camp Shows. Survived by his widow, Dolly Nutter, a dance producer, and a brother. Burial in Chicago September 14.

POWELL—Albert (Charles Frehafer), 66, veteran clown with Cole Bros.' Circus, in St. Vincent Hospital, Portland, Ore., September 9 of a heart ailment. In show business for 43 years, he had also been with the Barnum & Bailey, Forepaugh-Sells, Sells-Floto, Al G. Barnes and Barnett Bros.' circuses, and Miller Bros.' 101 Ranch Wild West. He formerly was a wire performer and contortionist. Survived by a brother, Edward W. Frehafer. Burial in Greenwood Hills Episcopal Cemetery, Portland, September 14.

SHAW—Mrs. George Bernard, wife of the noted Irish author and playwright, in her London home September 12. Mrs. Shaw translated several plays of Brieux, the French sociological dramatist, and they appeared in two volumes. Survived by her husband.

In Loving Memory of My Dearly Beloved Husband
Jesse M. Shoat
Passed on Sept. 24, 1941.
Nora Ann Shoat

SUMMER—John, 30, publicity man for Paramount Pictures and also with Harold Lloyd and Walt Disney before entering the army, at Veterans' Hospital, Sawtelle, Calif., September 15 following a two months' illness. Survived by his mother,

Mrs. Mae K. Summer, a sister and a brother, all of Hollywood.

VAUGHN—Adamae, 37, film actress, in Hollywood September 11. She was a Wampas Baby Star in 1927. Survived by sister, Alberta, formerly of the silent films.

VENTRESCA—Pfc. Carmen, 44, musician and composer, at an army hospital in New Castle, Del., September 8 of pneumonia. Prior to entering the service he was with the musical publishing firm of Theodore Presser Company, Philadelphia, and a former oboist with the Philadelphia Orchestra. A brother and a sister survive. Services September 11 in Philadelphia with military burial in National Cemetery there.

WEAVER—Herbert A., formerly auditor for Ringling Bros.' Circus for many years, in Aurora, Ill., September 16. Survived by a son.

WERTEL—Pfc. Alfred, 28, former Detroit musician, killed in action in North Africa. Survived by his parents.

YOUNG—J. Arthur, 63, character actor of legit, radio and films, at his home in Kew Gardens, Queens, N. Y., September 14. His early career was with stock companies in Denver, Detroit, Washington, Philadelphia and Skowhegan, Me. He appeared on the New York stage with Pay Bainter in *East Is West*, *Yellow Jacket* and *Ben Hur*. Other productions in which he appeared were *Smilin' Thru*, *In Love With Love*, *Gallery Gods* and *Five Star Final*. In later years he appeared on Broadway in *The Tragedy of the Ages*, *Night of January 16*, *Lost Horizons*, *Lady Detained*, *Without Warning*, *Queer People*, *The Devil Takes a Bride*, and more recently in *Fredericka*, *The Star Wagon* and *The Male Animal*. He was last seen in New York last March in *The Barber Had Two Sons*. In radio, he was on the Lux Hour in New York and Hollywood and on an Irene Rich program. Among his more recent motion pictures was *Murder by Invitation*. Young was a member of the Lambs, Actors' Equity Association, Actors' Fund of America and Episcopal Actors' Guild. Services at Dupont Funeral Home, Kew Gardens, Queens, N. Y., September 17. Surviving are his widow, a brother and a sister.

Marriages

ANTLE-SWEET—Vincent Kirk Antle, nonpro, to Marion Ross Sweet, radio and stage actress, in New York September 10.

BARNETT-D'GAMA—Sgt. Harry G. Barnett, nonpro, to Leonora D'Gama, dancer, in Macon, Ga., September 2.

BOLTON-COLEMAN—Whitney Bolton, publicity executive at Columbia Pictures, and Nancy Coleman, film actress, in Los Angeles September 16.

CHISMIRE-HOWELL—Lieut. Frank Chismire, nonpro, to Connie Howell, vibraphonist with the Frank Victor Quartet, September 6 in Philadelphia.

GUMPURTZ-WOOD—Sam W. Gumpertz, prominent outdoor showman associated with the management of George A. Hamid's Million-Dollar Pier, Atlantic City, to Beatrice Frances Wood at Monticello Hotel, Norfolk, Va., September 15. Col. Charles H. Consolvo, veteran circus man and owner of Monticello Hotel, was best man.

KAPLAN-SHERMAN—Capt. Albert Kaplan, nonpro, to Florence Shribman, concert pianist, September 11 in Philadelphia.

LEVIN-KRAFT—Herman N. Levin, personal manager associated with Richard J. Dorso-Herman M. Levin Agency, to Evelyn Kraft, of the Kraft Sisters, dancers, September 13 in New York.

MERCHANT-WILSON—Sgt. Charles Merchant, nonpro, to Billie Wilson, former night club dancer, September 11, in Texas.

MILLER-KATZ—Lieut. Max Miller, former publicity director for William Goldman Theater Circuit in Eastern Pennsylvania, to Rita Katz, nonpro, September 12 in Philadelphia.

NORTON-CAVELL—Lieut. Jack Norton, nonpro, to Lillian Cavell, night club singer, September 11 in Philadelphia.

Births

A daughter to Mr. and Mrs. Herman Michael in Hollywood September 16. Father is sound effects engineer at KNX-CBS.

A daughter, Amy Louise, to Lieut. and Mrs. Noel Weiner September 11 in Philadelphia. Mother is the former Edith Gutterman, night club columnist for *The Philadelphia Observer*.

Twin sons to Mr. and Mrs. Edgar W. Ward in Good Samaritan Hospital, Hollywood, September 10. Mother is the screen actress, Jane Wyatt.

IN MEMORIAM



CLARENCE A. WORTHAM

Died September 24, 1922
BECKMANN & GERETY WORLD'S BEST SHOWS
B. S. GERETY

John T. Benson

John T. Benson, 72, proprietor of the Benson Wild Animal Farm, Nashua, N. H., died in Memorial Hospital, Nashua, September 19. For a number of years he had been a leading wild animal importer and trainer. He founded Boston Zoo in Franklin Park and for 16 years had conducted the wild animal farm, which is widely known and draws thousands of visitors annually. He was a native of Dewsbury, Yorkshire, England. More details in the next issue.

LATE-SEASON MARKS CLIMB

R-C Hangs Up Record \$43,237 At Topeka Fair

TOPEKA, Kan., Sept. 18.—Rubin & Cherry Exposition broke all gross records at the Kansas Free Fair here this week, according to an announcement made tonight by General Manager Carl J. Sedlmayr.

Despite an early tear-down last night and a delayed opening last Sunday (12), gross for the week hit a record \$43,237.56, Sedlmayr said. Previous all-time high, according to Sedlmayr, was \$38,000.

Tornado Hits Linderman Show

LEWISTON, Me., Sept. 18.—A tornado, which struck the lower half of Max Linderman's World of Mirth Shows here Thursday, inflicted severe damage on the organization. Linderman said the damage had not been estimated but that it probably would run into thousands of dollars. No one was injured since the midway was idle when the storm broke.

Blow demolished a wagon front and the canvas of the Posing Show was torn to shreds, as were the tents of the Snake Show, Life Show, Trick Animals and Minstrel Show. Fronts of the Freak Animal and Life Shows were mangled, and Terrell Jacobs' Circus Tent was leveled and badly damaged, but not beyond repair. Circus cages and front wagons were blown over, receiving slight damage.

Officials said the storm hit at the worst possible time, since all equipment had been repainted and rejuvenated for the shows' fair tour, which gets under way at Allentown, Pa., shows' next stand. General Manager Linderman said that much of the new canvas was yet in the storage car and other tents on hand will be erected in Allentown.

Work of rebuilding got under way immediately following the blow.

Sheesley Gets Fair Gate in Two-Weeker At Louisville, Ky.

LOUISVILLE, Sept. 18.—Several hours' delay in the railroad move here from Battle Creek, Mich., caused Mighty Sheesley Midway to miss its first opening date of the season and lose the initial day at the Seventh Avenue and Berry Boulevard location. Business the first week was fair, however. Shows moved to the Preston and Woodbine streets lot September 14 for the second week and attendance and business at opening was good. Engagement closes tomorrow.

Capt. John M. Sheesley, general manager and owner of the shows, returned (See Sheesley Gate on page 56)

Dayton, Carthage Annuals Winners For Gooding Unit

CINCINNATI, Sept. 18.—F. E. Gooding Amusement Company's No. 1 Unit, under direction of Manager John F. Enright and Joe Gaskill, secretary, wound up a successful run as midway attraction at the 88th annual Greater Cincinnati and Carthage Fair here. Manager Enright said day play was off a bit from last year, but good business prevailed nightly, in some instances topping last year's good marks. Cool, but comfortable, weather prevailed.

Unit moved in here from Montgomery County Fair, Dayton, O., September 6-9, was \$45,478.75. Between 1924 and 1933, played variously by Morris & Castle, (See Gooding Unit on page 56)



GROUPED IN FRONT OF THE army ambulance presented to the government at Binghamton, N. Y., September 8 by the personnel of the James E. Strates Shows, were these showfolk, government officials and committee members of the Elks, who sponsored the shows' stand in Binghamton. Standing, left to right, are Abe Rubens, shows' secretary and emcee at the impressive ceremonies which marked the presentation; Corporation Counsel Hugh Heffern; Sam Nyswoner, Binghamton building superintendent; Maj. Reynolds K. Townsend, of the army, who accepted the ambulance on behalf of the government; James E. Strates, shows' general manager, and Ben Cohen, Elks committeeman. Kneeling are C. Y. Cushman, Elks committee chairman, and Harold Staunton. Ambulance was purchased by the personnel with receipts from a series of shows given in the Varieties Top each Wednesday night during the season. Presentation, witnessed by 10,600, was made in front of Leo Carrell's Hollywood Monkey Revue.

New RC Combo Registers Near All-Time Minn., Midway High Despite Weather and Gate Lag

TOPEKA, Kan., Sept. 18.—Despite a reduction in attendance and three days of inclement weather, Rubin & Cherry Exposition, at this year's Minnesota State Fair, St. Paul, almost paralleled the best figure ever registered at the annual, it was revealed today by Carl J. Sedlmayr, general manager, after all figures had been tabulated. The eight-day run ended with a gross of \$105,813.13. This was the initial visit of Rubin & Cherry under joint ownership of Carl J. Sedlmayr and Sam Solomon.

Midway gross in 1942, garnered by Royal American Shows, under the ACA banner of which Sedlmayr was president, was \$120,354.74, while the 1941 total was \$103,654.33. In both 1941 and 1942 good weather prevailed. This year there was a severe storm Thursday at 10 p.m. prior to the grandstand blow-off, which cut the night short. Duncan's colored show top was torn to shreds and the front damaged. Penny Arcade also experienced considerable damage, but the Rose Midget Revue sustained no damage as was previously reported.

Saturday night was virtually rained out, a downpour disrupting business early and drizzling rain continued thru the night and everything was sloughed by 10 o'clock. Sunday got away to a big start, but ended when a rain, bringing a low temperature, started at 4:30 p.m.

Sunday Play Big

"During the 3½ hours of play Sunday we experienced one of the most phenomenal income-earning periods I've ever witnessed," Sedlmayr said. "The Slide Show got \$1,700 and the Posing Show \$1,100 in that period, with other attractions experiencing similar business. Midway's gross for the 3½ hours of play was \$11,507.90." Labor Day was both cold and inclement.

"There's no doubt in my mind," Sedlmayr said, "that we would have made an all-time peak if we had not lost the last three days! Another thing that cut down our earnings this year was the fact that we were so short of help that

ride operators could not handle all of the business available. They were a mighty loyal bunch, however, and certainly put in long hours trying to satisfy the public. We are proud of the records they each made."

The midway's financial history at the fair has many interesting sidelights. Running back to 1924, when Morris & Castle Shows had the midway, the gross (See RC GOOD IN MINN. on page 55)

VG Tour Winner; Bond Drive in Suffolk Nets 3G

SUFFOLK, Va., Sept. 18.—Personnel of Virginia Greater Shows, during their Labor Day week stand at organization's local quarters, purchased an estimated \$3,000 worth of War Bonds and Stamps in a special drive on the shows, management reported. Figure almost doubled last year's final week's bond purchases, which totaled \$1,800. Showfolk were lauded by local officials on the manner in which they backed the attack in the drive.

This city, being shows' winter home, many friends of the showfolk were on hand nightly and city and county officials complimented the management on the neat appearance of the midway. Manager Rocco and Sarah Masucci were hosts to many friends during the engagement.

Several trucks have been purchased and a new funhouse is being built. Shows have been playing Maryland, West Virginia and Virginia defense towns exclusively this season and the tour thus far has been highly satisfactory. William C. Murray, general agent, is in the Carolinas lining up the route for the rest of the season.

Endy-Prell Gets 40% Biz Hike at Elizabeth City

ELIZABETH CITY, N. C., Sept. 18.—Endy Bros. & Prell's World's Fair Shows Combined, with good weather, registered a 40 per cent increase in business over last year at their week's stand at the ball park here, which ended last Saturday under fire department auspices. Week's attendance figures, said Verne Korhn, secretary, were 47,234, with the best day being Saturday. Children's Party, sponsored by *The Evening Advance*, that afternoon proved exceptionally big.

Lockwood Phillips, publisher of the paper, was a nightly visitor on the lot and 60 newscarrers were guests of the show management on Tuesday night. William C. (Bill) Dawson, committee chairman, said that business on the week was among the best in the 17-year history of his organization.

Dawson was host to members of the shows' executive staff at dinner Saturday night. Some of the shows' talent participated in a broadcast aired over Station WRNC Tuesday afternoon. They included Cash Miller, Scotty Mac Neal, Tommy McCarthy, Emanuel Zacchini and Walter D. Nealand, who was emcee. Mayor Jerome Flora welcomed the showfolk and was a nightly visitor on the grounds.

Jack (Red) Mason joined with a Teddy Bear concession and Sam Prell rejoined with several stands. Charlie Day, mallman, added a concession.

Tinsley's Unit Gets Big 26-Wk. Greenville Run

GREENVILLE, S. C., Sept. 18.—Chalking up the most successful season in their history, J. T. Tinsley's City Rides concluded their 26-week run at City Park on Main Street tonight. Roster, with the exception of those who entered the armed forces, was the same as at opening. Management said the organization will play another six weeks of dates before going into the barn, however. First of these engagements is set for Easley, S. C., under Lions' Club auspices. Several other near-by towns are (See Tinsley's Big on page 56)

Interment of J. F. Murphy Made at Home in Piqua, O.

PIQUA, O., Sept. 18.—Funeral of James Francis Murphy, pioneer carnival owner and manager and ride operator, who died in McFarland Hospital, Lebanon, Tenn., September 8 after a heart ailment of two years' duration, was largely attended here September 11. Services were in St. Boniface Church and burial was in Forest Hill Cemetery here.

A native of Kingston, N. Y., he was the son of Dr. Robert and Mary Burns Murphy, his father having been a prominent physician and surgeon there. J. F. Murphy had made his home in Piqua for 39 years and was well known in business circles, having operated a china store for some years. He was married September 16, 1904, to Bessie Mable Johnson at Norfolk, Va. He was a member of Knights of Columbus Lodge, No. 257, and B. P. O. Elks, No. 550, both of Kingston, and of the Showmen's League of America. He is survived by his widow; a brother, Nicholas, North Bergen, N. J., and a sister, Mrs. M. Costello, Kingston.

Besides the J. F. Murphy Shows and other connections mentioned in the Final Curtain last week, he had also been general manager of a Rubin & Cherry unit and of the Melville-Reiss Shows.

Club Activities

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, Sept. 18.—House committee is getting the rooms in shape for the first fall meeting October 7. Nominating committee is to be named by October 21, so it is urgent that the club have a large attendance at the early meetings. Final notice has been sent to all members who are in arrears in dues. The new by-laws read: "If dues for the current year are not paid by November 1 following the commencement of the current year, the member so delinquent stands suspended as of November 1 of such current year. If dues for such year are not paid by the following November 1 such delinquent member shall be automatically suspended from membership in the League and his name stricken from the membership roll. Reinstatement can then only be made by filing a new application with the regular fee the same as a new member."

Recent applications received were for H. C. Farrell, from W. W. Davies; Lester J. Davis, from Harry Ross; F. A. Norton, from John Gecoma. New by-laws are ready and may be had on application. Lou Leonard and Eph Glosser returned from a successful Canadian trip, and Mike Wright and Bob Parker have been doing quite a bit of golfing. Larry Lawrence came in from Texas on business and visited the club rooms. Late reports indicate Nate Hirsch is not showing much improvement. Tom Rankine and Sam Feinberg are still at Alexian Hospital. William J. Coultrey and Tom Vollmer are still on the sick list. Passing of Brother J. F. Murphy brought grief to his many friends at the League.

President Jack Nelson advises that another package has gone out to brothers in the armed service. Recent callers at the rooms were Petey Pivor, William Carsky, John Miller, J. C. McCaffery, Lou Leonard, Eph Glosser, David Goldfin, Harry Ross, Sam Bloom, Fred Donnelly, Jack Pritchard, James Campbell, Charles H. Hall, Earl Tauber, Max Brantman, Oliver Barnes and Elmer Brown. Arthur Hopper left for the South. Frank Braden was among visitors. Tommy Thomas says he will leave for the West soon. Don't forget your dues.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles
Ladies' Auxiliary

LOS ANGELES, Sept. 18.—Last week's regular meeting was set back to Tuesday because of Labor Day. An excellent attendance was recorded, with President Edward Walsh once again presiding in the chair after returning from a month's vacation. Assisting were Vice-President Harry Taylor and Chaplain H. A. (Pop) Ludwig, who was secretary in the absence of Charles W. Nelson. Committee chairmen making reports were Sam Dolman, membership; Eddie Tait, cemetery; S. L. Cronin, legislative; John M. Miller, finance; Harry Fink, building fund; Eddie Tait and Clyde Gooding, sick and relief, and Harry Chipman, publicity. The regular club news bulletin has been temporarily discontinued from being mailed to the members. Brother Eddie Brown, public relations chairman, introduced Charles Donovan, of the United States Post Office Department, who gave an interesting talk regarding the handling of the mail and emphasized the fact of using the newly created zoning numerals on all letters.

Many members long absent from the club because of being on the road were introduced. They included Brothers George Surtes, Eddie Neu, Clyde Gooding, Sam Brown, Monroe Eisenman, Curtis Little and Capt. David Barnett, who celebrated his 77th birthday. Chaplain Ludwig gave an enlightening talk regarding the functions of the club.

The meeting adjourned for the Parade of the Lion's Head and the award, after which lunch and refreshments were served.

National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Sept. 18.—It has just come to our attention that Brother Walter Kernan has been in the armed forces since January. He's at Camp Carson, Colo. About 100 members attended the Jamboree on Cetlin & Wilson Shows, Trenton, Thursday (16). Isser & Trebish Shows held Jamboree at Mineola Fair yesterday (17), assisted by Treasurer Joseph Hughes. Standing of first six contestants in Membership Drive is as follows: William Hartzman, of Cetlin & Wilson Shows, 41; Louis Rice, business manager of Endy Bros. Shows, 30; President Art Lewis, 10; General Agent Jack Perry, Kaus Shows, 8; Past President Max Linderman, 7, and Trustee Frank Miller, 6. Total to date approximates 200.

At meeting of eligibility committee, presided over by Jack Lichter, chairman, these applicants were elected to membership: Benjamin F. Braunstein, Nunzio H. Errigo, John A. Harrison, Everett Alvin Harvey, Lory Cheede Landrum, Nicholas Nazarechok and Montevideo Novarro, all sponsored by Brother William Hartzman; Charles E. Day, Charles Y. Engle, Elbert Lee Edwards, Jack Hewett, A. B. Jones, Francis P. Kelly, Henry P. Kenny, Joseph Lesovitz, Robert H. McClure, George A. Kerestes, Charles M. Powell, Abe and Joseph Prell, Enoch Ratzell, Lou Simpkins, Herman R. Smith, Max Terban, John C. Weiss and James Zabriskie, all sponsored by Brother Louis A. Rice; Claude J. Fisher, Charles E. Gallagher, Nathan L. Jackson, Ben Kaplan, William U. Lambert and Ernest Prosser, sponsored by Max Linderman; Arthur Courtney, Marshall L. Green, Albert Greenspoon, Richard H. Houston, J. N. Rimel, all sponsored by Art Lewis; Arthur E. Rogers and Paul R. LaCross, sponsored by Brother Albert Boneberg; Barney Dember and Lon Ramsdell, sponsored by Vice-President Oscar C. Buck; Louis Glass and George J. Zaitchick, sponsored by Assistant Treasurer Harry Rosen;

John Riggle, Ernest T. McIntyre and Arthur McIntyre, sponsored by Brother Jack Perry; John T. Lang, sponsored by Brother Joe Kane; Arthur R. Milligan, sponsored by Brother Jack Carr.

Chairman Jack Lichter, who looks after gifts for our soldier boys, has purchased a beautiful and useful Christmas gift which will be sent to all of the boys overseas. All of our local soldiers will be taken care of as well. Remember, if we haven't got your correct address, you will not receive a gift. Brother Harry Decker in from King Reid Shows, which are now in quarters, and reports a very fine season. Harry brought in two pages of advertising for the year book and ordered 20 tickets for the banquet. Brother Gerald Snellens, in again with another pocketful of advertisements for the year book. Interesting letter from Brother Pvt. Robert Balmain, Victoria, Kan. Sam Golden's letter with a generous donation to the Benefit Fund. Recent visitors: Murray Spitzer, from Asbury Park; Jack LaRue, from King Reid Shows; Pvt. Harry Koretsky, stationed at Elizabeth, N. J.; Doc Morris, from Palisades Park; Jack Alfred, Ross Manning and Edward McKeon. Letters from Jake Shapiro and Henry Salamon. Jimmy Hurd has been appointed club steward and will operate the lunch stand and checkrooms. Brother Sam Prell paid his first visit to the rooms since his serious injury in an automobile accident last year. Don't Forget Those Dues. After October 1 yellow card will be necessary for admission.



Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, Sept. 18.—Club's star board salesmen this year are Mrs. Nellie Coleman, Coleman Bros. Shows, who with Mrs. Millie Finn, was the leader last year, and John D. Sheesley and Harry Schreiber, of Mighty Sheesley Midway. Sheesley is putting on a bingo party for

the club's Servicemen's Fund every week and selling a bond a day. Herb Pence, at Eastwood Park, is still batting 100 per cent. On Labor Day he sold his 450th bond board. Harry Stahl, president, is getting ready for the winter with regular meetings scheduled to start Monday. Club has taken over the top floor, making the clubroom twice as large.

TENTS

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Write for Prices

E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. ALTON, ILL.

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We have Canvas released by the government that needs no priority. Send in your inquiry today.

UNITED STATES TENT & AWNING CO.
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TENTS—BANNERS

12x14, New; 10x15.6, Like New.
Both 4-Way Center Joints.

Charles Driver—Bernie Mandelsohn.

O. Henry Tent & Awning Co.
4862 North Clark St. CHICAGO 40, ILL.

FOR SALE OR TRADE

1 Wurlitzer Organ, Style 146\$105.00
3 Used Calliope Rolls, Each 8.00
4 Used Style 125 Wurlitzer Rolls 5.00
5 Used Style 150 Wurlitzer Rolls 5.00
Shop Cleaning Prices.

FRANK ORGAN SHOP
4948 Waveland Ave. CHICAGO 41, ILL.

JAMES E. STRATES SHOWS, INC., WANTS

For Balance of Season, Seven Large Bona Fide Fairs Still To Play, Starting at the Big One, Bloomsburg, Pa.

Can place Girls for Vanities and Hawaiian Show, Girls for Posing Show. Can place M. C. Can use Talkers. Want Colored Musicians and Performers, Riders for Motordrome and Side Show Acts. Can place Penny Arcade. Can use couple more Shows. Want experienced Spitfire Foreman and Help. Can use Ride Help on Ferris Wheels, Scooter, Hey-Dey, Rocket and Octopus. Can use Tractor Drivers, Caterpillar Drivers and Train Crew Help.

Address JAMES E. STRATES, Harrisburg, Pa.

Attention, Showmen—If looking to be placed for next season, get in touch with us.

WANTED FOR PHILLIPI STREET FAIR

WEEK SEPTEMBER 27; RIPLEY FAIR, WEEK OCTOBER 4.

Want Bingo, Photos, Ball Games, Fishpond, Bowling Alley, High Striker, Mitt Camp and other Ten-Cent Concessions. Experienced Help on all Rides.

JONES GREATER SHOWS

Richwood, West Virginia, This Week.

P.S.—Mr. Martin, wire.

Virginia Greater Shows

Clinton, N. C., Victory Celebration, September 27 to October 2; Wadesboro, October 2 to 9, First Show in Three Years; Then South Carolina.

Want American Palmistry, Hoopla, High Striker, Penny Arcade and Photo Gallery. Want Griddle Man at once. Want Second Man for the new streamline Whip; must drive semi. Louis Augustine wants Side Show Act.

This Week, Dunn, North Carolina.

COLUMBIA AMUSEMENT PARK WANTS

Concession Agents. Long season assured in Park and Southern Fair Route. Want Concession Agents. Ball Games, Wheels, Grind Stores, Cigarette Gallery and Photos open. Jerry Faulkner, wire. All address

S. B. WEINTROUB, Davis Hotel, Columbia, S. C.

P.S.—Ride Help, get in touch.

WANTED

PHOTO GALLERY

In good location on Broadway in St. Louis. Also few money-getting Concessions suitable for Penny Arcade.

Plenty of money here. Address:

PENNY ARCADE

113 N. Broadway ST. LOUIS, MO.

WANTED

MAGIC EMPIRE SHOWS

CORN GAME—CALLER, CLERK; Agents on Slum Stores. Working Men who can drive trucks, MECHANIC; capable, sober Concession People, answer. Can place Shows with or without equipment. Ride Help. Will book small Cook House or Grab, must be neat. THIS SHOW STAYS OUT ALL WINTER IN DEFENSE AREAS. Reply or come on. ROY GOLDSTONE, care Show, Malvern, Ark., week of Sept. 20-25; Arkadelphia, Ark., to follow.

WANTED FOR CASH

Fly-o-Plane, Scooter and Allan Herschell Auto Ride.

K. H. GARMAN

Carthage, Ill., this week

MASONITE PANELS

Suitable for All Kinds of Shows

See Advertisement in Merchandise Section

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

HOPE and work.

SPARKPLUG GOODMAN and Rose Moran are features of the Gay New Orleans Revue on World of Mirth Shows.

B. JONES joined J. G. Steblar's Shows at Columbia, S. C., with his pea pool layout.

BOB ALEXANDER, with six concessions, joined J. G. Steblar's Shows at Columbia, S. C.

TILT-A-WHIRL FOREMAN on J. F. Sparks Shows, Jack Townsend closed with the combo in Maryville, Tenn., and was replaced by Arnold Whittington.

REMEMBER when managers made their own fairs, or should we say, "hay, hog and hominy festivals?"

EARL POWELL is foreman of the Merry-Go-Round on J. F. Sparks Shows, having taken over recently after the departure of Blackie Sherwood.

FRITZ LE CARDO, who was released from a San Francisco hospital recently,

MR. AND MRS. BILL NORWOOD, of Great Sutton Shows, visited Whitey and Peaches Butler while Keystone Modern Shows were playing near Lawrenceville, Ill., recently.

SOL SPEIGHT's Colored Revue on Virginia Greater Shows day and dated Whistead's Mighty Minstrels at Smithfield, N. C., recently and both units chalked up good business.

SHOWFOLK visiting Mr. and Mrs. Russell Lichliter, jewelry store operators in Monon, Ind., recently included Mr. and Mrs. Hank Hickman and family, Mr. and Mrs. Jack Niederhauser and Mrs. Ida Lichliter and granddaughter.

BEFORE laundries were short-handed the phrase, "washing dirty linen," sometimes carried unpleasant implications in show circles. Today it means "washing dirty linen."

CONCESSIONAIRE on Gold Medal and L. J. Heth shows this season, Paul Brown has leased a Rolloplane and Moon Rocket and will book them in a permanent spot in Florida for the winter along with his concessions.

C. W. EYSTER, manager of Lou Davis's Look at Life Museum on Great Sutton Shows, spent a few days in St. Louis last week arranging winter bookings for the unit. Eyster for a number of years was with Dee Lang's Famous Shows.

FORMER trouper and now employed at the Novelty Theater, Wichita, Kan., Or-

A Stitch in Time

CHARLOTTETOWN, P. E. I., Sept. 11.—A woman member of Lynch Greater Shows staff came to the rescue of the organization when a storm hit the midway here inflicting damage on a number of tents and frames. After a check-up had been made, it was found that much of the canvas for the Hollywood Wild Animal Show and Jean Nanson's Side Show had been damaged. There was no one on the shows with experience in the palm sewing, but Mrs. Ralph Redden, Merry-Go-Round ticket seller, accepted the assignment to mend the tents. Altho she had never used a palm, she had won numerous prizes for her skill in needlework competitions, but when she finished her chores her work was highly praised. Veterans with the shows said they had seen few better patching jobs than that produced by Mrs. Redden.

GREAT SUTTON SHOWS' midway notes from Charleston, Mo., by Lou Davis: Charlie Reed, advance agent, picked a good location here and shows played to good weather and business, under American Legion Post auspices. Thursday was the best day. Mr. and Mrs. Hutchinson's Kiddie Rides are doing well, and several new concessions were added here. Price, glass-eater, joined the Look-at-Life Museum. C. W. Eyster, Side Show manager, visited Byers Bros. Shows and renewed acquaintances with Leona Leonard and W. C. Dunn. Lucille Norwood made a hurried trip home over the week-end to visit her mother, Mrs. Sutton. Tony Cortez, Girl Show operator, closed here. Mrs. Red Graham, ticket seller, is on the sick list. Frank Sutton, owner, is pleased with the season's tour so far. Ball games are still going strong. Ferris Wheel topped rides, followed by Tilt-a-Whirl.

WHEN a Side Show manager asked his colored employee whether he could read and write, the lad replied: "Ah kin call dice, count money and figure ration points."



PENNY PITCH GAMES
 Size 46x46", Price \$25.00.
 Size 48x48", With 1 Jack Pot, \$35.00.
 Size 48x48", with 5 Jack Pots, \$45.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price \$12.00

BINGO GAMES
 75-Player Complete \$5.00
 100-Player Complete 7.00

1/3 Deposit on All Orders.
 SEND FOR CATALOGUE
 Full of New Games, Blankets, Dolls, Canes, etc.

SLACK MFG. CO.
 124-126 W. Lake St., CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1943

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
 Analysis, 3-p., with Blue Cover. Each .03
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 Samples of the 4 Readings, Four for 25¢
 No. 1, 34-Page, Gold and Silver Covers. Each .35
 Wall Charts, Heavy Paper, Size 28x34. Each 1.00
 Gazing Crystals, Oulja Boards, etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Polloy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.

HOW TO WIN AT ANY KIND OF SPECULATION. 24-p. Well Bound 25¢

PACK OF 79 EGYPTIAN F. T. CARDS.
 Answers All Questions, Lucky Numbers, etc. . . 35¢
 Signs Cards, Illustrated. Pack of 36 15¢
 Graphology Charts, 9x17. 8am. 5¢, per 1000 \$8.00
MENTAL TELEPATHY. Booklet, 21 P. 25¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10¢.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO
 Instant Delivery. Send for Wholesale Prices.



NO SHORTAGE
 On Our Easy Money-Making
BUDDHA PAPERS
 Blank sheets of paper magically turn into written Fortune Telling or Character Readings.
 Send Stamp for Catalog.
 S. BOWER, Belmont, N. J.

Flat, Fiber Stock Trunks, \$10

All kinds good used salesman, fiber flat stock Trunks, size 40x24x24, with good locks and keys, \$10 each.

WM. LESSER

32 S. Jefferson St. CHICAGO, ILL.

SECOND-HAND SHOW PROPERTY FOR SALE

\$35.00 High Grade Spindle, working order, with gaff, Snow Ball Machine with Motor & Jars. Fine outfit.
 \$10.50 New Waterproof Tarpaulin, 10x15'. Others, \$65.00 Life-Size Camel. Fine condition.
 Mechanical Charlie McCarthy. Well dressed. Cheap.

WEIL'S CURIOSITY SHOP

12 Strawberry Street Philadelphia, Pa.

DINING HALL HELP

For Atlanta, Birmingham, Columbia and Macon.

TOM RIGGINS

Fairgrounds, Atlanta, Ga.

WANTED

Small organized Colored Band. Will consider Girl Musicians. Outstanding Freaks for top billing. Sword Swallower; also opening for party with flashy Sword Box, Big Snake, single Chimp Act. Penny Pitch, Photo, Jewelry, Novelties open. Can use Lecturers, Ticket Sellers, Man for Candy Pitch. All acts work on railroad car. Out all winter in Florida, Louisiana and Texas in boom defense towns. All replies:

C. C. SMITH

Pan-American Trainshow (Whale Exhibit)
 Oklahoma City, Okla., Sept. 21 thru 24,
 Kingkade Hotel.

WANTED

Arcade Men, Floormen and Mechanics. Good spot for over draft age men.

JACK MURRAY

1008 S. Third Street, Leesville, La.



SANFORD C. PAYNE JR., a member of the Pacific Coast Showmen's Association, has been honorably discharged from the armed forces after undergoing four operations. He is now in Veterans' Hospital, Portland, Ore., awaiting another operation. Payne, well known in outdoor show business, was inducted in the army in October, 1942. He was in the commercial clown business for several years on the West Coast and appeared at various State and county fairs, including Oregon State, Salem, Western Washington Fair, Puyallup, and Golden Gate International Exposition, San Francisco. At the time of induction he was a truck foreman on a national defense job at Corvallis, Ore.

has joined the Frank Forest Museum in that city as ticket taker.

BOB AND BILLIE HOUSSELS have joined the John R. Ward Shows with their California Nudist Show, they report.

IF the man-power shortage continues we may mistake a show's general agent for one of the ride boys.

SINCE closing with J. J. Page Shows, Eric Jenson and Mae-Joe Arnold have been playing club dates in Grand Ledge, Mich.

JOINING Mark Williams's Side Show on Roger's Greater Shows during the stand in Shawneetown, Ill., was Buster Pike, fat boy, Major Fox reports.

CHARLES WESTERMAN, of the Rosenthal Novelty Company, Detroit, is spending a two-week vacation visiting Western Michigan fairs.

SOME press agents' copy pertaining to shows' weekly business isn't near as interesting as is the off-the-record report.



SGT. JAMES V. (JIMMIE) ARCHER, widely known in outdoor show business, is doing overseas duty. A former concession operator on Jack Ruback's Alamo Exposition, Jimmie is the son of Mr. and Mrs. J. V. Archer, who are operating two Penny Arcades in San Antonio. Jimmie's sister, Mrs. Johnnie Delparte, is operating the Temple of Knowledge in Playland Park, San Antonio, where her husband is manager.

ville Cooper renewed acquaintances on World of Today Shows when the organization played Wichita recently. He spent his vacation with H. T. Freed's Victory Park Rides, he reports.

TREASURER—"Didn't I overpay you last payday?" Canvasman—"Last payday? Are you kidding? You've only been in the office 10 weeks."

PEPPER'S ALL-STATE SHOWS' notes from Marion, Va., by Col. E. H. Broome: Shows were located a half block from the main street here for the week ended September 11 and everything was ready for opening Monday noon. Good crowds came out that night and attendance and business increased daily. Saturday's matinee proved the best of the season so far. Capt. Fred Reckless, high pole, continues popular as the free attraction. Marion Fire Department sponsored the engagement and gave good co-operation. Mrs. F. W. Peppers took delivery on a new bingo stand and Kiddie Ride in time to set them up here. Chairplane topped rides, and Capt. Tex Allison's Jungland was best among shows.

Our Thanks-

To all Ride Owners who placed orders with us this year. The last new **BIG ELI WHEEL** is sold and will be shipped to the State of Michigan for Park Location early in 1944. We will continue to serve you as best we can for the remainder of the duration. Offering you **BIG ELI** Service with a smile. **KEEP ON BUYING WAR BONDS—LET'S SHORTEN THIS WAR ALL POSSIBLE.**



ELI BRIDGE COMPANY

800 Case Avenue Jacksonville, Illinois

MUMMIFIED

JAPANESE SOLDIER
 Life-size Mummified Japanese Nurse, life-size Japanese Shrunk Heads, native Shrunk Heads. Many other attractions. Send at once for our latest bulletin showing photos and descriptions of the world's best attractions. Our life-size attractions can't be beat. If you want to make yours this fall and winter with a store-show, sideshow, circus, carnival, window attractions, write now for latest bulletin. It's free. Address:

Tate's Curiosity Shop

SAFFORD, ARIZONA

John Howard's Museum

WANTS

Freaks, Knife Thrower, Sword Swallower and Novelty Working Acts. All winter's work. Beatrice, Neb., this week.

SIDE SHOW AT LIBERTY

(NO TOP)

Complete Frameup and Acts; plenty of flash. Wire

SAILOR KATZY

Care The Billboard, Cincinnati 1, Ohio

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
 GAMES, STRIKERS, ETC.
 Still Available
EVANS' BIG PUSH
 Write for Catalog
H. C. EVANS & CO.
 1520-28 W. Adams St., Chicago 7

JOE CAFFREY
 Wire me, care Rogers Shows, Trenton, Tenn. MARK WILLIAMS.

WALTER ADAMS
 Wire LEONARD ST. CLAIR,
 Care The Billboard, Cincinnati 1, Ohio

AT LIBERTY
 Half and Half, Roxana. Good wardrobe and flash.
 Wire
HARRY FINK
 MILNER HOTEL CINCINNATI, OHIO

GIRLS—GIRLS
 For Girl Show—\$45.00 a Week
 Dancers and Posing Girls. Can also use Ticket Seller.
 Wire F. W. MILLER, care World of Pleasure Shows,
 Ypsilanti, Mich., week Sept. 20th; Auburn, Ind.,
 week Sept. 27th.

Dyer's Greater Shows
 Westville, Ill., this week; Paris, Tenn., next week;
 Starkville, Miss., Fair, Oct. 4-9.
 Want legitimate Concessions, Concession Agents,
 Ride Help. Still fastest moving thing in existence.
 Show with own outfits, write or wire.

IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

BINGO caller on J. F. Sparks Shows last season, Stanton Brown is stationed at Tacoma, Wash.

FORMER ride foreman with O. C. Buck Shows, Clarence (Frenchy) St. Germaine is a private with the army at Fort Bliss, Tex. He says he recently visited the Frank Burke Shows in El Paso, Tex.

CONCESSIONAIRE with Sol's Liberty Shows last season, Claire L. Winters is a private first class with the armed forces at Scott Field, Ill. Mrs. Winters is employed in an aircraft plant in San Diego, Calif.

THE McADAMS BROTHERS, all well known in outdoor show business, are serving the colors. Edward is a private first class stationed at Fort Lewis, Wash., while Jack holds the same rank and is stationed at Vancouver, Wash. Harold is a petty officer second class on overseas duty with the navy.

JACK GALLAGHER, secretary of the Michigan Showmen's Association's Servicemen's Committee, comes thru with some excerpts of a letter received recently from Tommy Paddles, who was with Sam Gordon on Hennies Bros.' Shows prior to induction, and Harry Levine, former concessionaire with Mighty Sheesley Midway. Both boys are stationed in the Hawaiian Islands. "We've just finished reading *The Billboard*, looking for a Labor Day spot," the letter reads. "We enjoy reading it. Please keep it coming, along with the gifts packages. These fine gestures on the club's part keep us in touch with what's going on on the home front."

CRESCENT AMUSEMENT COMPANY WANTS

Williamsburg County FAIR, Kingstree, S. C., week September 27, with Manning, Orangeburg, Bishopville, Georgetown and Walterboro FAIRS following, closing Thanksgiving Week.
 WANT High FREE ACT for Kingstree. Two good Acts for Bishopville, S. C., week October 18; Sensational Act Walterboro, week November 1.
 WANT Ride Help, Foreman Octopus, Chairplane; Second Men Wheel and Merry-Go-Round.
 WILL BOOK few more Concessions that don't conflict. Want Fishpond, Duckpond; Scales, Age; Novelties, Popcorn, Custard, Snoballs, Photos, Palmistry. We guarantee established FAIRS.
 SHOWS—Will place good Pit or Walk-Thru Show Crime, Unborn, Monkey, War. Anything that can get money.
 Colored Performers and Musicians for Plant Show, will consider organized Colored Show; guarantee and percentage. Will furnish outfit and calliopo for bally.

CAN PLACE NOW FOR ST. LOUIS, MO.

INTERNATIONAL CONGRESS OF ODDITIES
 Under the Management of and Operated by
PARK AMUSEMENT CO., INC.

TATTOOER (over 200,000 Soldiers and Sailors stationed here). JEWELRY ENGRAVER: EDDIE AND MARION, COME ON. CAPTAIN LEWIS: This is the last call, come on immediately. LIKE TO HEAR FROM RALPH, SIS COOK, FRANK GRAF, EVA LA TOUR, DE LENZ, GRACE McDANIELS, CHRISTINE HOLLEY, SEALO, ZANDU, GERALDINE SHAFER; ALZORA, TURTLE GIRL; CORTEZ LOROW; Answer my last wire. JOHN AND ZOLA WILLIAMS, BOB WALLACE, GOOD MUSICAL ACT, REAL NATIVE HAWAIIANS, BAG PUNCHER AND ANY SNAPPY NOVELTY ACTS.
 NOTE: ST. LOUIS SHOW NOW OPEN, CHICAGO SHOW OPENS OCTOBER 1ST. Year around work. Have 5 parks contracted for next season. All reply to:
RAY MARSH BRYDON, 414 Washington Avenue, St. Louis, Missouri

BANTLY'S ALL AMERICAN SHOWS
SOUTHERN TOUR

This Show Will Stay Out Until Christmas With Proven Southern Dates.
 WANT SHOWS with own transportation and equipment.
 WILL PLACE LEGITIMATE CONCESSIONS of all kinds, including Pitch-Till-U-Win, High Striker, Candy Apples, String Game, Merchandise Wheels, Scales and Age.
 WANT RIDE HELP in all departments. Highest salaries paid for winter work. All wire or write HERMAN BANTLY, Sunset Park, Williamsport, Pa., this week.

KALAMAZOO, MICHIGAN, FREE FAIR

Five Days, September 27 to October 2.
 WANTED—Independent Shows and Concessions of all kinds for this date and the La Grange, Indiana, Street Fair, which follows Kalamazoo. Address
W. G. WADE SHOWS
 Ann Arbor, Michigan, This Week.

CAN PLACE

Ride help who drive Semi-Trailers. All winter work on permanent location in the South. Place concession agents for coupon stores, Pea Pool Dealer, Over and Under, Pan Game Operator, Scale Man; must be capable operators. Girls for ball games. Mrs. Wagner will place for now and permanent location with readers who are capable and can stand prosperity. Fifty per cent of the gross. Place shows with own outfits. On account of Whitey Wells' leaving, can place capable lot man and assistant manager; must know what it is all about. Good opportunity for right party. This show booked until late in November, and then into permanent location. Everybody address **AL WAGNER** this week Columbus, Ga.; next week, Ozark, Ala., followed by Albany, Ga. All proven territory. If interested in long season and permanent location for the winter, contact me immediately. Route to interested parties. P. S.—Free acts who are at liberty write me.

FAIRS WALLACE BROS.' SHOWS FAIRS

WANT FOR FOLLOWING FAIRS
 WEBSTER COUNTY FAIR, EUPORA, SEPT. 27 to OCT. 2
 LEFLORE COUNTY FAIR, GREENWOOD, OCT. 4 to 8
 MONTGOMERY COUNTY FAIR, WINONA, OCT. 11 to 16
 MISSISSIPPI NEGRO STATE FAIR, JACKSON, OCT. 18 to 23
 4 MORE COUNTY FAIRS TO FOLLOW JACKSON
 CONCESSIONS—These are your best concession spots in Mississippi. Can place any 10¢ stock concession, Picture Machine, Grab Joins, American Palmists. No exclusive on any of these. Independent Shows, Geek Show, Fun House, Girl Show, Bob Hausley, can place you. Want for these fairs, Octopus, Kiddie Rides. Can use Ride Men, Truck Drivers, Show People, Agents for Blum Store, Merry-Go-Round Foreman.
WALLACE BROS.' SHOWS — THIS WEEK BATESVILLE, MISS.

DICK'S PARAMOUNT SHOWS WANT

Concessions, Bingo, Grind Stores, Wheels. Westville, 20 to 25; week of September 27 to October 2, Big Celebration in the Heart of Camden under strong auspices. Wire
 Dick Gilsdorf or Patty Finnerty, Plaza Hotel, Camden, N. J.

EYERLY RIDE OPERATORS

Protect your OCTOPUS, ROLLOPLANE and FLY-O-PLANE
 World's Most Popular Rides
 ● Operate Slowly ● Keep Well Oiled
 ● Operate Carefully ● Keep Nuts and Bolts Tight
EYERLY AIRCRAFT CO. Manufacturers SALEM, OREGON

BUY WAR BONDS NOW BUY WAR STAMPS NOW

AFTER THE WAR BUY A NEW
TILT-A-WHIRL
 In the meantime keep your old rides safe with the original builder's parts.
SELLNER MFG. CO. Faribault, Minnesota

WANTED
BASEBALL PITCHING MACHINES
 New or Used. Good Cash Offers.
EVANS FLAG & DECORATING CO.
 2425 Seabury Avenue Terre Haute, Ind.

PEPPERS ALL STATE SHOWS
 POSITIVELY HEADING FOR THE SOUTH DEFENSE TOWNS

WANT CONCESSIONS—Cork Gallery, Lead Gallery, Hoopla, Pitch-Till-U-Win, Bumper Joint, String Joint, High Striker, Novelties, Scales.
WANT SHOWS Fun House, Glass House, Fat Show, War Show. RIDES—Will book or buy Octopus, Rolloplane or Spitfire. Want Ride Help that can Drive Semis. Girlhound and boozehounds, lay off. Jess Davis, Geane Moore, Heavy Jarvis (Jack), wired you money in Pitts., but you left. All you boys wire me or join on wire. F. W. PEPPERS, Mgr., Abingdon, Va.; Lake City, Tenn., September 27 to October 2.

CARNIVAL SPECIALS

- BASEBALLS \$24.00 Gross
BILLFOLDS (Ind. Boxes) 18.00 Gross
LEATHERETTE CIGARETTE PAKS 10.80 Gross
AMERICAN MADE SALT & PEPPERS (Ind. Boxes) 2.00 Doz. Pairs
AMERICAN MADE SLUM. 1.25 Gross
GLASS ASH TRAYS, WHISKY GLASSES 4.80 Gross
TAILS \$5.00, \$10.00, 18.00 Per 100
MIRRORED GLASS PLAQUES, RELIGIOUS SUBJECTS 9.60 Doz.
LARGE DOLLS, MOVABLE EYES 13.20 Doz.
PLASTIC CIGARETTE PAKS 4.00 Doz.
FUN SHOP (Contains 54 10¢ Items) 2.00 Assortm't
DOUBLE HEARTS FOR ENGRAVING 14.40 Gross
IMPORTED CAMERAS 10.80 Gross
IMPORTED CIGARETTE CASES 8.75 Gross
RAYON BANNERS, 1 TO 8 STARS 1.80 Doz.

Schreiber Merchandise Co.
1001-3 BROADWAY
(Phone Victor 9209)
KANSAS CITY 6, MO.

WANTED

For Cotton Country, Missouri and Arkansas.
Bingo, Popcorn, Diggers or any legitimate Concessions; no racket. Ferris Wheel and Kiddie Ride with own transportation. Playing uptown every week. This week, Bernie, Mo., week of Sept. 27th; Catron Cotton Carnival, Catron, Mo. All answers: MO. AMUSEMENT CO., Bernie, Mo.

ROUTES

(Continued from page 22)

- Rocco, Maurice (Zanzibar) NYC, nc.
Rolando (Havana-Madrid) NYC, nc.
Rohls, Rolly (Plaza) NYC, h.
Rose's, Bert, Boots & Saddles (Lyric) New Boston, O., 22; (Fairbanks) Springfield, 23-25, t.
Ross, Dorothy (George Washington) NYC, h.
Rossi Sisters (Oriental) Chi, t.
Ross Sisters (Diamond Horseshoe) NYC, nc.
Roxyettes (Earle) Washington, t.
Russell, Bill (Lookout House) Covington, Ky., nc.
Russell, Bob (New Yorker) NYC, h.
Russell, Connie (Radisson) Minneapolis, h.
Rulon's, Eddie, Dogs (Fair) Staunton, Va., 27-Oct. 2.
St. Claire Sisters & O'Day (Fair) Adrian, Mich.; (Fair) Hillsdale 27-Oct. 2.
Sebastian, John (Cafe Society Uptown) NYC, nc.
Secley, Winn (Copacabana) NYC, nc.
Sharon, Nita (Esquire) Norfolk, Va., nc.
Shea, Chautsie (Rlobamba) NYC, nc.
Sheridan, Nora (Blue Angel) NYC, nc.
Silver Cyclones (Kitty Davis Airliner) Miami Beach, Fla., t, re.
Snow, Dorothy (Gay Haven) Detroit, nc.
Spivy (Folies Bergere) NYC, nc.
Stars on Parade (Beverly Hills) Newport, Ky., cc.
Steele, John (Eldorado) NYC, nc.
Stooges, Three (Oriental) Chi, t.
Sue, Lyda (Stanley) Pittsburgh, t.
Sullivan, Ed (State) NYC, t.
Sullivan, Maxine (Le Ruban Bleu) NYC, nc.
Sumner, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.

S

T

- Talbot-Martin, Elizabeth (Waldorf-Astoria) NYC, h.
Thomas, Danny (La Martinique) NYC, nc.
Thomas, Dick (Village Barn) NYC, nc.
Thomson, Arline (Clover Club) Miami, nc.
Tio, John (Bismarck) Chi, h.
Travers, Pat (Rogers' Corner) NYC, cl.
Tyner, Evelyn (Capitol) Washington, t.

V

- Vera, Bea (Crown Room) Kansas City, cl.
Vestoff, Floria (La Martinique) NYC, nc.
Vinay, Marion (Colony Club) Chi, nc.

W

- Wallace, Madelyn, Dancers (Primrose) Newport, Ky., cc.
Waller, Fats (Greenwich Village Inn) NYC, nc.
Warren, Annette (Carter) Cleveland, nc.
Watson, Betty Jane (Neil House) Columbus, O., h.
Wayne, Jinja (Chin's) Cleveland, cl.
Wences, Senor (Winter Garden) NYC, t.
Whittier, Charles (Chicago) Chi, t.
Winchel, Paul (Palace) Columbus, O., t.
Woodie & Betty (Alpine Village) Cleveland 29-27, nc.
Wyoming Duo (Silver Rail) Utica, N. Y., nc.

Y

- Yeo, Mary Jane (New Yorker) NYC, h.
Yost's, Ben, Vikings (Beverly Hills) Newport, Ky., cc.
Young, George (Harlequin) NYC, nc.
Yvette (Palace) Cleveland, t.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

CIRCUS

- Alamo Expo.: Clovis, N. M., 20-22; Albuquerque 26-Oct. 3.
B. & H.: Lamar, S. C.
Bantly's All-American: Williamsport, Pa.
Barkoot Bros.: Toledo, O.
Baysinger, Al: Popular Bluff, Mo.; East Prairie 27-Oct. 2.
Beaty's Rides: Tchula, Miss.
Bistany's Greater: Ferdinand, Fla.; Jacksonville 27-Oct. 2.
Bright Lights Expo.: Lewistown, Pa.; Emmitsburg, Md., 27-Oct. 2.
Brown Family Rides: Cochran, Ga.
Buckeye Expo.: Humboldt, Tenn.; (Colored Fair) Trenton 27-Oct. 2.
Buckeye State: Paragould, Ark.
Bullock Am. Co.: Red Springs, N. C.; Rowland 27-Oct. 2.
Burdick's: Temple, Tex.
Byers Bros.: Kennett, Mo.
Capell Bros.: Seminole, Okla.
Central Am. Co.: (Fair) Windsor, N. C.; (Fair) Enfield 27-Oct. 2.
Cetlin & Wilson: (Fair) Hagerstown, Md.; (Fair) Staunton, Va., 27-Oct. 2.
Chanos, Jimmie: New Bremen, O.
Chatham Am. Co.: Sumter, S. C.
Coleman Bros.: Rochester, N. H.; (Fair) Stafford Springs, Conn., 29-Oct. 3.
Colley, J. J.: Waurika, Okla.
Conklin: (Fair) Belleville, Ont., Can., 20-22; (Fair) Leamington 27-Oct. 2.
Crafts: Richmond, Calif., 20-23.
Craig, Harry: Childress, Tex.
Crescent Am. Co.: Rowland, N. C.
Cumberland Valley: Tullahoma, Tenn.
Curl, W. S.: Hagerstown, Ind.
Dick's Paramount: Westville, N. J.; Camden 27-Oct. 2.
Dillon's Joyland: Oakland, Calif.; San Francisco 27-Oct. 2.
Dodson's World's Fair: Wichita Falls, Tex.; Waco 28-Oct. 9.
Dumont: Harrisonburg, Va.; Bassett 27-Oct. 2.
Dyer's Greater: Westville, Ill.; Paris, Tenn., 27-Oct. 2.
Ellie Expo.: Council Grove, Kan.
Endy Bros. & Prell's Combined: (Fair) Lumberton, N. C.; (Fair) Albemarle 27-Oct. 2.
Expo. at Home: Woodland, N. C.
Fleming, Mad Cody: Montezuma, Ga.; (Fair) Dublin, Ga., Oct. 4-9.
Fidler United: East Peoria, Ill.
Florida Expo.: Denmark, S. C.
Franks: Macon, Ga.
Funland Am. Park: Clarksville, Tenn.
Gay Way: Columbus, Ga.
Gentsch & Sparks: Indianola, Miss.
Gold Medal: Owensboro, Ky.
Golden Belt: Hot Springs, Ark.
Grady, Kelle: Red Bay, Ala.
Great Lakes Expo.: Columbus, Ga.; Ozark, Ala., 27-Oct. 2.
Great Sutton: Jonesboro, Ark.
Greater United: Corsicana, Tex.
Gruberg Famous: Philadelphia, Pa.
Harvey Greater: Caraway, Ark.
Heller's Acme: Florida, N. Y.
Hennles Bros.: Chattanooga, Tenn.
Beth, L. J.: (Fair) Madison, Ga.; (Fair) Greensboro 27-Oct. 2.
Howard Bros.: (Fair) Bellefontaine, O.
Hyalite Midway: Davis, Okla.; Tishomingo 27-Oct. 2.
Jones Greater: Richwood, W. Va.; Philippi 27-Oct. 2.
Jones, Johnny J., Expo.: (Fair) Atlanta, Ga., 24-Oct. 3.
Kaus Expo.: (Fair) Sanford, N. C.
Kaus, W. C.: Edenton, N. C.
Lake State: Webberville, Mich., 22-25.
Lawrence Greater: Williamston, N. C.
Lewis, Art: (20th & Monticello) Norfolk, Va.
Liberty United: Charleston, S. C.
McKee, John: Libourn, Mo.
McMahon: Beatrice, Neb.; Blue Rapids, Kansas, 28-Oct. 2.
Maglo Empire: Malvern, Ark.; Arkadelphia 27-Oct. 2.
Marks: Richmond, Va.
Mid-Way of Mirth: Rector, Ark.; Piggott 20-Oct. 2.
Missouri Am. Co.: Bernie, Mo.; Catron 27-Oct. 2.
Omar's Greater: Forrest City, Ark.
Page, J. J.: Rome, Ga.
Pan-American: Anderson, Ind.
Park Am. Co.: Alexandria, La.
Penn Premier: Columbia, Pa.
Peppers All-State: (Fair) Abingdon, Va.; Lake City, Tenn., 27-Oct. 2.
Pike Am.: Hornersville, Mo.
Playland Am.: Austell, Ga.; (Fair) Macon 27-Oct. 2.

MISCELLANEOUS

- Burke & Gordon: Gideon, Mo., 20-25.
Couden, Doug & Lola: School Assembler, Price, Utah.
Daniel, B. A.: Waynesville, Mo., 20-24.
Felton, King: Des Moines, Ia., 29-Oct. 2.
Green, John C.: Bayle, Ala., Can., 24-25; Mondare 27-28; Melfort, Sask., 29-Oct. 2.
Harlan, Doc & Maxine: Barberton, O., 20-25.
Kinsey, Madge, Players: Greenville, O., 20-25.
Lippincott, Mad B.: Columbia, Mo., 20-25.
Long Leon, with Winstead's Minstrels: Henderson, N. C., 20-22; Oxford 23-25; Dunn 27-Oct. 2.
Renfro Valley: Vincennes, Ind., 22; Washington 23; Petersburg 24; Princeton 25; Huntington 26; Paoli 27; Salem 28.
Rickett's Dogs: Athens, Ala., 20-25.
Schaffner Players: Delta, Ia., 20-25.
Virgil: Corvallis, Ore., 23; Monmouth 23; Forest Grove 24; Newberg 25; Chehalis, Wash., 27; Enumclaw 29.

ADDITIONAL ROUTES

- (Too Late for Classification)
Allen & Revel (Swan Club) Phila 20-Oct. 2.
Dean, Skip (Home Hotel) Omaha 20-25.
Don & Cassandra (Glenn Park Casino) Buffalo 20-24.
Gardner, Grant (Shanghai Bowl Cafe) Oakland, Calif., 20-30.
Hoffman Sisters (Million-Dollar Theater) Los Angeles 20-25.
Karlson, Maria (Plains Hotel) Cheyenne, Wyo.
Lang & Lee (Fair) Canby, Minn., 21-23.
La Zellas, Aerial (Fair) Montevideo, Minn., 20-25.
Layton's Dogs (Arcadia) Portsmouth, N. H., 24-25.
Mills, Dick, Ork. (Palms Club) Lake Charles, La.
Neb. Sandhill Billie Trio (Rome Hotel) Omaha 20-25.
Novellos, The (Bijou) Battle Creek, Mich., 24-26.
Romas, Flying (Stadium Circus) Cleveland 29-Oct. 3.
Ross, Jay, & Sally North (Swing Bar Club) Dayton, O., 20-Oct. 2.
Thomas, Joe, Musical Jesters (Fair) Centerville, Mich., 20-25; (Fair) Bloomsburg, Pa., 27-Oct. 2.
Tudell Julio & Jean (Bismarck Hotel) Chi. until Oct. 20.
Wilde, Ran, Ork. (Hotel Chase) St. Louis until Oct. 21.

WORLD OF TODAY SHOWS

WANT FOR THE WANT
OKLAHOMA FREE STATE FAIR

MUSKOGEE, OCTOBER 1-11
SHOW WILL OPEN SEPTEMBER 30

FREE GATE

2 Saturdays and 2 Sundays. 70,000 Soldiers stationed here. Fairgrounds within walking distance from the heart of the city.

FREE GATE

SHOWS AND RIDES THAT DO NOT CONFLICT (With or Without Own Transportation)

CONCESSIONS THAT WORK FOR 10c. NO EXCLUSIVES.

Address JOE MURPHY, Care World of Today Shows, Ponca City, Okla., this week; or DENNY PUGH, Care Severs Hotel, Muskogee, Okla., STARTING SEPTEMBER 25.

P.S.—Show is booked solid until Nov. 1, with real money-making route.

WANTED

For Bowling Green, Virginia, this week and Blackstone next week, both army camps, Ferris Wheel, Kiddie Ride, Rolloplane, Octopus and Merry-Go-Round. Also want Shows. Concessions all open except Coupon Stores and Bingo. Fair Secretaries in North and South Carolina and Georgia, we have a few open dates. Address Bowling Green, Virginia, this week; Blackstone, next. This show out all winter.

UNITED AMERICAN SHOWS
R. C. McCARTER, Manager

DUMONT SHOWS WANT

Concessions, Ball Games, Fish Pond, Cigarette Gallery, Pitch-Till-Win, other legitimate Concessions. Opening for several Wheels. Shows: Can place Shows with own outfits. Johnny Rae, wire. Will furnish complete outfit for Girl Show and Minstrel Show. Want real Carnival Electrician. Useful Show Folks, come on. Out till Thanksgiving. Address:

LOU RILEY, Mgr., Harrisonburg, Va., this week; Bassett, Va., follows.

BUCKEYE STATE SHOWS

SHOWS: Any Shows not conflicting with those we now have. RIDES: Will book or buy Octopus and Kiddie Rides. CONCESSIONS: All Concessions on Midway now open. HELP: Ride Help for all Rides. Madame Zolda wants Side Show People. George Harris wants Minstrel Show People. Address: PARAGOULD, ARK., THIS WEEK; NEWPORT, ARK., NEXT WEEK.

FOR SALE: 18-CAR RIDE-O

This Ride is for sale on account of buying Moon Rocket, and is in very good condition. Ride has been in operation on this show all season. First \$2,000 takes it. Address

DODSON'S WORLD'S FAIR SHOWS

Wichita Falls, Tex., Sept. 20-25; Waco, Texas, Sept. 28 to Oct. 9.

SCALE MEN

If you want to work Jackson and Shreveport contact me at once.

VERNE WOLF

P. O. Box 21 Little Rock, Arkansas

SELL MORE POPCORN

HYCOL Golden Yellow



THE DYKEM COMPANY 2301 N. 11th St. ST. LOUIS, MO.

FORT HUACHUCA, ARIZONA
LARGE POST
 Can use one Carnival complete at this Post for period of two weeks to one month.
 Contact
SPECIAL SERVICE OFFICER
 Fort Huachuca, Arizona

WANTED
GRIND STORE AGENTS FOR ALLEY AND BLOWER
 Wire
JACK GILBERT
 Care World of Mirth Shows, Allentown, Pa., Fair Grounds, Sept. 21-25. Rocky Mount, N. C., Sept. 27-Oct. 2.

WANTED
RABBIT RACE — BALLOONS AND DARTS AIR RIFLE DARTS
 Can place for winter—Nail joint. Space for large arcade.
 100 Thousand Soldiers in this vicinity.
COTTON'S FUN PALACE
 AUSTIN, TEXAS

OCTOPUS RIDE
FOR SALE
 Very good condition. Can be seen operating thru September 26.
CASH ONLY.
 Box 290, care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

HYALITE MIDWAY
WANTS
 Concession Agents for Slat Rack and Bottle Ball Game. Must be A-1. Bingo Help, Counter Men, Agent for Cigarette Pitch, Basketball, High-Striker, Hoopla, Cane Rack and Victory Stamp Game. Ride Help for *Ferris Wheel, Loop-o-Plane, Kiddie Ride, Davis, Okla., Sept. 20 to 25; Tishomingo, Okla., and De Queen, Ark., to follow; then into Southern Texas.

WANTED TO BUY
 ● .22 C. B. CAPS
 ● .22 SHORTS
J. COHEN
 1145 6th Ave., New York City

CASH FOR RIDES
 Tilt-a-Whirl, Lindy-Loop, #5 Eli Wheel, Whip, Caterpillar, Mixup or what have you. Any Portable Ride. State full details, description and lowest price in first letter. Write
J. B. SILOGY
 Care Behary Bros.
 4817 Melville EAST CHICAGO, IND.

HARRY NELSON
STRIKING MACHINE BUILDER AND DOLL RACKS
 2914 West 15th St. Coney Island, N. Y.
 Phone: E6-28866

Direct from the Lots

J. G. Steblar
 Columbia, S. C. Week ended September 11. Location, Assembly and Devine Streets. Auspices, Odd Fellows Temple. Business, good. Weather, hot.

Everything was in operation Monday night when show drew the largest crowd ever seen on this lot. All attractions obtained good play. City and police officials co-operated, and many of them visited the midway. Ferris Wheel led rides, with the Chairplane second. General Manager J. G. Steblar said shows were awarded contracts to play the Greenville, York and Chester fairs. Shows were complimented on the purchase of War Stamps bought this month. George Atkins added two concessions and Mr. Williams one. Blackie Rogers added a popcorn machine and the new side wall arrived for the Minstrel Show, with Johnnie Riddick in charge. The Kiddie Ride was brought here from winter quarters. G. Miller joined with his palmistry booth. Dowdy's Cafe left to make its usual fair tour in New York. General Manager Steblar says he plans to keep the shows out all winter.
 R. SHARPE.

J. F. Sparks
 Maryville, Tenn. Week ended September 4. Location, Blount County Fairgrounds. Business, good. Weather, fair.
 Move from Portsmouth, O., was made without serious mishap, altho minor troubles delayed some of the trucks causing shows to lose Monday night. Tuesday opening was satisfactory and business on the engagement was slightly above that of last year. Lee's Society Circus enjoyed a good week's business, as did the Cotton Club Revue. Rain on Friday cleared in time for a satisfactory night's gross. Only one Ferris Wheel was up here, the other being left on the trailer in Portsmouth where the tractor underwent needed repairs. Bill Dunn is doing a good job with the wheels, while Mrs. Dunn holds down one of the ticket boxes. Jimmie Anderson, caller, and Bill Satterfield, counter man, on Mrs. Sparks's bingo, and Jesse Brown, of the Cotton Club, have been called up for early induction into the armed forces. Bill Dollar is now in advance of the

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 18.—Acceptance of an application from Morris Rosenbloom & Company, Inc., filed by Samuel Mofsky brings the total membership to 83.
 Frank H. Kingman, secretary of the International Association of Fairs and Expositions, having advised that the IAFE set November 29-December 1 as the official dates for its annual meeting in the Hotel Sherman, Chicago, in conformity with our by-laws we hereby announce that this association's annual meeting will be in the Sherman November 29-December 2, first session to open on the evening of November 29. It should be borne in mind, however, that, as Secretary Kingman points out, things may change considerably between now and December. Meeting arrangements on the part of the Hotel Sherman are being handled for this association by Earl R. Benedict, assistant to the general manager.

Among important matters to be determined by the reconvened Congress will be a new tax law. As soon as copies of the new law are available we will generally analyze it for our membership and have copies of the analysis available.
 Office of Defense Transportation having announced that truck owners and operators will receive increased help in finding needed repair parts thru efforts of the 142 district offices of ODT, anyone interested should contact the nearest ODT district office. The ODT issued instructions with reference to the 3 per cent federal transportation tax, indicating that in a number of situations this tax does not apply. The War Labor Board simplified regulations on small business men relative to wage adjustments. Details are on file in this office.

shows, with Walter Baker handling the front of the Cotton Club. L. H. Harrel and family, and Otis Townsend, of Lee's Society Circus, closed here, Harrel being replaced on the front by Al Morris. John Iinton, electrician for several seasons, left for Mobile, Ala., and Houston Wilburn is now in charge of the Diesels. R. E. Kerns joined as night watchman, with Mrs. Kerns working in Harry Coughenour's cookhouse. Mrs. Glenn Gattis is doing well with the palmistry booth. Morris Glinea returned with several concessions. Red Anthony has the diggers. Mrs. Stanton Brown, formerly of the penny pitch, is in Mrs. Sparks's pitch-til-you-win. Mrs. Sparks's bingo has a new top, as has the Kiddies Autos. A new top is being readied for the Cotton Club. Recently concluded tour of West Virginia was somewhat below expectations, especially the stands in Fairmont, Morgantown and Charleston. Portsmouth was fair. R. L. Overstreet.

Dyer's Greater
 Mineral Point, Wis. September 3-6. Location, Iowa County Fairgrounds. Business, big. Weather, inclement.
 Date proved one of the best of the season, altho weather was damp and cool. Shows opened on schedule and were well received. Tilt-a-Whirl got top money, with the Ferris Wheel taking second honors. Whitey Nolte's Mechanical Village led shows. Shows left here for a two-day engagement at Pierce County Fair, Ellsworth, Wis. Pvt. George and Mrs. Dyer visited, while George was on furlough. Reported by an executive of the shows.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.00; 150 cards, \$5.25; 200 cards, \$5.50; 250 cards, \$5.75; 300 cards, \$6.00. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
 No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$9.50.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.
LIGHT WEIGHT BINGO CARDS
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
Automatic Bingo Shaker. Real Class ... \$12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 ... 1.85
M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000. 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x 5. Loose, \$1.25 per M. Stapled in pads of 25. Per M. ... 1.30
Box of 25,000 Black Strip Card Markers ... 1.00
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay excise tax. Immediate delivery.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd., Chicago

WANTED TO BUY

75 to 100 gross of Indoor Sparklers, number 8 or 10; 10,000 empty Candy Boxes for Cigarette Gallery; also 5 or more Guns. Any article that will sell on street for Christmas. Will sell Devil's Bowling Alley. Will buy Electric Popcorn Machine.
JOE SALADINO
 Mecca Hotel Birmingham, Ala.

WANTED

Will buy for cash DeLuxe Long Range Shooting Gallery. Must be portable and in good condition. Prefer one mounted on truck or trailer. Will buy small Portable Scooter or Dodger Ride.
W. O. KING
 30 Fessenden St. MT. CLEMENS, MICH.

STAUNTON FAIR

Staunton Va., Week September 27

The largest Army Hospital in America now located in Staunton with thousands of visitors weekly. Staunton, Va., is now a BOOM city.

WANT Fly-o-Plane or any other Ride not conflicting to join immediately for the balance of our fair circuit ending Thanksgiving week in North Carolina.

WANT—Want first-class Monkey Show with at least one Chimp. Must have plenty of performing Monkeys, and we will furnish same one of the best equipped Monkey Shows in America.

WANT Two Girls for Posing Show. Must be young and attractive.

WANT a few carnival skilled Workingmen in all departments. Top salaries paid by the office.

CAN PLACE ALL LEGITIMATE MERCHANDISING CONCESSIONS AND EATING AND DRINKING STANDS AT ALL FAIRS

SOUTHSIDE VIRGINIA FAIR

Petersburg, Va., Week October 4

Petersburg with over 150,000 soldiers within 10 miles of the city, with special bus service every few minutes and reduced rates for the men in uniform.

AMPHIBIOUS COMMANDO RAIDS ON PRIVATE LAKE IN FRONT OF THE GRAND-STAND DAILY SPONSORED BY THE WAR DEPARTMENT. ALSO BIG EXHIBIT BY THE NAVY DEPARTMENT.

This will definitely be the biggest fair in the South this fall.

ALL ADDRESS
CETLIN & WILSON SHOWS, Inc.
 This Week, Hagerstown, Md., Fair

CENTRAL AMUSEMENT CO.

WANTS

FOR ENFIELD (N. C.) AGRICULTURAL FAIR

Week September 27 to October 2, and Balance Fair Season

Ride Help, top salary. Stock Concessions and Shows, Especially Girl, Animal, Minstrel. Have Complete Minstrel Show Equipment.

All Address **SHERMAN HUSTED, Mgr.**

Windsor, N. C., this week; Enfield, N. C., Sept. 27 to Oct. 2.

P. S.—Dan Riley, get in touch with me.

Advertising in the Billboard since 1905

ROLL FOLDED TICKETS

DAY & NIGHT SERVICE
SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

10,000..\$7.15	50,000..\$13.75	100,000..\$20.35	250,000..\$46.75
20,000.. 8.80	60,000.. 15.40	100,000.. 22.00	300,000.. 55.00
30,000..10.45	70,000.. 17.05	150,000.. 30.25	500,000.. 88.00
40,000..12.10	80,000.. 18.70	200,000.. 38.50	1,000,000..170.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS

2000 PER ROLL

1 ROLL.....75c
5 ROLLS.....60c
10 ROLLS.....50c

WELDON, WILLIAMS & LICK

FORT SMITH, ARK.

TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 800,000 HAS BEEN REACHED.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER
(Communications to 25-27 Opera Place, Cincinnati 1, O.)

Victory Foods, 4-H Displays Stressed at Charlotte Fete

CHARLOTTE, N. C., Sept. 18.—Achievements in the nation's "Food-for-Victory" home-canning programs will be coupled with 4-H Club displays and demonstrations at the Victory Festival Week event on Southern States Fairgrounds here.

Arranged on a non-competitive basis, exhibits of the autumn festival, sponsored by Stonewall Jackson VFW Post in association with George A. Hamid and Max Linderman, will be assembled under supervision of the Mecklenburg county agent and home demonstration agents. Festival is calculated to provide visitors their first glimpse of many attractions formerly seen at Southern States Fair before wartime restrictions brought about cancellation after the 1941 annual. A complete day and night bill has been announced, headed by George A. Hamid's 1943 Victory Revue, augmented by circus acts, Linderman's World of Mirth Shows, a novel thrill circus, races and patriotic displays.

WORLD OF MIRTH SHOWS

NINE WEEKS OF FAIRS

Will sell exclusive novelty privilege for Rocky Mount, Charlotte, N. C., and Augusta, Ga., fairs. Also Guess Your Weight and Guess Your Age at all of our fairs. Can place Colored Performers, Musicians and Girls for Minstrel Show. Pay out of office. Write or wire BOB BUFFINGTON. Can use Rocket and Ride-O Men and Second Men; also special Ferris Wheel Men. Ride Men in all departments. Terrell Jacobs can place good Clown and people in all departments. Want man to handle Posing Show and Talkers and Grinders.

ALLENTOWN, PA., THIS WEEK

Alamo Exposition Shows

WANT FOR NEW MEXICO STATE FAIR, ALBUQUERQUE
9 BIG DAYS AND NIGHTS, 2 SATURDAYS AND 2 SUNDAYS
ALSO GOOD ROUTE TO FOLLOW

Fair Opens in Albuquerque, September 25th

SIDE SHOW, PENNY ARCADE AND ANY SHOWS OR RIDES THAT DO NOT CONFLICT. WILL PLACE LEGITIMATE CONCESSIONS.

BILL WILLIAMS WANTS HELP FOR MONKEY SHOW.

This Show Will Be Out Until Dec. 1st, Playing Defense Towns and Army Camps.
Address: JACK RUBACK, Mgr., Alamo Exposition Shows.
Clovis, N. M., Until Sept. 22d; Then Care El Fidel Hotel, Albuquerque, N. M.

HELLO, FRISCO, HELLO

WANTED—ALL-WINTER WORK

For Museum, Whitney Beach. Best beach in West. SURE SALARY, GOOD TREATMENT. You have one day off each week. Best of working hours. Must be outstanding or unusual in keeping with a show of this kind. Starting second season here. Write or wire

FRANK FOREST, 736 46th Ave., San Francisco, Calif.

BISTANY'S GREATER SHOWS WANT

For Florida all winter. Six weeks in Jacksonville on different lots, with Starke, Fla., Fair following; Gainesville, Fla., and other spots already lined up. Want Foremen for Merry-Go-Round, Chair-o-Plane and Tilt-a-Whirl. Ride Help, come on. Want Shows with own outfits—Side Show, Snake Show, Minstrel Show and Monkey Show. Leo Carroll, get in touch with me. Can place all kind of legitimate Concessions—no Wheels, Coupon Stores or P. C. Can use one or two sensational Free Acts. Write or wire LEO M. BISTANY, Fernandina, Fla., this week; then Jacksonville, Fla., six weeks; P. O. Box 4981.

P.S.: Bob Millican, get in touch with George White.

BUY—BOOK—LEASE

PORTABLE SCOOTER RIDE

CRISTOFANO, 439 Granby St., Norfolk, Va.

SIDE SHOW PEOPLE WANTED

For all departments. Side Show People, Tattooer, Men for inside, capable Magician—Illusionist who can do one or two turns if necessary and pitch. Christine Holley, Grace McDaniels, Mary Casey, Fred Van, if disengaged now or in near future, write. Other Acts, Freaks, Working Acts, write or wire immediately. Show opens in stores playing Eastern seaboard to Florida this winter, returning to Revere Beach, Boston, Mass., to open May 15 for all-summer run. Write or wire

W. J. O'BRIEN
THE BILLBOARD, 1584 BROADWAY, NEW YORK CITY 19.

15,000 Turn Out For West Hartford War Relief Benefit

WEST HARTFORD, Conn., Sept. 18.—Final check-up of figures for the Labor Day Fair here revealed that 15,000 turned out for the event, sponsored by 58 local organizations for the benefit of the War Relief Fund. Weather was good and transportation facilities were adequate. War Gardens Harvest Show, held in Hall High School auditorium, was a sellout with paid admissions totaling \$3,000.

By early afternoon booths were out of food and soft drinks and patrons went hungry and thirsty. Elsie Allen was crowned Miss West Hartford at the Victory Dance, closing event on the program. West Hartford Exchange Club, sponsor of the dance and contest, awarded her a \$25 War Bond.

With over 200 entries, the South of the Border Pet Show proved one of the highlights. A total of 15 prizes were awarded, with War Stamps the first prize in each class.

Struthers Lodgemen Complete Extensive Fall Festival Plans

STRUTHERS, O., Sept. 18.—Sons of Italy American Lodge has completed plans for its Victory Fair Fall Festival on its Main Street grounds here in the center of the business district. Committee, headed by Leonard Panell, lodge president, has mapped an extensive program and citizens of surrounding towns and communities are to be invited on special nights during the week-long event. Mayor Strain will preside at the opening ceremonies.

Features include a Victory Garden Contest, with prizes to be awarded to the garden enthusiasts; a pet and hobby show and a better baby health contest. A number of free attractions have been signed and a Miss Victory will be crowned on Saturday night. Winner is to be selected by popular vote.

Harvest Festival Of Chi Sun Flops

CHICAGO, Sept. 18.—In spite of hundreds of fine floral and vegetable exhibits, some noted speakers, and the added lure of free admission, *The Chicago's Sun's* Victory Garden Harvest Festival held at Soldier Field, September 9-11, was a dismal flop as far as attendance was concerned.

Exhibits at the festival compared favorably with those of a large county fair. Entertainment features included Cavallo's band, a fashion show and personal appearances of Mary Beth Hughes and Virginia Weidler of the films. Among the speakers were Claude R. Wickard, secretary of agriculture; Vice-President Henry A. Wallace; Gov. Dwight H. Green, of Illinois, and Marshall Field, editor of *The Chicago Sun*.

Aside from some billing, publicity was confined to broadcasts over a single station and stories in *The Sun*, neither of which proved effective, judging by the small attendance.

Rides, Acts Strong Draw at Willimantic

WILLIMANTIC, Conn., Sept. 18.—Annual Fair, sponsored by the Willimantic Elks here, proved highly successful, with awards being in the form of War Bonds and Stamps instead of the usual automobile prizes.

John Lemoin's Rides, on the midway, worked to outstanding business, while concessionaires reported big grosses. Free attractions included Crash Dunigan's Aerial Madcaps, high act; Six Freddysons and a dancing act.

Rides, Acts Strong Draw at Willimantic

HIRAM AND SARAH, rube clowns, are ballying on the streets of downtown Detroit with a 1908 automobile towed by a horse for the Motor City Police Field Day. Team is made up of Jack M. Smukler and Mrs. Joyce Howe.

Three-Day Show for Suncook

SUNCOOK, N. H., Sept. 18.—This village will sponsor a three-day carnival. The selectmen of the towns of Pembroke and Allenstown have named a committee and plan to put on a good show with money raised to be used to purchase Christmas gifts for servicemen.

St. Louis

ST. LOUIS, Sept. 18.—International Congress of Oddities opened to big business last night at the rebuilt building on Washington Avenue at Broadway. Ray Marsh Brydon, general agent of the Park Amusement Company, Inc., operator of the show, has gone to large expense in repairing and changing the front and inside of the building. Cash Wiltse has been here for the last five weeks superintending construction. Joe Sorenson and Mildred Russell closed the doors of their Hollywood Museum last week. Al Baysinger Shows left here Monday after closing Sunday night at the colored lot at 23d and Walnut streets. They played here all spring and summer. Shows will play Poplar Bluff, Mo., for two weeks before making their

(See St. Louis on opposite page)

HARVEY GREATER SHOWS WANT

For Street Celebration and Cotton Carnival, Caraway, Arkansas, week of the twentieth, show with own equipment. Can place Bingo, Fish Pond, String Joint, Cigarette Shooting Gallery. Have ten good Arkansas and Mississippi spots to follow. Henry Harvey can use slum skills agents and a couple of count store agents. Abe Bell, contact, Bill Kirshman, write.

GEORGE EMERSON, Manager

WANTED TO BUY Merry-Go-Round

Write, Phone or Wire
KEN MURRAY
Bloomington, Illinois

Rinks and Skaters

By CHARLES M. JACKSON (Cincinnati Office)

Madison Gardens, Chi, in Gala Bow For 37th Season

CHICAGO, Sept. 18. — Madison Gardens, one of the best known rinks in the Midwest, reopened Wednesday for its 37th season. Virginia McCormack, operator, has had the rink completely renovated and done over in gay, bright colors, with hundreds of flags hung from the ceiling, and on opening night hundreds of patrons who have been going to the rink for many years were on hand to give the season a big send-off. Personnel remains the same as last year.

The rink, on Chicago's West Side, operates nightly except Mondays, with matinees on Sundays. In addition to the regular rink, there is a beginners' rink with capable instructors in charge.

"Happy" Johnson, one of the country's top rink organists, is again at the Wur-litzer organ.

FONTAINE PARK RINK, Louisville, has concluded a banner summer's business, according to John Singhter, park manager, and will continue in operation as long as weather permits. The rink draws heavy patronage from troops at Fort Knox.

Boston Chain Has Full Sked; Resort Spot Is Shuttered

BOSTON, Sept. 18. — Winter Garden Rollerway, Dorchester, reopened September 17 and Nantasket Rollerway, Paragon Park, Nantasket Beach, closed September 13. Both rinks are under Winter Garden's management as is Bal-a-Roue Rollerway, Medford, and Chez Vous Rollerway, Dorchester. Bal-a-Roue and Chez Vous, however, remained open during the summer.

According to the management, the figure skating clubs of Bal-a-Roue and Winter Gardens will resume October 3. High school students' classes will reconvene October 1, while juve classes will begin October 2. All three rinks are operating on full schedules that include nightly sessions and Saturday and Sunday matinees.

Wood-Dillon Make Seasonal Ohio Shift

EAST LIVERPOOL, O., Sept. 18.—The September 19 closing of Geauga Skateland, operated by Wood-Dillon Company at near-by Geauga Lake Park, will be followed by reopening of the Wood-Dillon operated Winland Auditorium Rink here September 24.

According to Co-Operator Merrell A. Wood, several elements combined to frustrate the Geauga Skateland box office. Rink's location, halfway between Cleveland and Akron, was too far off to catch the younger skating crowd. Lack of bus transportation, gasoline rationing and OPA check-ups made for poor attendance. Absence of near-by army or navy training centers meant few uniformed skaters to offset the heavy inroads by the draft on established patronage of the rink, which was open only four nights a week.

Undaunted by the poor business experienced at Geauga Skateland, Wood holds optimistic views for the immediate future of Winland. Reopening of the latter marks its 11th year under the Wood-Dillon banner. Larry Urban, New York, will return for his third year as organist.

Heavy Uniformed Patronage For Zuckerman in S. Calif.

EL CENTRO, Calif., Sept. 18.—Herman Zuckerman's Victory Palace continues year-round operation after a two-week closing to allow for vacations and repairs. A full schedule of nightly sessions is augmented by daily matinees. With a large number of servicemen stationed in the vicinity, Victory's male patronage consists of 75 per cent uniformed skaters.

By using desert coolers and painting murals on the walls to obtain a cooling effect, Victory was able to effectively combat the usual summer decline in

skating. Manager Zuckerman is negotiating for a larger location which formerly housed a theater.

FRED MURREE (Bright Star), veteran Indian skater, will, for the seventh consecutive year, celebrate his birthday with an exhibit appearance in Arena Gardens, Detroit, October 7. He will be 82.

DOTTY OWENS, former cashier of Mount Vernon (N. Y.) Arena, has joined the Women's Marine Corps.

CASINO ARENA, Asbury Park, N. J., was host to a record skating attendance over Labor Day week-end. About 1,500 skaters patronized the rink on Saturday night preceding the holiday.

ST. LOUIS

(Continued from opposite page)

celebration dates in Southeast Missouri. Charles Oliver, owner Mound City Shows, visited *The Billboard* office Tuesday, while en route from Jerseyville, Ill., to Salem, Mo., where the shows played the last four days of this week. Tom W. Allen came up from Waynesville, Mo., where he is still operating his recreation arcade, and spent several days here. Billy Finkle, Charlie Chaplin clown, leaves next week for Cleveland to play the Firemen's Show at Municipal Stadium under direction of Tom W. Packs.

Kinko, clown, who closed with the Clyde Beatty-Wallace Bros.' Circus two weeks ago, also visited *The Billboard* Tuesday, while en route East to join the Bob Morton Circus. Sam Fidler, owner Fidler United Shows, visited the same day, when he came down from Marseilles, Ill., where his shows are playing. After a week's stand in East Peoria, Ill., he plans to play several spots in the South. Gus Forster is a regular visitor. He's doing well playing celebrations with his concessions here and in St. Louis County. John Maher returned to the city with his rides, after playing fairs and celebrations in Southern Illinois. He has his rides booked at local church celebrations for the next month.

Denny Howard, until recently lot superintendent of Hennies Bros.' Shows, spent several days visiting friends here before leaving for his home in Chicago early this week. Jack Nelson, president of the Showmen's League of America, spent several hours visiting *The Billboard* office Wednesday, when he spoke to various showmen in this vicinity about SLA plans for the coming year. I. F. (Pete) Jones, president of the Park Amusement Company, Inc., arrived Monday from Riverview Park, Chicago, and will serve in an executive capacity at the International Congress of Oddities.

LAST CALL FOR WHITE LEATHER

March 16th the Government prohibited the tanning of white leather. Fortunately, due to production schedules, we have an excellent reserve. Because we anticipated this condition we are able to meet your needs today. . . . PROVIDED you place your fall and Christmas orders today. Don't gamble! Don't delay!

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Send Your Order by Return Mail—Limited Quantity of These Records.

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"COULD IT BE YOU?" O	1125	108	4/4	Fox Trot (All Skate)
3 "PENELOPE" O	1126	112	4/4	Fox Trot (All Skate)
"EACH TIME I PUFF ON MY CIGARETTE" O	1127	112	4/4	Fox Trot (All Skate)
4 "ALICE BLUE GOWN" (In My Sweet Little) X	1128	92	3/4	Waltz (Style A)
"TILL WE MEET AGAIN" O	1129	92	3/4	Waltz (Style A)
5 "MERRY WIDOW WALTZ" OO	1094	108	3/4	Waltz (Style B) or AllSkate
"OVER THE WAVES" OO	1095	108	3/4	Waltz (Style B) or AllSkate
6 "CIRI BIRI BIN" X	1112	120	3/4	Waltz (Drop 3 Count) or (All Skate)
"BLUE DANUBE" X	1113	120	3/4	Waltz (Drop 3 Count) or (All Skate)

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"BOB" KITTINGER, 64 E. Jackson Blvd., Chicago

RUSSELL TO BARN

Season Is Cut; Concello Starts '44 Rebuilding

DENVER, Sept. 18.—Russell Bros.' Circus closed its season after an engagement on September 8-11 at the Denver circus grounds. Altho a motorized show, equipment and many of the personnel left by train immediately after the engagement for winter quarters in Los Angeles. General Manager Paul Eagles said the season had been terminated four or five weeks earlier than usual so as to start rebuilding for next year at once. This, he said, was necessary because of major changes planned by Owner Art Concello.

There were reports that the decision to close was also influenced by reports of bad polio conditions along projected routes in Oklahoma and Texas.

Altho there were no capacity crowds here, the management expressed satisfaction, in view of the late date. First three nights drew near capacity and final night about half a house. Opening matinee was light; other three were near capacity. Two performances in Cheyenne, Wyo., on Labor Day did capacity. In Cheyenne and Denver temperatures were down after a heat wave.

On opening night here Betty Acevedo, 21, who fell during the high wire act, was taken to General Hospital, where it was reported she had sustained several broken ribs and cuts and bruises. She was released from the hospital before the engagement ended.

Not all acts returned to Los Angeles, as several were to be combined into an indoor unit under direction of William Antes, press representative, it was said. Make-up of the group had not been definitely determined when the show left here. Antes had excellent co-operation from *The Denver Post* and *Rocky Mountain News*, both using daily stories and art. He also used spot announcements on KFEL.

James M. Cole Finds Big Results on Eastern Shore

GEORGETOWN, Del., Sept. 18.—James M. Cole Circus played to big business in this prosperous Eastern Shore territory September 11, even tho this town has in the past been a difficult stand. Reserves sold at 95 cents and general admission at 55 cents. Big top is 80 feet, with four 35-foot middle pieces, and performance is in one ring and adjacent space.

Featured was Waterman's trained buffalo act. Performers included Capt. Pat Kelley, trained dogs, monkeys and ponies; Bernice, tight wire and perch; Bud E. Anderson, former owner of Seal Brothers, with Eva, bowling elephant, and six Liberty horses. Joe Zilch, Tim Mix Jr., and the Three Hix from the Stix provided a musical interlude. Concert was presented by Tim Mix Jr. and Colorado Cowgirls. Doc Richards, old-time circus drummer, has the band.

Side Show comprised an animal fair; 10 cents admission. Show was well billed. Past president of the Circus Fans' Association, Melvin D. Hildreth, and Mrs. Hildreth were guests of James M. Cole.

CRISFIELD, Md., Sept. 18.—James M. Cole and Hunt Bros.' circuses engaged in a friendly but intense billing war in this area. The shows were one day apart here and surrounding country was well posted.

PRAISE for the Fox-Cristiani Star-Spangled Circus comes from Mrs. William Walleth, Havre De Grace, Md., who with her husband and son and Rose Walleth Kearns and Francine DeRizkie saw the performance at Aberdeen (Md.) Proving Grounds. Mrs. Walleth also liked the James M. Cole Circus, which was caught in New Castle, Del., by the Walleth and Frank DeRizkie, who visited with Mr. and Mrs. Cole, Bud Anderson and Roy Barrett. Other visitors there were Mr. and Mrs. Al Wheeler, Oxford, Pa.



CAPT. RALPH O. HOGE, CFA, caught Russell Bros.' Circus during the 14-day stand in Portland, Ore., for the first time since he saw it in the Midwest in 1937. His numerous visits with old friends included Owner Art Concello; Bill Antes, publicity director, and Walter Jenner. Captain Hoge, now stationed in Portland and acting secretary of John L. Davenport Tent, CFA, Chicago, was snapped holding Pasha, lion club owned by Bill Antes. He reports that Bill has gotten much added publicity by taking the cub to newspaper offices.

RB Indianapolis Stretched Stand Is Made to Order

INDIANAPOLIS, Sept. 18.—Of the six successful performances of the Ringling circus in this city, which heretofore has usually been only a one-day or two-day stop, only four, on September 10 and 11, were open to the public. The final day, September 12, was bought out by the Lukas-Harold Company for its employees. Both evening performances had capacity houses. Matinees were off slightly because of cool weather. Circus officials appeared pleased with turnouts and with the knowledge that the city apparently will support longer engagements. In co-operation with the Moose Lodge, the engagement resulted in sale of \$701,000 in War Bonds, as compared to a goal which had been set at \$250,000.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Wampum, Ariz.
September 18, 1943.

Dear Editor:

There is nothing like playing the old home town and taking bows from one's fellow citizens. When a circus owner returns to his native haunts he is usually met by the burg's mayor, a deacon looking for a donation with which to buy the church a new organ and several high-powered real estate salesmen ready to talk him into buying property and wintering the show there. When Charley Horse, co-owner of Won, Horse & Upp Circus, returned to his home here he was greeted by the chief of his tribe, two medicine men and three of his former squaws.

Co-Owner Horse had booked his home reservation from the top of a mountain, 60 miles away, thru smoke signals two weeks ago. He promised his chief that if he would sponsor the show it would bring in the world's largest wigwam and a monster side-show tepee, providing that they would furnish enough squaws to erect the two acres of canvas with the assistance of our ballet gals. While Horse was smoke signaling the contract

CB Is Building L'ville Quarters

LOUISVILLE, Sept. 18.—Cole Bros.' Circus will again winter here, but on new grounds. Because the government has taken over all of the grounds of the Kentucky State Fair the circus cannot use its old quarters.

However, a site has been obtained adjacent to the fairgrounds and buildings to house the show are in course of construction.

Sacramento Satisfactory

SACRAMENTO, Sept. 18.—About 6,000 saw the night show of Cole Bros.' Circus here on Tuesday, considered very satisfactory under conditions. Weather was mild. Afternoon performance drew two-thirds of the 7,500 capacity, with many kids under reduced rate arrangements with a department store and free orphans, sponsored by the Kiwanis Club. Lot, at Stockton Boulevard and 16th Avenue, was not as close to the heart of town as other circus sites recently used, but for Cole the railroad layout was probably most economical.

Dailey Going Terrific; Injury to Davenport

JOPLIN, Mo., Sept. 18.—The writer caught Dailey Bros.' Circus in Harrisonville, Mo., September 14 and found Mrs. Eva Davenport in charge, Ben Davenport having been in Manhattan, Kan., under care of a doctor. He wrenched his back out West. Mrs. Davenport said business had been terrific, and the day before she had ordered from Walter Driver a new 80-foot big top and a new menagerie top, a 60 with two 30s.

After a short tour in Missouri the show plans to go into Eastern Arkansas and then into Texas. Show features Norma Davenport, daughter; Evelyn Rissi; Si Kitchie and wife, Hazel King, the Silverlakes. Davenport has six bulls doing all the tricks in the book. On the lot met Captain Hart, who has been an animal trainer for years. He stated that he has a skating rink and restaurant in Adrian, Mo., on Highway 71 between Joplin and Kansas City. He has his arena and animals stored back of the rink. Reported by Paul F. Van Pool.

CORP. NATE K. LEON, who was injured overseas, reports that he will spend a few weeks in Detroit before returning to the service.

Shrine-Polack Plugs Given by Theater Ops For Stand in El Paso

EL PASO, Tex., Sept. 18.—One of the most unusual promotional tie-ups closed in some time was inked here on September 12 when the theater operators of El Paso agreed to run trailers in all movie houses ballyhooing the Shrine-Polack Bros.' Circus in Liberty Hall September 20-26.

James Rison, promoter for Polack, closed the tie-up with co-operation of John Paxton, manager of the Inter-State chain here. Another movie owner, C. C. Dues, of the independent house, the Crawford, personally footed the bill for printing the trailers. All show houses are displaying one-sheet posters of the circus in lobbies as well as placing tickets on sale in box offices. Trailers tell that circus tickets can be purchased at the box office and extoll the merits of the show and its outstanding acts.

Advance sale is 50 per cent ahead of last year's, according to Rison, with business booming and a big play from soldier trade at Fort Bliss expected. Show is well billed here and streetcars and busses in El Paso and Juarez, across the border, carry cards. Show jumps from San Diego here and then to Denver.

Arthur Acts Do Bond Drive Bits

WILLITS, Calif., Sept. 18.—Arthur Bros.' Circus had two night straw houses in Marshfield, Ore., September 10 and 11 in cold, foggy weather. On Saturday afternoon acts from the show participated in the Third War Bond drive at Liberty House under the Marshfield Chamber of Commerce. Acts included Sing Lee Sing Troupe, Great Olveras, Concinta Escalante, Glenn Henry, Cliff and Mary Henry, Max Craig Trio, Joe and Della Ryan, performing elephants, Hollywood Madwags, Louis Velarde and Mell Henry and clowns.

A one-day stand at Reedport brought fair returns, everything being ready for the matinee despite the long jump from Newport. Newport matinee was light and night fair. En route from McMinnville, the entire show stopped off at Corvallis to visit Cole Bros.' Circus and West Coast Victory Shows, located across a street from each other. McMinnville gave a packed house for Sunday matinee and a fair night house. Dallas night performance was excellent, with a small matinee. Many secured room accommodations in Salem, due to scarcity of rooms in Dallas.

Among visitors were Virginia Kline, Salem, and Dr. Reed, Lebanon. After the night show Mr. and Mrs. Frank Yagla, Laura Anderson, Mr. and Mrs. F. J. Welderman, William James and the writer were guests of Virginia Kline at a cocktail party in her home. St. Helens gave packed houses, matinee and night. The writer was guest of Mr. and Mrs. J. H. Shadley at their home there.

George Conkling purchased a new house trailer, which was delivered in Newport. Norman Carroll O'Connor joined as equestrian director in Newport. Martin E. Arthur made a two-day business trip to Portland. Manager Jimmie Woods returned from a four-day vacation. Harvey Walters went to Eureka, Calif., on business. Mr. and Mrs. George De Silva purchased a Chevrolet car in Portland. At Newport and Reedport Mr. and Mrs. Art Anderson and son, Eddie, enjoyed the beach fishing.

Night traveling is practically prohibitive because of dim-out regulations on Highway 101, which skirts the Pacific. Side Show, under direction of Mr. and Mrs. J. B. Graham, has drawn heavy patronage. Reported by Walton de Pellaton.

Circus Historical Society

FARMINGTON, Mich., Sept. 18.—The Ringling billing crew turned in some of the cleanest work in years in Detroit territory. Altho at least two small shows were in the vicinity immediately preceding the Big One, no paper was covered and no "wait" bills used. The new 24-sheets of "Bandwagon" and "Wings of Victory" drew much comment from fans and public. (We still like that one of (See CIRCUS HISTORICAL on page 44)

a forest fire was raging between the reservation and the mountain. Its dense smoke caused a misunderstanding between the show and its sponsors over money involved.

While en route here we saw many trees decorated with tanned hides which carried quaint Indian writing. We later learned that this read: "Welcome! Home Reservation Boy Who Made Good!" With plenty of help the big top and Side Show were put up on time and the first matinee of the month was given. Our 15-cent Side Show had to cut the price to a hand-beaded fob and the annex worked for a beaded belt. The big show was forced to work for a straight blanket admission and a pair of moccasins for a grandstand seat.

Between shows the bosses decided to take some of the tribesmen into the show's circle and make them captains, but the redskins were hep to the play and refused to be taken in by anyone and switched the procedure by taking several of our staff members into their tribe. They figured this would give them more votes for a fair count at (See WON, HORSE & UPP on page 44)



With the Circus Fans

By THE RINGMASTER

CFA

President
FRANK H. HARTLESS
2930 W. Lake St.
Chicago

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. 18.—Mr. and Mrs. Lawrence C. Brown enjoyed several visits at Westbrook, Me., to Terrell and Dolly Jacobs and their circus on the World of Mirth Shows.

CFA James S. McCloskey, Portland, Me., a past president of the Linen Supply Association of America who has been appointed a consultant to the Service Trades Division of the WPB, is now located in Washington.

T3d Francis L. Hohenadel, who recently became a member of the association, has returned to Camp Claiborne, La., after an eight-week course in the Administrative School in the University of Mississippi. Before returning to camp he spent three days in New Orleans and met our member J. A. Leighton. With Leighton he visited Pontchartrain Beach, where he met Selden, "The Stratosphere Man," and other performers. Due to a shortage of help, Leighton worked the spotlight for Selden nightly.

Fred Schlotzhauer, Oquawka, Ill., who caught the Big One in Chicago September 1, spent the afternoon in the backyard and attended the night show with Mr. and Mrs. Harry Atwell. He reported that he met Joe Minchin, Paterson, N. J., who arrived that day, and that Minchin intended to follow the show to Mansfield, O.

Corp. Eugene Banks, Camp Claiborne, La., CFA, spent a week-end visiting the Ray family in Leesville, La. The Rays formerly were with Russell Bros.' Circus.

Dressing Room Gossip

RINGLING-BARNUM—In Milwaukee and Madison were Game Warden Harold Weideman and his sister from Oshkosh, Wis., visiting the Bradnas. In Indianapolis, the Harold-Lukas Company having bought out both Sunday shows, Robert Ringling presented a beautiful gold elephant to one of its officers. Visiting in Indianapolis were China Durban, wife and daughter, former Concello catcher; Larry Hogan, former horse trainer; mother of Connie Clausen; parents of Harry Damm, and Charles Wirth, of *The Billboard*. At the Sunday shows the pickle-in-the-barrel and the bomb gag were used to good effect.

Ernestine Clarke is grateful for the consideration shown her during her recent illness. "Shorty," porter of car 89, being hospitalized with eye trouble; "Ice Cream" Frank Shepherd, who has taken over the kitchen end of the car, is doing very well at it. Eddie Gallagher, head porter, has added care of the car to his other duties. Now that swimming fiestas are over until the South is hit, the younger set has taken to five sessions and have been able to catch orchestras in all towns since Indianapolis.

Rudy Rudyhoff visited in Fort Wayne, Ind., and catching the show again in Lima, O., were Don Smith and Walter Peitschman, of the CHS. Ann Burak, who left the show for Hollywood, is convalescing in Glockner Hospital, Colorado Springs, Colo. Also recuperating from recent injuries is Eckhart Lawson in Methodist Hospital, Indianapolis.—**DICK ANDERSON.**

COLE BROS.—Death of Albert Powell four days after he had been stricken with a heart attack in Portland, Ore., cast a pall of sadness over the show. In this business 48 years and having been with all leading circuses, I had known him for over 20 years. I never heard him say a wrong word about anyone. He will be sadly missed, as he knew about everybody in circus business and they knew him.

Jimmy Reiffenach returned to the riding act after being out with a pulled leg muscle. Rusty Byron acquired a family in Portland, with Dan Mittel as godfather. It was a big day for Eddie and Golda Grady in Medford, Ore., their home town; they had as house guests Helen Partello, Jean Allen, Marlon Knowlton, Shirley Byron and Betty Escalante. An addition to the flying act, Kay Burslem works and looks just like

the grand performer that she is. I consider her dive over the bar to the net something to behold. After listening to Harry Thomas do his swell announcing I have come to the conclusion that somewhere in his family there must have been a Baron Munchausen. Chief of Police and Mrs. Hines had as guests in Portland Mr. and Mrs. Joe Hawthorn, Mr. and Mrs. Otto Griebing, Jean Allen, Marion Knowlton, Mrs. Freeman and yours truly.

Corky Plunkett, going like a house afire in the trampoline act, never saw a trampoline till last spring. Saw him do 50 swingbacks the other day. Nice going, Corky, and very nice teaching, Paul Nelson. I like the two-toned shoes that Florence Tennyson wears in the opening spec; they match the blue dress. Wish Billy Temple would make up his mind and let us all know in which department he is working.—**FREDDIE FREEMAN.**

Collectors' Corner

By **FRED P. PITZER**

292 Madison Avenue, New York City

Corp. Rudolph E. Jacobi: *Four Years in Europe With Buffalo Bill*, according to Sgt. Francis Graham, can be obtained

from the Southern Library Service, Hattiesburg, Miss.

We are indebted to S. Hyman, Chicago, for an interesting item. Let him tell about it: "Sunday's *Tribune* (May 23) showed a page of a paper removed from a church cornerstone dated June 9, 1852. On page 2 is a woodcut of the Raymond & Company-Van Amburgh & Company's Menageries United, which was to show Chicago at that period. My father went to Des Moines in 1866 and I have often heard him mention the Van Amburgh shows." The engraving shows two elephants bearing howdahs.

Alfred J. Meyer, sends another one from Long Branch, N. J. On the back of it he wrote: "The last time the old Barnum circus showed Long Branch, July 1, 1912, which contradicts an argument that there were no parades after 1907." Will the Cornerite who said that please stand up? It is the best parade picture we have seen in a long time. It looks as tho it is the end of the parade, for it shows the tents in the background and the parade is strung out along the boardwalk coming toward these tents. If we were asked to name a few men who are able to write a history of the circus from data in their possession besides Alfred J. Meyer, we would mention Harry Cole, Col. G. G. Sturtevant, Earl May and Bev Kelley.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

TEDIOUS tour?

WILLIS HALES pens that he is still a patient in the State Hospital, Waymart, Pa. Friends can address him to Box 128, Ward X.

R. NORMAN, last season with the Ringling show, reports that he has been released from the army and is now in Portland, Ore.

W. S. LADD, vet billposter, who has been with Cole Bros.' and other circuses, writes that he and Mrs. Ladd are managing the Victoria Hotel, Oklahoma City.

YESTERYEAR ad: "Two Weeks' Silence a Polite Negative."

ELMER MYERS reports that after a successful season in the ticket department of Cole Bros.' Circus, he is taking a short vacation in Des Moines.

JERRY GRAY, former clown with the Al G. Barnes Show, is partner in the Spaulding & Gray Amusement Company and is actively interested in an arcade in Erie, Pa. Business is reported good.

ADVERTISING car No. 1 of the Ringling circus arrived in Cincinnati September 15, billing for the Cumminsville lot October 2-3, with Bernie Head, contracting p. a.

AMONG clowns who appeared with Polack Bros.' Circus at the Orpheum Theater, Los Angeles, and whose names were omitted in a recent review, according to Ed Raymond, were Frank Prevost, Ed Raymond, Jack Klippel and Dennis Stevens.

1943 HAS shown what's in a circus trouser—and what isn't.

MILDRED MILLETTE, of the Millette Family, is in Presbyterian Hospital, West 168th Street, New York City, where she underwent another leg operation. The break was sustained in a fall from a horse in 1938 and she has had several major operations.

AFTER a successful season in the East for Al Martin, the Flying Romas will play the Stadium Circus, Cleveland, to be followed by several Southern fairs and closing the season at the Shrine Circus, Houston, making the act's fourth appearance there.

CHARLES (CHUCK) O'CONNOR writes from Portland, Ore.: "Read in issue dated September 4 the method of loading the Ringling-Barnum poles. I saw Bill Curtis use the same method on the 11th and Lehigh Avenue lot in Philadelphia."

NO longer read: "Our agents are scouring Europe for new features."

JERRY WILSON, of the Flying Behrs, writes that, after a six months' contract in the Argentine, the troupe has been

contracted for three months in Chile, opening for a month in the Teatro Caupolican, Santiago, to be followed by a month in Valparaiso, two weeks in Concepcion and two weeks in Osorno.

WHEN the Ringling show was in Indianapolis Supt. M. E. McCarty, Business Manager H. E. Taylor and Instructor H. J. Wills, of the Lafayette, Ind., schools, visited Merle Evans, Henry Kyes, Joe Bader and Emmett Kelly. They report a fine band and performance. Wills was a member of the Evans band 20 years ago and has been with the Lafayette schools 16 years.

BILL CARR, former Ringling 24-hour man, who left New Haven Hospital, where he spent seven weeks with a crushed foot, returned to his home in Miami. In Washington he was guest of Melvin D. Hildreth and Harry A. Allen, who provided him with a wheel chair so that he could go thru crowded Union Station in state.

ATTITUDE toward the boss: "What can we do to make it tough for him today?"

JOHN FINNIGAN, former waiter, usher, billposter and ticket seller with the Ringling-Barnum show, was guest of General Manager George W. Smith when the circus played Worcester, Mass. Finnigan pens that he and Smith worked in the Worcester Theater 33 years ago when the latter began his career under the big tops in 1910 with the Forepaugh-Sells show.

IN The Harrisburg (Pa.) Telegraph of September 4 Paul Walker, in his Reviews and Previews column, had an interesting account of the James M. Cole Circus, which was caught at Hummelstown, Pa. His introductory paragraph read: "We almost missed this circus, too! Would have, had it not been for Frank D. Berst and 'Doc' Oyer, two veterans of the 'Big Top,' who read *The Billboard* and know what's tenting and where. They caught the circus in Duncannon."

AN old-timer's advice to a lad who wanted to join: "If you haven't made up your mind as to how you're going to end up—don't join."

ROY BARRETT, clown, reported from Seaford, Del., that on August 19 he joined the James M. Cole Circus, to remain until the show closes October 4. He was with the Ringling Spangles for nine weeks in Madison Square Garden. He does the clowning alone, including a 20-minute come-in and three single numbers. He was with the circus for eight weeks of indoor dates last year. Barrett will play the Shrine Circus, Houston, November 6-14, and then open for his second year in a department store Toyland in St. Louis November 16.

FROM Harry (Mack) March, Macon, Ga.: "After being laid up two years, I am feeling better and am with the Winters Painting Company here. Dory (See Under the Marquee on page 44)

THE CORRAL

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

RODEO contestants of many States in letters to the Southwestern Exposition and Fat Stock Show have expressed approval of holding the rodeo on the dates set for 1944. Exposition was canceled last year because of the war, and management now believes that conditions will permit the production of a big-time rodeo, with plenty of patronage.

GEORGE V. ADAMS Championship Rodeo played to capacity audiences during its five-day stay in Hamilton, Ont. Trick and fancy riding, roping, bulldogging and bronk riding thrilled the spectators thruout the engagement. Among features were Billy Hammond and his horse, Peanuts. Rodeo was held in conjunction with *The Hamilton Spectator's* annual campaign to raise funds for under-privileged children.

WILD WEST RODEO and Thrill Show opened a week's stand in Albany, N. Y., sponsored by the Servicemen's Club of suburban Menands. Wayne R. Barlow, manager, arranged preliminary details. His wife, Margaret, is secretary and treasurer of the outfit, and Jackie Wescott is arena director. Performances were held in the 10,000-seat Hawkins Stadium, home of the Albany baseball team. Seven night shows and four matinee performances were programmed. Gene Randow clowning the show. In the line-up are Jackie and Betty Wescott, trick riding; Tommy Frank, former Texas Ranger; Andy Haste, and Smokey Hinckson, 12-year-old trick rider and steer roper.



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290 TAAFFE PLACE BROOKLYN, N. Y.

WAR ANNUALS' GATES TILTED

Topeka Wins With Military Theme Despite Polio Scare; Stand, Midway Ahead of '42

TOPEKA, Kan., Sept. 18.—New grandstand and midway records appeared a certainty here this week as the halfway mark was reached at the 63d annual Kansas Free Fair, September 11-17, with both attractions running to new highs. Each of the first four days produced larger grandstand crowds for the night show than last year's big figures, while Rubin & Cherry Expositions were averaging nearly double the previous high in midway receipts.

For the first time in its 63-year history, the Free Fair opened on Saturday, which was designated Children's Day. Instead of the usual half-day holidays granted Topeka school children during fair week to permit attendance at educational displays, health officials requested school authorities to hold full-day class sessions in an effort to curb the polio epidemic. Despite the polio scare and an early morning rain, the opening Saturday attendance was the largest in Free Fair history. Assault on the records continued for Sunday's tribute to Victory Day and Monday's Topeka Army Air Base Day. Over 12,000 filled the grandstand to overflowing Monday night, and the Tuesday showing of *Let Freedom*

Ring attracted 20 per cent more than a year ago, Manager Maurice W. Jencks said.

War Atmosphere

During Topeka Air Base Day over 1,000 soldiers and 300 WACs from the base presented a colorful drill, with Gov. Andrew Schoepel reviewing the troops. One of the most enthusiastically received features of the afternoon was a performance by the Air Corps Sentry Dogs, recently added to the base. Maj. Ignatius Sargent, hero of the 19th Flying Squadron's spectacular actions in the South Pacific, told the grandstand audience some of his experiences and urged support of the War Bond drive. Adding much to the wartime atmosphere was the 29th Cavalry from Fort Riley, Kan. Included were a platoon of cavalry, a 49-piece band and 189 vehicles, among them

(See TOPEKA WINS on page 43)

Nebraska Draw Reaches 70,000

Good figure set despite transportation handicaps—4-H Club exhibits popular

LINCOLN, Neb., Sept. 18.—Altho hampered by Office of Price Administration regulations, Nebraska State Fair here September 5-10 closed with a total attendance of 70,000, E. J. Mille, secretary, said. He added that "Despite the difficulties we have experienced, all expenses have been met and we will have a nice surplus."

Four-H Club exhibits were strong and attracted much attention. Don Meyer, Wayne County youth, exhibited his second baby beef champion in as many years. The meat sold for \$2.05 per pound, said to be highest in the history of the fair.

Popular was the horse show, which featured an equine pageant and obstacle performance. The largest crowd ever to attend this phase of the fair witnessed the show, officials said.

Let Freedom Ring, a Barnes-Carruthers production, played to 6,000 with their patriotic show on opening night, Wednesday. Show continued popular until the final curtain went down Friday.

A free gate Thursday and Friday stimulated attendance somewhat.

Carthage Plugs Victory Theme; York Beats Initial Day Highs

CINCINNATI, Sept. 18.—With weather dealing kindly with this year's presentation, 88th annual Victory-themed Greater Cincinnati and Carthage Fair, which got under way Wednesday with observance of Indiana, Kentucky and All-Ohio Day, pointed to one of the best runs in its history, officials said at press time. Brief ceremonies, with former Gov. Myers Y. Cooper, board president, presiding, marked official opening. Other days had the benefit of designation, with Thursday being Agricultural, Industrial, County Commissioner's and Public Officials' Day; Friday, School Children's Day; Saturday, Cincinnati Day. Principal speakers during the run were Governor Bricker, O. H. Bennett and Dr. Claude V. Courter, with Cooper serving as officer of the day, Saturday.

Women patrons were admitted free to grounds up to 5 p.m. Wednesday, while children were admitted free Friday and Saturday. Exhibits compared favorably



CLIFTON W. WHITE, who recently succeeded the late Harry A. Manley as president and general manager of Cumberland (Md.) Fair Association, is directing plans for this year's annual. He said recently that the track is in tip-top condition and that the buildings are in first class repair. A native of Cumberland, White operated a stationery and office supply store until he retired in 1927 to become associated with Manley. He served for 15 years as superintendent at Fairgo, and soon after Manley's death was appointed to the president and general manager post. He was recently elected a member of the Maryland State Fair board.

Trenton Free to Service Folk on Hamid Jr.'s Plea

TRENTON, N. J., Sept. 18.—The need for more entertainment for the fighting men overseas was stressed in a letter received here by George A. Hamid, president of the current New Jersey State Fair, from his son, Lieut. (j. g.) George A. Hamid Jr., at present on active service in the South Pacific. Said the younger Hamid:

"The boys here in the South Pacific are starving for entertainment. Our records are all worn out from being played over and over again. If this letter reaches you in time for the Jersey Fair, I suggest you permit servicemen stationed at Fort Dix and surrounding camps to visit the fair free. Once they leave for overseas their entertainment won't come too often."

In response to this plea, Hamid ordered that servicemen and women be admitted free to the fair Friday and Saturday (17-18).

Salt Lake Tops Pre-War Counts

\$22,000 gate reveals \$7,000 increase over 1941 figure—Midway strong draw

SALT LAKE CITY, Sept. 18.—Final check of figures at Utah State Fair here, September 4-9, this week revealed a total gate of \$22,203.54, far surpassing the 1941 pre-war count of \$15,039.57, Sheldon R. Brewster, secretary-manager, announced. Brewster said receipts were far ahead of all expectations because of the attenuated character of the exhibits.

The large gate receipts were accredited mainly to increased population and the necessity for some type of entertainment for the military and war worker.

Weather was excellent thru the six days and Monte Young's Shows did top business thruout the week and held over on September 10 and 11, after the fair closed, to swell their business.

Charlie Nelson's grandstand production was highly popular and was given much credit for holding up the grandstand attendance thruout the week.

Northampton Sets Record; Holiday's Crowd Hits 31,000

NORTHAMPTON, Mass., Sept. 18.—With Labor Day's opening attracting 31,000 paid admissions, Tri-County Fair here, September 6-11, topped all previous records in its 125-year history. Holiday opening figure alone eclipsed the total gate for the 1942 run, which was held to four days. After opening, daily attendance was better than 10,000, with the final day, Saturday, chalking up a 15,000 count.

For the first time in the fair's history running races were presented with the week's pari-mutuel handle on the eight races daily hitting the \$414,000 mark despite rain on Tuesday. Eli Legasse, owner of the shows bearing his name and general manager of the fair plant, (See Northampton Record on opp. page)

Dayton Chalks New Day Mark Despite Inclement Weather

DAYTON, O., Sept. 18.—Handicapped on opening and closing days by adverse weather, Montgomery County Fair here September 6-9 managed to pile up a total of 54,799 paid admissions. Altho much lower than previous years the board will come thru "in the black," Ralph C. Haines, secretary, said.

Rain Labor Day afternoon stopped activities. Before that 13,307 had paid to get in, however. Races were called off and presented on Tuesday's program. Attendance climbed to 12,763 Tuesday, representing the best Tuesday mark in the fair's history. Wednesday brought out 13,729, a good average, but Thursday (See Dayton Day Mark on page 43)

Tupelo Canceled; Aldermen Reject Rental Fee Offer

TUPELO, Miss., Sept. 18.—Following a controversy which has raged for three months, James M. Savery, president-manager of the Mississippi-Alabama Fair and Dairy Show, said this week that the 1943 annual was automatically canceled September 10 when the Tupelo Board of Aldermen at a special meeting turned down the fair association's proposal to rent the fairgrounds for one week for \$2,000 cash.

Association's offer was made as a counter-offer to the fair association's proposal. (See TUPELO NIXED on page 43)

Weather Hurts Ind. 4-H Show; Results Satisfy

INDIANAPOLIS, Sept. 18.—Indiana State 4-H Club Fair, first of its kind tried by Indiana State Fair Board in an effort to preserve the continuity between the regular fair last held in 1941 and the next annual to be held when war conditions permit, closed its eight-day engagement September 11 with officials well satisfied with the results.

This year's show, designed as an accompaniment to and follow-up for the annual 4-H Club Show, held September 6-8, was hardly a money-maker for anyone since attendance was far below expectations. Admissions were charged the first four days, but after that the gate was waived in celebration of the surrender of Italy. No reliable figures were kept on attendance after the gate was lifted. Crowds for the last three days did not improve much over the 6,000 or 7,000 average which obtained during the first four days, since the weather continued extremely cold and unpleasant.

The Barnes-Carruthers production, *Allies Victorious*, presented nightly in the Coliseum, was lightly attended, and the Johnny J. Jones Exposition's midway receipts were below expectations. Show was held in a corner of the fairgrounds, which have been taken over by the Army Air Forces as a storage depot. Only buildings used were the Coliseum and a horse barn.

Du Quoin Draw Tops Other Years; Bond Sale Nets \$500,000

DU QUOIN, Ill., Sept. 18.—Chalking up War Bond sales totaling \$500,000 for the week, Du Quoin State Fair concluded its run here last Saturday, with attendance and business surpassing by far any previous marks. H. E. Strong, secretary, said. He added that Byers Bros.' Shows, midway attraction, registered highly satisfactory grosses, as did concessionaires.

Officials said crowds were the largest ever recorded here, and the night grandstand show, with acts provided by (See DU QUOIN DRAW on page 43)

Iowa's Counties Get Good Returns; Plug 4-H Club Work

DES MOINES, Ia., Sept. 18.—With two-thirds of Iowa's county fairs having held their 1943 annuals, Lloyd B. Cunningham, secretary of the Iowa State Fair Board, reported attendance good at every fair he has attended or where he has received a report.

Where the weather was good the attendance in almost every case has broken previous marks, Cunningham said. All are making money this year, he added. "In fact, I haven't heard of a single fair losing money this year," Cunningham said.

He commended the fairs managements for continuing this year, especially because of their effort to keep alive 4-H Club work. He declared that Victory Gardens, canning and bakery exhibits received much interest at the fairs because of their importance in the war work.

Stock Show To Sub For International

CHICAGO, Sept. 18.—Plans are under way to stage a second fat stock show at the Chicago stockyards in place of the International Livestock Exposition, which was canceled last year as a war measure. Instead of the regular exposition, a showing of fat stock will be held in the stockyard proper. Four large pure-bred cattle sales will be held in conjunction with the show.

The same premiums that have been

paid in recent years at the International will be offered by the Union Stockyard and Transit Company, show sponsors, and by various breed associations. B. H. Heide, manager, says that ceiling prices will not be applied to steers, lambs or hogs exhibited by boys and girls in the junior classes as club projects.

The International Amphitheater, which was built as a permanent home for the International Livestock Exposition, has been occupied for the past year by the army.

Wyandot Annual Chalks Formidable Debut Count

UPPER SANDUSKY, O., Sept. 18.—The 90th annual four-day Wyandot County Fair officially opened here September 14 to one of the largest crowds in its history. Customary informal opening was held last Sunday with a banquet and music concert, with fair patrons from Sandusky, Findlay, Carey, Bucyrus and Marion in attendance.

One of the principal speakers at the banquet was Doc Waddell, who also made daily talks over the public-address system on the grounds. Annual featured afternoon and night programs daily.

Ray Howard's Shows were on the midway and he reported exceptionally good business. About 60 horses competed in the harness races, with prizes totaling \$2,500. Grandstand show included WLW Boone County Jamboree, Boots and Saddles, Marquis the Magician and Paul Spor's Patriotic Revue. Harry A. Hudson is fair secretary.

Harwinton Preps '43 Annual

HARWINTON, Conn., Sept. 18.—Directors of the 88th Annual Harwinton County Fair are mapping extensive plans for this year's fair, it was announced this week by Louis C. Cronan, superintendent of concessions. Litchfield County 4-H Club, which canceled its annual this year, will have its exhibits here and Rogers Amusement Company's rides have been contracted for the midway.

AROUND THE GROUNDS

MERIDIAN, Miss.—Meridian Fair and Dairy Show is substituting a one-day annual instead of abandoning the fair as first voted on. C. A. Abbott, general manager, says plans call for a Beat-the-Axis grandstand show and a full midway with a Victory theme.

CLINTON, Ark.—Plans for the Seventh Annual Van Buren County Fair call for no material changes in general schedule of the fair except that most of the livestock will not appear in the grand parade as heretofore, but be judged only on final day. Family exhibits will be emphasized, G. D. Davenport, president, announced.

BLYTHEVILLE, Ark.—Over 11,000 items made of Arkansas cotton and used by the army were included in a special exhibit at the Mississippi County Fair. The National Cotton Council sent its exhibit.

MOUNT IDA, Ark.—Plans are being completed for this year's Montgomery County Fair and dates have been set, W. S. Cazort, secretary, said last week.

BENTONVILLE, Ark.—Annual Benton County Fair was canceled this year after the association cut down operations to a two-day livestock event. Continuation of a severe drouth and a shortage of feed brought a new vote on the fair and the board elected to quit. Harry R. McKeen, secretary-manager, said that appropriated State funds would be returned.

HAMBURG, Ark.—Board of Ashley County Fair Association has voted to continue as a one-day annual and set October the date for the fair here. A county-wide queen contest will precede the fair. Entertainment includes a midway and an old fiddlers' contest.

PINE BLUFF, Ark.—A series of goodwill tours is planned by Arkansas Livestock Show Association to advertise the annual stock event. Tour will include 17 counties and 36 key towns, with Col. T. H. Barton, association president, reporting a dinner on September 30 at El Dorado as a high spot of the tour. Work of enlarging housing and seating facilities for the show is nearing completion,

with the rodeo arena increased to seat 4,500 and exhibit pens rearranged to take care of 10,000 head of stock and poultry, Senator Clyde E. Byrd, secretary-manager, announces.

NORTHAMPTON RECORD

(Continued from opposite page) said that over \$70,000 was expended in building new stables, enlarging the grandstand, erecting a paddock, building an office for race officials and other general improvements.

A new clubhouse for racing fans was operated for the first time. Formerly an exhibit hall, the clubhouse was refurbished and did a daily average of \$5,000 in business. Most of Legasse's concessions were on the lot with the exception of the rides. More space was sold than ever before and the midway business was big, officials said. Grandstand was sold out twice daily, once in the afternoons during the running races and again at night when the International Congress of Daredevils, booked by Al Martin, was featured. Show was hit by a double thunderstorm Thursday night, but not until three-quarters of the performance had been presented.

Congress acts included Ed and Jenny Rooney, trapeze; the Sensational Grettonas, high wire; the Flying Romas; Mike Cahill, cloud swing; the Cartier Sisters, upside-down walk; Betty and Jenny, trapeze; Miss Victory, cannon act; Ralph Reno's duck; Shorty Sutton and Betty Lee, whip cracking; Betty and her playmates; Howard Fuller and sister, acro-

batics. Show was said to be the largest grandstand feature presented here. George Emery was emcee.

Legasse was associated in the operation of the fair, with M. H. Dickinson association president, and John Banner, secretary. Racing was under supervision of the State Racing Commission, and officials included W. H. Bradley, Harry Carter, A. B. Almy, Jack Conway and Roger Rourke. Arthur F. Brunner did the race calling. Mortimer Mahoney's pari-mutuel organization was headed by Jesse Travers. James Picorillo was racing secretary.

Visitors included Edward J. Carroll, Great Barrington Fair; Joe Beach; Bob and Bill Coleman, Coleman Bros.' Shows. Concessionaires reported excellent business on the week, with the rides also getting their share.

Children's Days were held on Wednesday and Saturday afternoons. Exhibits were on a par with other years.



FOR REAL THRILL—INDOORS OR OUTDOORS—BOOK MY ACT FEATURING THE ONLY 35 FT. SWAYING HANDSTAND ATOP A HIGH POLE, WRITE FOR DETAILS... ANOTHER CARTOON STRIP NEXT WEEK.

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LAST CALL ALABAMA STATE FAIR

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DON'T MISS THIS DATE RUBIN & CHERRY SHOWS

BARNES & CARRUTHERS No. 1 GRANDSTAND SHOW GRAND OLE OPRY

WORLD WAR No. 2 CAPTURED TROPHIES

On account of change of the original dates of the Alabama State Fair the Rubin & Cherry Shows will play Birmingham, and Hennies Bros.' Shows will play the Greater Spartanburg Fair at Spartanburg, S. C., for which they hold a previous contract for week of October 4th.

NAT D. RODGERS, General Manager FAIR GROUNDS BIRMINGHAM, ALA.

FAIRFIELD COUNTY FAIR LANCASTER, OHIO

Day and Night—October 12-13-14-15 and 16

Want Concessions, Games, Shows and Lunch Stands Write T. B. COX, Concessionist

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Georgetown, Ohio, Oct. 6-7-8.

Want Bally, Pit and Grind Shows, Legitimate Concessions, Novelties, Photo, Floss, Skill Games. F. Z. VASCHE, care BROWN NOVELTY COMPANY, 1006 Central Ave., Cincinnati 2, Ohio.

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OCTOBER 4, 5, 6, 7, 8, 9 HENNIES BROS.' SHOWS

Have all the Midway Games. Space open for two good Lunch Stands, one Custard Machine, Demonstrators and small Concessionaires. D. C. TODD, Sec.-Mgr., Spartanburg, South Carolina.

Ops Stretching Post-Season

St. Louis Downs Open Week-Ends; Summer Dandy

ST. LOUIS, Sept. 18.—Downs Amusement Park, in South St. Louis near Jefferson Barracks, closed its regular season Labor Day with its sponsorship of a Miss America Pageant. Emma Jean Adams, acclaimed Miss St. Louis in competition with a bevy of St. Louis beauties, was given an appropriate send-off to the finals at Atlantic City.

Downs will remain open on Saturdays and Sundays thru September and October. Season ended Labor Day was a healthy one, the gates being exceptionally large at the swim pool, outdoor ballroom and roller rink. Dee Lang's Famous Shows operated at the park this season and report record-breaking business. The Penny Arcade, photo gallery and roller rink will operate thruout the winter, along with a huge food, drink and recreation spot for servicemen.

Late-Season Play Booming Suburban

MANLIUS, N. Y., Sept. 18.—Suburban Park, 10 miles east of Syracuse, after a dull start, is getting plenty of late-season play. Manager Fred Sears opened by playing only week-ends, swinging into full-week operation late in July. August biz improved weekly, with past two weeks finding takes on par with last season.

Using local dance ork, Suburban dance pavilion is getting biggest play, with week-end nights especially strong. Only three rides are in operation this year, with a number of concessions. All are making up for biz lost earlier in the season.

Md. Resorts Plan To Run Till October

OCEAN CITY, Md., Sept. 18.—This and near-by Maryland resorts will remain thruout September, extending the season longer than in former years. This, in a measure, is being done to offset the setback received at the outset of the summer, when the gas rationing and ban on pleasure driving gave the season a poor start. The weather, of course, will be a factor as to how long the season will be extended. It may run into October.

Most of the larger hotels have enough reservations to carry on until October 1. Concession operators and Boardwalk shops here report they are prepared to do business well into October.

Balto Post-Period Biz Starts Nicely

BALTIMORE, Sept. 18.—The first post-Labor Day holiday week-end, aided by favorable weather, brought throngs to Carlin's, Gwynn Oak and Bay Shore parks. Lifting of the ban on pleasure driving helped a lot.

Normally, Labor Day is the signal for the closing of the park season in this area, but in keeping with a policy adopted several years back an extension of the season has been made dependent upon the weather.

All three parks report that the season to date has been a very successful one, with larger crowds and freer spending.

Al Moeller Stricken

ERIE, Pa., Sept. 18.—Alex Moeller, general manager of Waldameer Beach Park, was stricken with a ruptured appendix last week-end and rushed to Hamot Hospital here for an emergency operation. His condition today was described as serious. Physicians say he will be in the hospital for some time.



CHARLES LEWIS, young Eastern showman, and Mrs. Lewis, who deserted the carnival field this season and entered park business in Norfolk, Va., where they recently purchased an estate. For a number of years vice-president and manager of the Art Lewis Shows, he is now general manager of the Lewis and Green-spoon concessions in Ocean View Park, Norfolk, where they hold exclusive concession privileges. Park, which opened April 3, is still going strong, with closing not yet in sight. A banner season is reported and concessions under the Lewis guidance have hit all-time highs.

Chi Riverview Ahead of 1942

CHICAGO, Sept. 18.—Riverview Park closed Sunday (12) after one of the best seasons it has had in years. Business was light on closing day because of rain and cold.

In spite of much inclement weather early in the season, the resort closed with receipts far ahead of 1942. Not only was attendance big, but per capita spending was much greater than in normal years. Result was a very profitable season for rides, concessions and shows.

Hamid Urges AC To Give Thought To Future Plans

ATLANTIC CITY, Sept. 18.—Plea for post-war planning for Atlantic City was made this week by George A. Hamid, operator of Hamid's Million-Dollar Pier. The 1943 summer, he said, clearly defined this resort's eminence as the top vacation spot of this part of the Eastern seaboard. With the closing of his amusement center last Sunday (12), after a season of record-breaking attendance despite the numerous wartime obstacles, Hamid declared that the city fathers should begin to do a little post-war planning now, so as to maintain the many new friends the resort has gained during this wartime summer and to retain the many old ones.

"Despite gasoline and train restrictions," Hamid said, "people thronged to Atlantic City because it had everything—cooler weather, the sea, and amusement facilities. We should start working now on plans to keep them coming here. There should be living quarters and playtime facilities for every pocketbook, hotels and restaurants to accommodate the smaller income groups in addition to the Boardwalk palaces and charming (See Hamid on Post-War on opp. page)

Field Is Roped In

SPRINGFIELD, Mass., Sept. 18.—Lymand Field, operator of the Roller Coaster at Riverside Park, learned this week that "honesty is its own reward" when he found \$150 in a billfold, returned the money to its rightful owner, and received three 5-cent cigars as a reward.

The woman owner of the money thanked Field for returning it and said that it was the first time she had let her husband carry the family money. "It's the last time, too," she emphasized, as she tucked the money into the safety of her purse.

Field is a member of the navy's Seabees and is slated to leave for active service within a month.

Fontaine Ferry Up 10%; Service Play About 50%

LOUISVILLE, Sept. 18.—With increases in all phases of operation, Fontaine Ferry Park, located within Louisville's city limits, closed its summer season September 12 with a gross 10 per cent over last year's figure.

John F. Singhiser, manager and part owner, reported that the season which opened May 15 topped the average summer take by 25 per cent, altho dollar tabulation and admission figures have not been completed.

An estimated 50 per cent of the customers were servicemen, with defense workers of this war-boomed city accounting for a large share of the remainder. Fontaine Ferry is accessible from large military encampments at Bowman Field, 10 miles away, and Fort Knox, 30 miles distant. Servicemen were admitted to park free.

While the increases were generally evenly distributed, biggest boosts were noticed in the Ferris Wheel, Racing Buggy and Scooter rides.

Thanks to simmering heat interrupted only occasionally by bad weather, the pool business was way ahead of last year.

The ballroom also got a big boost. Singhiser also reports that auto business held up well, dropping only the final week when increased activity by ODT inspectors caused a reduction in the number of trucks taking people into the park from surrounding rural areas. Picnic bookings remained at the 52 reported last year. County days, events pushed by management, draw large attendance.

Personnel held up fairly well, with the six men lost replaced with girls. So satisfied with the way girls have worked (See Fontaine Up 10% on opposite page)

2 Philly Spots End Lush Season

PHILADELPHIA, Sept. 18.—In face of man-power difficulties and restricted transportation facilities, both Willow Grove and Woodside amusement parks here closed highly successful seasons Sunday (12).

Willow Grove rang down the curtain with a special program of acts produced by Frankie Schluth and featuring Bob Fuller's Singing Stylists. Good business was enjoyed all season for the roller-skating rink and the 23 rides.

The final free concert at Woodside Park featured Jack Steck and Florence Bendon, along with Carole Conrad's magic act. The closing date also called it a season for the park's Crystal Pool and roller rink.

Riverside Begins Late-Season Run

SPRINGFIELD, Mass., Sept. 18.—Riverside Park has gone on a new late-summer and fall schedule of operations. The midway will open Saturdays and Sundays only, while the bowling center, skating rink and Parkview restaurant will continue in daily operation for the rest of the year.

Edward J. Carroll, owner-manager, stated that the season as a whole had been "very satisfactory." Biggest factor in sustaining business was the development of the transmobile fleet which has already carried more than 100,000 patrons to Riverside from downtown Springfield. Many bookings have been made for outings during October, with war plants in the area the heaviest bookers.

Waldameer Crowds Off But Patrons Freer With Dough

ERIE, Pa., Sept. 18.—Despite a huge drop in attendance, Waldameer Park rang up a season's gross that topped last year's business. According to Walter Hanson, publicity director and assistant to General Manager Alex Moeller, the pre-capita spending was the best in many years.

Labor Day week-end brought heavy business on Saturday, but Sunday and Monday were rained out. Despite rain and operation of all local war plants, the Central Labor Union Picnic brought out business, with high labor officials in attendance.

Waldameer labored thru the pleasure-driving ban and limited public transportation service without special promotion of any type. No free acts were used and advertising was restricted to straight newspaper plugging. All rides, bingo, Penny Arcade and shooting gallery enjoyed satisfactory business.

While dancing was restricted during the summer to local bands, plans are under way for one-night stands of name bands during the fall on Saturday and Monday nights. Shep Fields starts it off September 20.

Biggest loss of the season was the parking lot. No attempt was made to operate a gate of any kind. Officials of the park have not yet contemplated plans for the coming season. The winter dance program in Rainbow Gardens will depend upon future driving restrictions.

Des M. Playspot Winds Up Red One

DES MOINES, Sept. 18.—Labor Day marked the end of a prosperous season for Riverview Park under the management of Robert Relchard, assisted by Harry Ryer. F. M. Shortridge, in charge of all games, reported a bang-up season. He also booked the park's free acts and fireworks displays, and will lend his booking talents to supplying acts for the refurbished Elks' Club here this fall and winter.

Riverview's ballroom, said to be the largest in the State, enjoyed a lush run, too, playing to capacity on a number of nights during the season. Army Liddell and 14 men furnished the music all season.

A new ride will be added and much remodeling will be done before the spring opening.

Captain Hart, who played Riverview with his lion act, has sold two of his cats to Kenneth's Zoo, local amusement place.

HARRY GREEN is in his 13th year at Edgewater Park, Detroit, doing clown bally and managing the Funhouse. He has also developed a new ball game, somewhat along the idea of a pin table, which is being managed in the park by his son Fred.

Houston Spending \$900,000 on Zoo

HOUSTON, Sept. 18.—Tentative plans for a \$900,000 improvement program for Hermann Park Zoo were announced this week by C. C. Fleming, director of parks and recreation department of the city. The program calls for a general rearrangement of the zoo and construction of new buildings and an edifice to house a museum of natural history. The first phase of the plan will be revealed to the public October 18 when a Nature Fair will be held in the Garden Club Building in the park. At the same time a drive for private contributions to defray some of the cost of the program will be inaugurated.

All animal quarters will be changed, animals regrouped and a children's section set aside. A tropical garden will be built up at the entrance to the zoo with new trailways. A lake for boat rides will be included in the children's zoo. The museum, to be erected near the center, will include such divisions as birds, geology, anthropology and plants. Valentine Gesner, curator, is in charge of the work.

A special committee of zoologists of this city will make a tour during October and November to visit zoos in Cincinnati, New Orleans, Memphis and other cities, Fleming said. Accompanying the group, in addition to Fleming, will be Tom Baylor, zoo supervisor; John Riley, recreation superintendent, and Hugo Koehn, park superintendent. Parking space for 4,000 cars will be built near the zoo and new animals will be added to the zoo, Fleming said. The zoo revamping will cost \$400,000 and the museum \$500,000 with \$150,000 in bond money available and \$400,000 of the museum money to be raised by combo of bonds, federal funds and popular subscriptions, Fleming reported.

Harder's American Is India's Biggest

CINCINNATI, Sept. 18.—The Billboard this week was in receipt of a letter from Capt. J. Armstrong, former American showman, who for many years has been touring his own circus in the Far East and India. Writing from Calcutta, India, under date of May 5, Capt. Armstrong says, in part:

"O. D. Harder's American Park in Bombay, India, is the largest in the country, boasting 25 late-model American rides, 50 side shows on the midway and 12 free attractions, featuring Jako Cox in his 101-foot smoke and fire dive.

"For years and years I've had my copy of The Billboard coming out to me regularly, but for the last few years I haven't seen one. And all American showmen over here feel lonesome without the world's best theatrical magazine. I am sending you a money order, so please send The Billboard regularly. I know it will take a long time to reach here, due to the round-about transport. Nevertheless it will arrive okay.

"Capt. George Edwards, of vaude fame; Gun-Boat Jake, the boxer; O. D. Harder, Jack Cox and I are among the many American showmen over here."

Little Rock Spot Clicking

LITTLE ROCK, Ark., Sept. 18.—Thomas Fuzzell, now sole owner of Fair Park, only outdoor fun grounds in this area, continues to do well with 11 rides, skating rink, swim pool and a dozen concessions.

With the Zoos

PHILADELPHIA.—Jane, giraffe at the Philadelphia Zoo, was found dead in its pen recently as a result of a head injury sustained in an accident. She was five years old.

PHILADELPHIA.—Newest exhibit at the Philadelphia Zoo is a glass beehive in the reptile house where visitors may watch the thousands of bees carry on their endless activities.

Atlantic City

By MAURIE ORODENKER

With the presentation of Jan Savitt's orchestra for the September 11-12 week-end, George A. Hamid rang down the curtain for the 1943 season at his Hamid's Million-Dollar Pier. Despite wartime difficulties, Hamid's pier closed its term with many new records for attendance. The recent big show staged at the pier for the Labor Day holiday week-end marked the peak for the season, with the July Fourth week-end and that of August 15 close runners-up.

The most popular single feature of the pier was the weekly Jitterbug Jamboree held each Friday night. Vast crowds attended the contests. As a result, the Jitterbug Jamborees will again become a permanent feature next season. The rumba contests and the amateur vaudeville shows were also much favored. Samuel W. Gumpertz was managing director of the pier.

George Gravatt's Steel Pier grabbed off a "first" for the September 11-12 week-end in presenting Miss America of 1943 for her first professional appearance. In addition, Jerry Wald's music made for the name band attraction. While no formal announcement has been made as yet, it is expected that Gravatt will keep his huge entertainment center open on week-ends for the fall and winter, as was the policy last year.

Eddie Sherman, who has been booking the attractions at Steel Pier since the McKinley administration, will use Gravatt's emporium as background for a screen story for Abbott and Costello. Sherman, who is the personal manager of the screen comedy team, will write the story himself. It was back in 1936 that Abbott and Costello, booked on the pier by Sherman, started their climb to big time.

Thirteen local business properties and two large plots of ground will be retained by the government for use by the Army Air Forces Redistribution Station, in addition to three big Boardwalk hotels and Convention Hall. This brings to 11 the number of hotels to be used as hospitals. Convention Hall will be used as station headquarters and the three big hotels will house personnel.

Gumpertz and Bride Honeymoon in Va.

NORFOLK, Va., Sept. 18.—Sam W. Gumpertz, a prominent figure in the outdoor amusement world for half a century, was married here Wednesday (15) to Beatrice Frances Wood, of Methuen, Mass., in a ceremony performed in the bridal suite of the Monticello Hotel.

Col. Charles H. Consolvo, owner of the Monticello Hotel, veteran circus man and a close friend of the bridegroom for 40 years, was best man. Chaplain W. E. Callender, USN, performed the ceremony. The couple will spend a honeymoon here, then return to Sarasota, Fla., where they will make their home.

Gumpertz's 50-year career as a showman began at the age of 17 as a member of Buffalo Bill's troupe of rough riders at Abilene, Tex. He soon branched out into the operation field, one of his biggest ventures being Dreamland, New York, the largest amusement park in the country when it was destroyed by fire in 1911. He was vice-president and general manager of the Ringling-Barnum Circus when he retired in 1937, but since then has been associated with George A. Hamid in the operation of the Million-Dollar Pier, Atlantic City. He also still owns Eden Musee at Coney Island, N. Y.

HAMID ON POST-WAR

(Continued from opposite page)

cottages that are available for those who can afford them.

"Amusement men, too, must play their part in planning for the future. The past season has taught us that in times of stress, entertainment is one of the first needs of man. With ammunition and food, it seems to be one of the vital requirements of the times, and it is up to us to find and supply the kind of entertainment and diversion that will make the name of this city synonymous with 'fun.'"

As chairman of the Outdoor Amusements Division of the Army and Navy Relief, and other wartime philanthropic enterprises, Hamid emphasized the importance of the amusement world in

helping to raise funds for all of these worthy causes.

"The public owes a lasting debt of gratitude to the men and women of the entertainment world who have risked their lives and careers to entertain the boys in remote parts of the globe," Hamid added, "almost within the shadow of the front lines, and to the entertainers here at home who are working, under very difficult conditions, to supply hard-working Mr. and Mrs. America with a little amusement."

FONTAINE UP 10%

(Continued from opposite page)

in the spot, Singhiser plans to add more when needed next season.

The roller rink, which has been well attended during summer, continues thruout the winter.

Plans are being made for construction of additional buildings to house games and purchase of more rides if acceptable second-hand ones can be found.

DU QUOIN DRAW

(Continued from page 40)

Barnes-Carruthers, Voorhees and Music Corporation of America, was the most extensive presented at the annual. Bob Strong's orchestra was featured nightly, with scenery and line girls provided by MCA, under direction of Hogan Hancock, who also produced the show.

In the afternoon harness racing was presented, with some of the outstanding stables of the county participating. Society Horse Show was presented on five nights to large crowds. Livestock exhibits were larger than in previous years, and fair officials said the total pay out in premiums would exceed by one-third those of previous years.

Exact attendance and business figures were not available at press time, but Strong said that premiums almost reached the board's estimate of \$65,000, with entertainment expenses amounting to \$20,000.

DAYTON DAY MARK

(Continued from page 40)

day, with extremely cold weather, attracted only 15,000.

Practically all departments except the commercial exhibits operated. In their place in the Coliseum, Penny Pruden conducted a cooking school each afternoon, which drew good crowds. Grange, farm and individual fruit and farm displays were of exceptionally high standards.

Feature of the closing day was sale of 41 steers raised by 4-H Club boys. Champion steer, raised by Richard Bantz, brought 36 cents per pound at auction, highest price ever paid for these animals.

Grandstand attractions were provided by the Barnes-Carruthers office and were headlined by Selden, the Stratosphere Man. Other attractions included: Mell Hall, bicyclist; Hank Siemon and Archie, Sonny Moore's Taxi-Meter, Stevens Brothers and Big Boy, The Gasca Trio, The Orantos, and Red Carter. Charles Siegrist troupe was canceled because of injuries to one member.

TUPELO NIXED

(Continued from page 40)

ter measure after directors had rejected a proposal by the aldermen to sell the fairgrounds, with certain areas excluded, to the association for \$20,000 if the voters of Tupelo approved the transaction in a special election to be called on the question. Fair officials had previously offered to buy the grounds for \$12,550.

The fair directors in turning down the city offer said, "the amount of space offered was entirely inadequate for the successful promotion of the fair" and termed the price "excessive." Savery said that since the fair is not going to be held it would probably more than deplete the association's treasury to pay off obligations already incurred. All preparations, including advertising and the making of contracts had gone forward, Savery said. He added that the fair's inability to break the carnival contract had caused the association to pro-

ceed with plans for this year's annual.

Fair association is a non-profit organization, with its officers getting no compensation. Profits go to maintenance of buildings and equipment and the betterment of the community.

TOPEKA WINS

(Continued from page 40)

tanks, jeeps and armored equipment. Unit camped on the grounds where it furnished an excellent exhibit on Machinery Field. In addition, each afternoon the soldiers presented a program of sham battles, horse drills, bands and other features of army life. Interest in the army show grew with each performance and was said to be more enthusiastically received than anything ever presented to an afternoon audience here. As a finale for the Barnes-Carruthers night show, the army gave a demonstration of bomb-throwing after each performance and the troops stood retreat while the flag was lowered and the band played the Star-Spangled Banner.

"Never before in the history of any fair have I seen such a military show," declared Charles A. Nash, president International Association of Fairs & Expositions, who visited during the early part of the week. "The only fair with a military show that would compare at all with it was the Minnesota State Fair," Nash added. Ralph Hemphill, manager Oklahoma State Fair, and Raymond Lee, manager Minnesota State Fair, were also among early visitors.

Treasury Exhibit Clicks

One of the biggest attractions was the U. S. Treasury Department's exhibit of captured war equipment consisting of a German Mark III tank and a lighter tank, a Jap 105 mm. gun weighing 10,000 pounds, portions of a Jap Zero plane, a German rubber landing boat, a Jap jeep and motorcycle truck and other smaller pieces of enemy equipment. Admission to the exhibit was by the purchase of a War Bond only for adults and \$1 in War Stamps by children.

In speaking of the 1943 fair, Manager Jencks said, "Some of the exhibits were short, but how can you expect a farm woman to take time out to bring her jellies and preserves to the fair when the farmers are so short of help at home and she has not only her own work but much of that formerly done by hired help?"

While the livestock show was up to standard in most classifications, the Million-Dollar Livestock Parade scheduled for Monday night had to be canceled because of the shortage of men and women to lead the animals in the parade. It marked the first time in 10 years the fair was obliged to abandon the feature. However, the swine department was larger than normal and the poultry department was also outstanding.

One of the reasons for the successful start was attributed to the fact that Manager Jencks early in the year conceived the idea that if any fair was to be a success this year it must tie in with the war effort. He was one of a committee that went to Washington in May to see what could be done by the fairs toward co-operating with the government agencies—army, navy, marines, air cors, engineers, WACs, WAVES and other branches of the service.

INDIANAPOLIS.—Feature, Everybody's Farm Hour, WLW, Cincinnati, originated from Indiana State Fairgrounds here September 4 during the Indiana State Junior Fair 4-H Club Show. Featured on the broadcast were interviews with Indiana farm boys and girls who were exhibiting at the 4-H Club Show at the fair. In charge of the program were Ed Mason, WLW Farm Program Director; Bill Zipp, associate Farm Program Director; Carroll McConaha, of the Farm Department, and Earl Neal, manager WLW's Everybody's Farm.

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The Editor's Desk

By CLAUDE R. ELLIS
CINCINNATI

EXODUS from Yankeeland to Southern fairs is surprisingly heavy. Concessionaires with organized carnivals naturally followed along. But more independents than were expected are going after the defense and crop dough in Dixie. Concession agents are being scouted for. The supply of draft-proof males and fem ex-booth clerks who are out for a few weeks' more work probably will not be adequate. Interesting preparations are in the offing. With any kind of breaks, observers believe, there can be no misses at the majority of smaller fairs as well as at those in Birmingham, Atlanta and Macon, not to forget the gala doings in Charlotte. But many Northern fairs have set '43 records that will be tough to top.

HAVING emerged from quarantine, Pvt. Al Sweeney, of auto racing note, reports himself now set in the "Greatest Show on Earth; Uncle finally whistled and I answered." He is in anti-aircraft artillery at Fort Bliss, Tex. "Have been visiting some of the showfolks in El Paso," he types, "and it sure is good to meet people who understand your language. Met Jimmy Rison and his charming wife, Jimmy being here in advance of the Polack circus. Also met Jimmy Erwin, the boxing promoter in Juarez who formerly managed Petey Sarron, former world's welterweight champ. Will keep track of all my friends thru *The Billboard*." . . . Altho 26 months in armed service, Robert C. (Bob) Zimmerman, CFA,

found time to visit some circuses and midways. With a disability discharge, he is back in Madison, Wis., and reassumed his post as assistant secretary of State on September 15. Another son of the former governor and now secretary of State, Fred R. Zimmerman, is at Fort Sheridan, Ill. He's Frederick, a technical sergeant. All the family of Zims and some of the secretary's staff are sure-enough show fans. . . . One break that Savin Rock Park, West Haven, Conn., had during Labor Day week-end: "All the 20-odd rides, from the Giant Thunderbolt Coaster to the tiniest baby ride, went thru the three days and nights without a physical or mechanical mishap," avowed B. L. (Ben) Beckwith, ride super. . . . Greater Cincinnati-Carthage Fair sloganed it: "The Farmer's Part in the War."

HOWEVER the reverse may be, there is at least one outstanding instance of the value of circus training in the executive end to a man who switches to the carnival. We are thinking of Ralph J. Clawson. Since he left the big-top background he has done things on several midways. His greatest plugger now is John M. Sheesley, g. a. of the Mighty Sheesley Midway. "The Captain," having been more or less incapacitated for a considerable time, declares that Clawson has wrought wonders since he came on as assistant boss. After a successful operation in Rochester, Minn., the skipper rejoined in Battle

Creek and rode the cushions to the Louisville stand. He didn't get around much there outside of a few walks from his rooms in the Seelbach. But he does know that Ralph has overseen the repainting of all rides and shows, rebuilding of several fronts and that the show looks better than it has in many a season.

ABOUT this time of year a couple of decades ago circus harness makers would start to inspect the horse gear to prove to the governor that they would be badly needed after the show arrived in quarters. . . . When local wimmin see all the gal ticket sellers lined up at the office at check-up time they probably think it's a commissary wagon passing out butter. . . . One in every town: Village cut-up who on circus day puts on a make-up of shoe whitening and lipstick and parades around the lot to let the show folks and towners know that he, too, is a funny old clown. Novelty men find him a sure sale for a trick hat.

A GREAT performer and figure typical of a glorious era of the circus went with the passing of Albert Powell on the Cole show. . . . Charlie Abbott has laid off agenting long enough to manage a Victory Fair in Meridian. Hillman Taylor, sec of the former annual, went to a hotel post. . . . A Whip foreman we know claims he ran across a lotta 4-F's long before the war. . . . Otto Griebing gets as much fun for himself as publicity for the Cole show, inducing press feature writers to work with him in clown bits. . . . Report: "After the big top was guyed out and the spuds peeled and we started to pay off the local kids with comps, nine times out of 10 they turned out to be high school gals in slacks."

The Crossroads

By NAT GREEN
CHICAGO

NOTES from here and there: Charlie Sparks, who managed Spangles at Madison Square Garden, spent a pleasant two weeks renewing old acquaintances in Chicago while the Ringling show was playing here. Charlie sort of likes Chicago. For one thing, he likes its friendliness in contrast to the coldness of New York; and, too, it holds many pleasant memories of the old days. We'd like to see Charlie back in the harness with a 25-car show. . . . Henry Shelby, former carnival man now in charge of concessions at Flint (Mich.) Park, and operator of a playland in downtown Flint, in Chi for several days on business and pleasure and renewed acquaintance with former carnival associates. . . . J. C. McCaffery left for Birmingham early last week to complete arrangements for the fair. . . . Pete Kortez, in from Canada, joined his wife and daughter here and left for the South. . . . Maj. James Edgar, formerly with the Al G. Barnes Circus, recently received an award of the Legion of Merit to officers in the ETO, for outstanding service. Major Edgar developed a "new, successful and practical method" for waterproofing vehicles and "enhanced the success of an amphibious operation by our forces." Putting some of his circus knowledge to good use! . . . Al Sweeney, on leave in El Paso, writes he's spent most of his time visiting showfolks. It's lonesome out there on the desert at Fort Bliss, Tex., he says, and he'd appreciate letters from the boys. We'd like to get a gander at Al's GI haircut!

IF we have any feminine readers, they should read the article by Marion Odmark in the October issue of *She*. Very interesting! . . . Charlie Moore, secretary of the All-Iowa Fair, Cedar Rapids, in Chi for a couple of days on biz. . . . Jake Newman came in from Louisville and left for the West Coast just as soon as he could wangle a lower on the Super Chief. Happy Kellems sort of saved the day at the De Pere (Wis.) Fair when crowds got restless because the grandstand show was late getting in. Happy got on the mike and for nearly half an hour held the crowds with his gags. Happy has been doing quite a bit of emceeing, in addition to his clowning, on the fair dates. . . . Pat Purcell writes from Minneapolis that *Times* newspapers apparently are a haven for press agents. Pat is on *The Minneapolis Times*; Jimmie Malone, of the Tampa Fair, is on *The Tampa Times*; Bill Breitenstein, auto race prize agent, is on *The Amarillo (Tex.) Times*, and Herb Pickard is on *The Los Angeles Times*. . . . Mrs. Aubrey Ringling and her daughter, Mabel, off for the family home in Montana. . . . Jack Neal, of the Gold Medal Shows, in for a couple of days before leaving for Canada. . . . Bobby Peck McGough, former circus gal, passed thru town on her way to Pittsburgh to help hubby Mac pack up. They're moving to Dallas.

LIEUT. Frank R. Winkley, former auto thrill show impresario, in a letter from Fort Knox, Ky., gives

some new light on parachute "firsts." "The first record of the use of a parachute device in an air disaster was the successful escape of a Pole, Jockaki Kuparento, from a burning balloon July 24, 1808," he writes. "First parachute jump from an airplane was by a stunt man, Grant Morgan, early in 1912 at Venice, Calif., from Phil Parmalee's Wright plane. First pack-type descent was made by Bert Berry March 1, 1912, at Jefferson Barracks, Mo., and from a Benoist plane by an Austrian pilot in the fall of 1916. No parachutes were used in airplanes by any of the allies in World War I until after the armistice."

WHEN Cole Bros.' Circus played Denver Zack Terrell, manager, gave the newspaper boys a look into the future. "Some day, perhaps," he said, "we'll be loading the old show in airplane gliders and moving by air." Story, accompanied by a picture of Zack feeding an elephant crackerjack with one hand while the other held aloft the ever-present cane, was picked up by the AP and appeared in numerous papers. . . . Jake Disch, veteran clown and council member of Cudahy, Wis., in for a visit with his son. . . . *News From Home*, house organ of the Home Fleet Insurance Companies, in its summer issue carries a five-page story and picture spread, in colors, of the Ringling show, and cover design is a beautiful shot of Ernestine Clarke, equestrienne, on a white horse, with clown Lou Jacobs kneeling before her and offering her a rose. . . . Corp. Marion F. Lewis, with a hospital unit in North Africa, writes that he's been getting *The Billboard* regularly for some time, but what's worrying him is how he's going to carry 'em all back with him for his files when he returns to the States.

UNDER THE MARQUEE

(Continued from page 39)

Miller, general agent for the Beatty-Wallace circus, spent a day with the writer, but show is not playing Macon; plays only Rome, Columbus and Albany in the State. In Florida it will be in Pensacola, Panama City and Marianna. Eddie Jackson, press agent for James E. Strates Shows, is expected back in Macon the coming month. Charlie Sparks' many friends are looking forward to his return here. Dan Holt, former blackface comedian, is now manager of the Auditorium in Macon.

SEEING a colored lad walk onto the lot wearing his hat with the brim turned down all the way around, a colored boy with the show asked him: "Is yo' a circus man?" "Nope! Nope!" answered the first. "Den," yelled the irate showman, "turn yo' hat brim up in de back!"

WON, HORSE & UPP

(Continued from page 38)

check-up time. Now we have a chief in every department.

The show played to a night turnaway, with the gate take so big that it left 95 per cent of our audience cold and bare-footed. So popular was Co-Owner Horse with his brothers that he almost killed his pony racing around the track taking bows. We noticed that most of the idol worshippers were the chief and his councilmen, who were playing politics to get a fair count. After the show the chief stopped at the office for his bit and was surprised to learn that we had played under a blanket contract and a

blanket license, with no money involved. The wagon train made a midnight move and the spot was given back to the Indians.

P. S.—Run this ad: Won, Horse & Upp Circus has for sale 350 tattered blankets and 200 pairs of slightly worn but unrationed moccasins. Good merchandise for winter-quarters commissary wagons or concession flash for air-raid wardens' winter picnics.

CIRCUS HISTORICAL

(Continued from page 38)

Felix Adler and his small umbrella against blue background.)

Among former showfolk who visited in the Ringling backyard at Detroit were Mrs. Arthur Nelson and Rosina, Mrs. John Staley, Orrin Davenport, Walter Goodenough, Mickey McDonald, Joe Short and wife, Diane Lovett, Ralph Hunter and Jackie Andrews. Others included the parents of Madeline Fisher, Shirley Tremblay and Margie Towson, Detroit girls with the show; Mr. and Mrs. Arnold Stebbins, Mr. and Mrs. Tunis E. Stinson and Frank Tout. Zefta Loyal was confined to her car with a back injury and was visited by Walter Pietschman and the writer.

The Ringling show became motorized temporarily while in Detroit and nearly all equipment except iron-tired wagons and tractors moved across the city in their own trucks. Several hours were thus saved, and many departments moved and were set in operation before a train switch could have been engaged. —DON SMITH.

CARTHAGE THEME

(Continued from page 40)

No. 1 unit, managed by John F. Enright, with Joe Gaskill as secretary, provided the midway to good returns. Grandstand attractions, provided by Bob Shaw, general manager of the Gus Sun Booking Agency, were well received. At Wednesday night's presentation over \$12,000 worth of War Bonds were sold.

Act line-up included Watkins Circus; Tarzan, trained chimp; Sylvia's Eight Black and White Ponies; Buddy and Comedy Mule; Sylvia's French Poodles; Freddie Valentine, flying act; Thorson, juggler; Lupe MaJanes Rancheros, tumblers, and Slivers Johnson and his comedy Austin.

YORK, Pa., Sept. 18.—Registering its largest Children's Day attendance in the last several years, York Interstate Fair showed off on its five-day run Tuesday to excellent business. Merchants, agriculture and livestock exhibits were off from previous years, and to make up their absence the fair presented a large government ordnance display in the main hall under the grandstand. Along with this exhibit were a number of pieces of captured German and Japanese trophies.

Wednesday's afternoon and night attendance was far above last year, with good weather prevailing. Home Defense Exhibit received much favorable comment, as did the York Safe & Lock Company's war materials display.

President Samuel S. Lewis entertained Governor Martin and his party Wednes-

day, and the governor lauded fair officials on their undertaking. Trotting, pacing and running races were held the first four days, while Thrill Day was presented Saturday.

Grandstand attractions, provided by Frank Wirth, included Gauthier's Steeplechase, dogs and ponies; Novak Sisters, acrobats; Sasha Leonoff, accordionist; Jules and Clifton, comedy; Holet and Milady, bar act; Kay and Carroll, juggling; the Cristianas; Yost Commanders; the Gretonas, high wire; Sensational Albanias, aerialists, and *Spirit of Liberty Revue*, featuring Dianna Lauris and Ruth Haines. On Wednesday night an added feature was the Doctor I. Q. Radio Show.

James E. Strates Shows, on the midway with 15 shows and 12 rides for the sixth year, garnered good business. Concession space on the grounds was well filled and beyond the management's expectations.

Visitors included Ira Bloom, Dick Krause, Rollin G. Davis and Jakes Wilkinson; Ebensburg Fair; Harry B. Correll and Carl Flickenstein, Bloomsburg (Pa.) Fair, and B. H. Patrick, *The Billboard* representative. Concessionaires included Bennie Weiss and Bill Jones with their bingo stands, and Louie Kane, cookhouse.

LINCOLN, Neb.—James Cogswell, still walker, said here this week that he has chalked up a successful tour of celebration and fair dates. Recent bookings include the Central City (Neb.) Fair and Rodeo and Arabia Temple Shrine Circus, Houston.



1943 FAIR DATES

Alabama

Birmingham—Alabama State Fair, Oct. 4-9. Nat. D. Rodgers. Centre—Cherokee Co. Fair, Middle of Oct. Dr. S. C. Tatum. Courtland—Lawrence Co. Fair Assn. Oct. 4-9. C. C. Horton. Dothan—Houston Co. Fair, Oct. 25-30. L. J. Lausford. Florence—North Ala. State Fair, Oct. 11-16. C. H. Jackson. Jasper—Walker Co. Fair, Sept. 27-Oct. 2. E. H. Pierce. Mobile—Mobile Co. Fair, Oct. 4-10. Mort L. Bixler.

Arkansas

Arkadelphia—Clark Co. Fair, Oct. 8-9. George S. Dews. Blytheville—Mississippi Co. Fair, Sept. 20-26. J. Mell Brooks. Clinton—Van Euren Co. Fair, Oct. 7-8. E. S. Bigham. Des Arc—Prairie Co. Livestock Assn. Sept. 24-25. R. H. Romander. El Dorado—Union Co. Livestock Assn. Sept. 27-Oct. 2. Julius Miller. Ozark—Franklin Co. Fair Assn. Sept. 24-25. Garland D. Nichols. Piggott—Clay Co. Fair Assn. Oct. 1-2. V. C. Wright. Pine Bluff—Arkansas Livestock Show, Oct. 11-17. Sen. Clyde Byrd. Pocolontas—Randolph Co. Fair Assn. Sept. 29-Oct. 1. Ben A. Brown. Prescott—Nevada Co. Fair Assn. Oct. 14-15 (tentative). G. C. Murray.

Connecticut

Harwinton—Harwinton Fair, Oct. 2. Paul Klambf, R. D. 2, Torrington, Conn. Stafford Springs—Stafford Fair, Oct. 1-3. C. D. Benton.

Florida

Marianna—Jackson Co. Agrl. Fair, Oct. 18-23. Panama City—Bay Co. Agrl. Fair, Oct. 28-Nov. 6. L. E. Merriam. Starke—Bradford Co. Fair, First or second week in Nov. S. A. Weldon.

Georgia

Americus—Sumter Co. Fair, Week of Oct. 11. O. P. Johnson. Atlanta—Southeastern World's Fair, Sept. 24-Oct. 3. Mike Benton. Athens—American Legion Fair, Week of Oct. 25. F. W. Williams. Augusta—Exchange Club Fair, Nov. 1-7. J. D. Cheek. Bainbridge—Decatur Co. Fair, Oct. 11-16. T. E. Rich. Barnesville—Lamar Co. Fair, Leglon, Second week in Oct. T. C. Power. Butler—American Legion Fair, Oct. 11-16. W. M. Mathews. Carrollton—Carroll Co. Fair, Oct. 4-9. Frank J. Searcy. Eastman—Am. Leglon Dodge Co. Fair, Oct. 18-23. R. T. Ragan. Elberton—Elberton Fair Assn. Oct. 18-23. I. V. Hulme. Fitzgerald—Ben Hill Co. Fair, Oct. 18-23. Homer Waters. Griffin—Spalding Co. Fair, Second week in Oct. T. C. Power, Barnesville Hotel, Barnesville. Macon—Georgia State Fair, Oct. 27-Nov. 6. E. Ross Jordan. Madison—American Legion Fair, Sept. 20-25. J. E. Turner. Manchester—Tri-County Fair, Oct. 11-16. Welby Griffith. Sandersville—Washington Co. Fair, Oct. 18-23. G. S. Chapman. Thomaston—Upson Co. Fair, Third week in Oct. T. C. Power, Barnesville Hotel, Barnesville. Valdosta—South Ga. Victory Fair, Oct. 25-30 or Nov. 8-13. H. K. Wilkinson.

Indiana

Bluffton—Bluffton Free Street Fair, Sept. 28-Oct. 2. Carl Helms. Fairview—Switzerland Co. Free Fair, Sept. 23-25. Leroy Rose, R. 1, Bennington.

Iowa

Ackley—Four-County Fair, Probably Nov. 23. Joe W. Cobie. Algona—4-H Club Achievement Show, Sept. 24-25. A. L. Brown.

Kansas

Auburn—Auburn Grange Fair, Oct. 1-2. Mrs. Ina Cellers. Berryton—Berryton Grange Fair, Sept. 24-25. Mrs. Bessie H. Sowers. Blue Rapids—Marshall Co. Fair Assn. Sept. 28-Oct. 1. Bob McHugh. Buhler—Buhler Community Fair Assn. Oct. 30. J. A. Johnson. Conway Springs—Conway Springs Fair Assn. Oct. 7-8. R. H. Cline. Havensville—Community Fair Assn. Sept. 23-24. W. T. Flowers. Hillsboro—Marion Co. Fair Assn. Oct. 5-8. Dr. G. S. Klassen. Hutchinson—Kansas State Fair, Sept. 18-24. S. M. Mitchell. Inman—Inman Community Fair, Oct. 22-23. Wm. J. Braun. Kincaid—Kincaid Farmers' Fair Assn. Sept. 28-30. W. R. Brown. Neodesha—Neodesha Junior Fair, Sept. 24-25. K. P. Sherrill. Sedan—Chautauqua Co. Free Fair, Oct. 1-3. Carl Ackerman. Wakefield—Wakefield Free Fair, Oct. 7-8. Joe Mason Jr.

Kentucky

Lebanon—American Legion Fair, Sept. 24-27. Robt. T. Harmon.

Louisiana

Donaldsonville—S. La. State Fair (Food for Victory Fair), Oct. 1-3. R. S. Vickers. Leesville—Vernon Parish Fair, Oct. 4-10. M. N. Oakes. Shreveport—Junior Livestock Show, operated by State Fair, Oct. 23-Nov. 1. W. R. Hirsch.

Maine

Cornish—Cornish Agrl. Assn. Sept. 28-Oct. 2. Leon M. Ayer. Fryeburg—Fryeburg Fair, Oct. 4-9. G. Myron Kimball. Litchfield—Litchfield Farmers' Club, Oct. 5-6. Rhona B. Maloon. North Waterford—N. Waterford Fair, Oct. 2-3. Bill Button. Topsham—Sagadahoc Agrl. Soc. Oct. 12-14. Samuel Woodward, Brunswick, Me.

Massachusetts

Bridgewater—Plymouth Co. Agrl. Soc. Oct. 12. Elisha Ellis. Cunningham—Hillsdale Agrl. Soc. Sept. 24-25. Leon A. Stevens. Great Barrington—Barrington Fair Assn. Sept. 19-25. Paul W. Foster.

Michigan

Addison—Addison Community Fair, Oct. 7-8. Clare E. Monroe. Adrian—Lewanee Co. Fair, Sept. 20-25. P. A. Bradish. Centerville—St. Joseph Co. Grange Fair, Sept. 20-25. F. J. Kennerling, Colon. Gladwin—Gladwin Co. Fair Assn. Sept. 22-24. Ray C. Havens, R. 2, Beaverton. Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 26-Oct. 2. H. B. Kelley. Kalamazoo—Kalamazoo Co. Agrl. Soc. Sept. 27-Oct. 2. Hartman Kakabaker. Morley—Morley Agrl. Fair Assn. Nov. 4-5. L. G. Morse. Nashville—Nashville Agrl. Soc. Oct. 20. John W. Hamp. Peck—Peck Agrl. Soc. Oct. 23-24. A. J. Godfrey.

Mississippi

Columbus—Columbus Fair, Sept. 20-25. Mrs. Elizabeth M. Proffitt. Europa—Webster Co. Fair, Sept. 27-Oct. 2. A. M. Meek. Forest—Scott Co. Colored Fair Assn. Oct. 18-23. A. N. Ware. Hazlehurst—Copiah Co. Fair Assn. Week of Oct. 4. W. B. Alford Jr. Jackson—Mississippi State Fair, Oct. 11-16. Rex B. Magee. Jackson—Miss. Negro State Fair, Oct. 18-23. H. H. Young, Box 2372. Laurel—South Miss. Fair, Sept. 27-Oct. 2. R. B. (Jack) Jeffries. Meridian—Miss. Victory Fair & Dairy Show, Oct. 12-16. C. A. Abbott. New Albany—Union Co. Fair, Oct. 22-23. B. U. Jones. Tupelo—Miss-Ala. Fair & Dairy Show, First week in Oct. J. M. Savery. Yazoo City—Yazoo Negro Fair Assn. Oct. 4-9. R. J. Pierce.

Missouri

Caruthersville—American Legion Fair, Oct. 20-24. H. E. Malloure. Edina—Knox Co. Fair, Oct. 7-9 (if held). F. L. Green.

Nebraska

Omaha—4-H Club Show, Oct. 6-8. J. J. Isaacson. Pawnee City—Pawnee Co. Fair, Oct. 5-8. D. W. Osborn.

New Hampshire

Center Sandwich—Sandwich Town & Grange Fair Assn. Oct. 12. W. Leroy White, N. Sandwich. Deerfield—Deerfield Fair Assn. Oct. 1-2. W. C. Maxwell, Raymond, N. H. Rochester—Rochester Agrl. Assn. Sept. 21-25. Ralph E. Came.

New Mexico

Albuquerque—New Mexico State Fair, Sept. 26-Oct. 3. Leon H. Harms.

New York

Avon—Genesee Valley Breeders' Assn. Sept. 24-25. John Steele. Cobleskill—Cobleskill Agrl. Soc. Sept. 20-24 (if held). Wm. H. Golding. Palmyra—Palmyra Union Agrl. Fair Assn. Sept. 23-25. W. Ray Converse. Trumansburg—Union Agrl. Soc. Sept. 29-Oct. 2. Mary E. Cronk. Walton—Delaware Co. Fair, Sept. 21-24. Paul G. Williams.

North Carolina

Burlington—Community Fair, Oct. 12. Pete Neese. Enfield—Firemen's Agrl. Fair, Sept. 27-Oct. 2. George R. Ivey. Durham—American Legion Fair Assn. Second week in Oct. Mel J. Thompson. Goldsboro—Wayne Co. Agrl. Soc. Oct. 6. W. C. Denmark. Greensboro—Greensboro Fair, Oct. 4-9. Norman Y. Chambliss, Rocky Mount, N. C. Laurinburg—Sand Hill Fair, Oct. 12-15. P. F. Newton, R. 1, Box 43, Laurel Hill. Littleton—Littleton Fair, Oct. 11-16. T. R. Walker. Louisville—Franklin Co. Fair, Oct. 4-9. A. H. Fleming. Raleigh—Autumn Festival, State Fair grounds, Oct. 11-16. Gaylord White. Rocky Mount—Rocky Mount Fair, Sept. 27-Oct. 2. Mrs. Norman Y. Chambliss. Sanford—Lee Co. Fair Assn. Sept. 20-25. Lynn McIver Jr. Tarboro—Edgecombe Co. Fair, Oct. 11-16. Howard V. Gaskill, Box 94, Selma. Wilson—Wilson Co. Fair, Oct. 18-23. W. H. Dunn. Zebulon—Five-County Fair, Sept. 27-Oct. 2. Eugene Privett.

Ohio

Ashland—Ashland Co. Agrl. Assn. Sept. 22-25. James S. Atterholt. Atica—Atica Fair, Sept. 29-Oct. 1. Carl B. Carpenter. Barlow—Barlow Agrl. Assn. Sept. 23-24. O. E. Lawton. Bellefontaine—Logan Co. Agrl. Soc. Sept. 22-24. Carl C. Kirk.

Bluffton—Bluffton Agrl. Soc. Dec. 8-10. Harry P. Barnes. Carrollton—Carroll Co. Agrl. Soc. Sept. 29-Oct. 2. Leonard George, Harlem Springs. Circleville—Pickaway Co. Agrl. Soc. (Junior Fair), Oct. 20-23. Mack D. Parrett. Coshocton—Coshocton Co. Agrl. Soc. Oct. 5-9. C. V. Crox, Dresden, O. Delaware—Delaware Co. Fair, Sept. 21-24. John Wagner. Dover—Tuscarawas Co. Agrl. Soc. Sept. 22-25. S. O. Mase. Gallipolis—Gallia Co. Agrl. Soc. Sept. 20-25. John N. McNealy. Hamilton—Butler Co. Agrl. Soc. Sept. 26-Oct. 2. John W. Cochran, Sevenmile, O. Kenton—Hardin Co. Agrl. Soc. Sept. 29-Oct. 1. D. B. Robinson. Lancaster—Fairfield Co. Agrl. Soc. Oct. 13-16. Russell W. Alt, R. R. 1, Baltimore. Lebanon—Warren Co. Fair, Sept. 21-24. John T. Gorman. Loudonville—Loudonville Agrl. Soc. Oct. 5-7. Chas. Bernhard Jr. Marysville—Union Co. Agrl. Soc. Sept. 28-October 1. H. A. Taylor. Mount Vernon—Knox Co. Agrl. Soc. Oct. 13-16. Henry G. Richards. Ottawa—Putnam Co. Agrl. Soc. Oct. 5-9. Joseph L. Erickner. Paulding—Paulding Co. Agrl. Soc. Sept. 22-24. Carl Laukhuf. Smithfield—Jefferson Co. Fair, Sept. 22-24. W. E. Rose, R. D. 1, Rayland, O. Smyrna—Tri-County Ind. Agrl. Soc. Sept. 23-25. H. M. Fitch, Moorefield, O.

Oklahoma

Dewey—Washington Co. Free Fair, Oct. 7-9 (tentative). Joe Clark. Muskogee—Oklahoma Free State Fair, Oct. 3-10. Ethel Murray Simonds. Oklahoma City—Oklahoma State Fair & Expo. Sept. 25-Oct. 2. Ralph T. Hemphill.

Oregon

John Day—Grant Co. Fair, Sept. 24-25. Chas. Trowbridge. North Portland—Pacific Intl. Livestock Expo, Oct. 6-8. O. M. Plummer, 308 Wilcox Bldg., Portland.

Pennsylvania

Allentown—Great Allentown Fair, Sept. 21-25. M. H. Beary. Beaver Springs—Beaver Community Fair, Sept. 22-25. Kenneth H. Boyer. Bloomsburg—Bloomsburg Fair, Sept. 27-Oct. 2. Harry B. Correll. Ephrata—Farmers' Day Assn. Sept. 29-Oct. 2. Ira E. Fasnacht. Gratz—Gratz Fair Assn. Sept. 21-25. Guy R. Klinger. Hollidaysburg—Hollidaysburg Farm Show, Oct. 6-8. Glenn Bressler. Lampeter—W. Lampeter Fair, Sept. 23-24. Wayne B. Rentschler. Litzitz—Litzitz Community Show Assn. Oct. 7-9. Wm. N. Young. Mount Joy—Mount Joy Community Exhibit, Oct. 14-16. R. G. Hostetter. Pleasant Valley—Springfield Farm Show, Nov. 11-13. Roy H. Giesmann. Shanksville—Stony Creek School Fair, Sept. 30-Oct. 2. Edith Geisel. Unionville—Community Fair, Oct. 21-23. Roland Conard, RD 6, West Chester. Yellow Creek—Northern Bedford Co. Fair, Oct. 21-23. Howard F. Fox, Loysburg, Pa.

South Carolina

Anderson—Anderson Fair, Nov. 1-6. J. A. Mitchell. Bishopville—Lee Co. Fair Assn. Oct. 18-23. J. E. Reaves. Bowman—Bowman Community Fair, Nov. 8. George W. Oliver. Chester—Chester Co. Colored Fair Assn. Oct. 18-23. Wayman Johnson. Columbia—South Carolina State Fair, Oct. 18-23. Paul V. Moore. Columbia—S. C. State Colored Fair, Oct. 25-30. Henry D. Pearson, 1325 Park St. Greenwood—Greenwood Co. Fair, Oct. 18-23. E. B. Henderson. Kingstree—Williamsburg Co. Fair Assn. Sept. 27-Oct. 2. H. C. Crawford. Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 12-15. W. C. Lewis. Orangeburg—Orangeburg Co. Fair, Oct. 25-30. J. M. Hughes. Owings—Mount Carmel Fair, Oct. 13-16. A. N. Saxon. Spartanburg—Spartanburg Co. Fair Assn. Oct. 4-9. D. C. Todd. Sumter—Sumter Co. Fair, Oct. 26-30. J. Cliff Brown. Union—Union Co. Fair, Oct. 11-16. M. C. Page, Jonesville, S. C. Walterboro—Colleton Co. Fair Assn. Week of Nov. 1. E. E. Jones. York—York Co. Colored Fair, Oct. 11-16. L. A. Wright, Clover, S. C.

South Dakota

Clear Lake—Deuel Co. Fair, Sept. 23-25. Fred Seeger. Mitchell—Corn Palace Festival, Sept. 27-Oct. 2. E. A. Kirkpatrick.

Tennessee

Chattanooga—Chattanooga-Hamilton Co. Interstate Fair, Sept. 16-26. Maude H. Atwood. Huntingdon—Carroll Co. Fair, Sept. 28-Oct. 2. J. F. Walters. Huntingdon—Carroll Co. Colored Fair, Oct. 6-9. W. A. Cox. Lawrenceburg—Lawrenceburg Co.-Tenn. Valley Fair, Oct. 4-9. Dr. E. R. Braly. Trenton—Gibson Co. Fair, Sept. 20-25. Jno. R. Wade.

Texas

Leonard—Leonard Fair Assn. Sept. 28-Oct. 2. H. H. Blackburn. Beaumont—Beaumont Victory Fair, Oct. 23-31. Young Men's Bus. League, Chamber of Commerce.

Utah

Ogden—Ogden Livestock Show, Nov. 7-10. E. J. Fjeldsted.

Virginia

Danville—Danville Fair Assn. Oct. 5-8. C. L. Booth. Petersburg—Southside Va. Fair, Oct. 4-9. R. Willard Ennes. Staunton—Staunton Fair, Sept. 27-Oct. 2. O. B. Ralston. Suffolk—Tidewater Fair Assn. Oct. 19-23. H. C. Holoman.

Wisconsin

Viroqua—Vernon Co. Agrl. Soc. Sept. 23-26. Fred S. Rogers.

Canada

NOVA SCOTIA

Bridgewater—Lunenburg Co. Exhn. Sept. 28-Oct. 1. W. J. Crouse.

ONTARIO

Aylmer—Aylmer & E. Elgin Agrl. Soc. Sept. 30-Oct. 2. H. R. Lashbrook. Caledonia—Caledonia Agrl. Soc. Sept. 30-Oct. 2. W. S. Hudspeth. Collingwood—Nottawasaga & Great Northern Exhn. Sept. 23-25. O. G. Bernhard. Elmvale—Pios Agrl. Soc. Sept. 27-29. Thos. E. Smith. Galt—S. Waterloo Agrl. Soc. Sept. 23-25. R. E. Cowan. Ingersoll—Ingersoll Agrl. Soc. Oct. 6-8. George F. Jones. Leamington—Leamington Dist. Agrl. Soc. Sept. 26-Oct. 2. Miss E. Atkins. Markham—Markham Agrl. Soc. Sept. 30-Oct. 2. R. H. Crosby. Napanee—Lennox Co. Agrl. Soc. Sept. 27-29. George T. Walters. Ohsweken—Ohsweken Agrl. Soc. Sept. 29-Oct. 1. Andrew Jamieson. Owen Sound—Owen Sound Agrl. Soc. Sept. 27-29. Otto Johann. Ridgetown—Ridgetown Agrl. Soc. Oct. 5-7. J. D. Brien. Simcoe—Norfolk Co. Fair, Oct. 4-7. Harold I. Pond. Tillsonburg—Tillsonburg Agrl. Soc. Sept. 27-29. M. Ostrandér.



Coming Events

These dates are for a five-week period.

Arkansas

De Queen—Victory Livestock-Farm Show, Oct. 7-9. Ralph H. Kite. Fort Smith—County Dairy Show, Oct. 9. Curtis Goldtrap. Jonesboro—County Livestock-Poultry Show, Oct. 9. W. R. Melton, Box 269.

Idaho

Cottonwood—Stock Show, Sept. 24-26. Robt. Lightfield.

Illinois

Bowen—Fall Festival, Sept. 30-Oct. 2. Floyd Stillwell.

Indiana

Auburn—Moose Jubilee, Sept. 28-Oct. 2. W. C. Hersh. La Grange—County Corn School, Oct. 4-9. Merle V. Rawson.

Maryland

Baltimore—Baltimore Livestock Show, Oct. 4-7. W. R. Harvey, 23 Light St.

Michigan

Mantistigue—Potato Show, Oct. —. D. L. Cianahan, Courthouse, Marquette.

Minnesota

South St. Paul—Junior Livestock Show of Minn. Oct. 11-14. J. S. Jones, 808 Globe Bldg., St. Paul.

New Mexico

Albuquerque—State Fair Rodeo, Sept. 26-Oct. 1. Leon H. Harms.

New York

New York—World's Champ. Rodeo in Madison Sq. Garden, Oct. 6-31. Frank Moore.

Ohio

Bucyrus—Corn Show, Sept. 23-25. Charles Bauer. Ripley—Farmers' Fall Festival, Oct. 21-23. Edward L. Campbell.

South Dakota

Mitchell—Blue & White Day, Oct. 23. Harmon W. Brown. Springfield—Founders' Day-Home-Coming, Oct. 9. W. W. Ludeman.

Texas

Taylor—Legion Cotton Carnival, Oct. 2-9. Edwin Kovar.

Canada

Toronto, Ont.—Shrine Charity Circus, Oct. 18-23. Murdock L. Martyn, 302 Sterling Tower.



Dog Shows

California

Santa Monica—Oct. 10. David H. Upright, 720 S. Los Angeles St., Los Angeles.

Colorado

Denver—Sept. 24-25. Clyde A. Newman, 2828 S. Decatur, R. R. 4.

Illinois

Chicago—Oct. 2-3. (See DOG SHOWS on page 56)

CLASSIFIED RATE 10c a Word

Minimum \$2 Cash With Copy Forms Close in Cincinnati (25 Opera Place, Cincinnati 1, O.) Thursday for Following Week's Issue

NOTICE Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS & DISTRIBUTORS

BEAD NECKLACES FOR JOBBERS, FAIR Workers, Carnival Men. Particulars free. Sample line, \$1.00. MISSION, 2328 West Pico, Los Angeles, Calif. Zone 6. oc23

BIG BARGAINS FOR BIG PROFITS — MEN'S used Pants, 25c; Suits, \$1.50; Overcoats, 50c; Shoes, 12 1/2c. Over 100 sensational values. Experience unnecessary. Free wholesale catalogue. SUPERIOR, 1250-KA Jefferson, Chicago. x

EVERY DEFENSE WORKER WILL BUY MY Genuine Leather Clip Holder to hold identification badges. Samp'ns 15c. GAMEISER, 3065 Brighton 13th St., Brooklyn, N. Y.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates and Social Security Plates. THE ART MFG. CO., 303 Degraw, Brooklyn, N. Y. oc9

LATEST PICTURES — GORGEOUS GIRL Subjects. Elaborate backgrounds. Special white available, 50 different, assorted sizes, \$1.00. NOVAK, 2039 E. 21st, Oakland 6, Calif. se25

MAGIC RACES — AT CIGARETTE TOUCH SIX horses are off. Fast seller. Big profits; 65 races, \$1.00; quantity prices. Sample free. BARKLEY, 1316 Arch, Philadelphia 7, Pa. se25x

PRETTY GIRLS' PICTURES, GAY CARTOONS, Jokes, Novelties, Books, etc. Jumbo Package with list, \$1.00. EDWARD GROSS, Dept. B, Carnegie, Pa. x

SELL NEW-USED CLOTHING FROM HOME, auto, store. Men's Suits, 99c; Leather jackets, 73c; Overcoats, 43c; Dresses, 12c; Ladies' Coats, 38c. Other bargains. Catalog free. S & N, 565A Roosevelt, Chicago, Ill. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1133 Broadway, New York. se25x

"WHO IS HITLER?" — NEW HOT COMIC Card, fast 10c seller. Give customer their dime back if they fail to laugh at this one; 3 samples, 25c coin; 100, \$3.00; 500, \$10.00; 1,000, \$17.50. All cards are in envelopes and are shipped prepaid. Order today. HASKELL D. BOYER, P. O. Box 1486, Fort Worth, Tex. oc9x

25 HITLER PICTURES — 25 PEACE CARDS, twelve packages (144) Fun Cards, four Snappy Action Novelties, ten Comic Post Cards, sixteen Photos. Latest wholesale lists. Retail value, \$6.20; only \$3.00. Express only, F. O. B. \$1.00 deposit on C. O. D. orders. TORIAN'S, Dept. 6, Hampton, Va. oc2

SALESMEN WANTED

IT'S A NATURAL! YOU CAN'T MISS! SELL large life size color display "Fighting Uncle Sam"; every store, theater, etc.; patriotic, timely. Wt., 4 lbs.; wire \$3.50 for sample; sells \$5.00. CENTRAL SHOW PRINTING CO., Mason City, Ia. oc2x

FORMULAS & PLANS

\$10,000 FIRST YEAR MAKING AND SELLING "Schemer," satisfactory hand cleaner. Simple formula, "SCHEMER" MAGAZINE, Alliance, O. Three months, just 40c.

BUSINESS OPPORTUNITIES

FOR SALE — LARGE RINK DOING WONDERFUL business year around, with or without equipment. Will lease to responsible party. Worth investigating. BOX C-68, Billboard, Cincinnati 1. oc9

GET VALUABLE TIPS ON THE ROADSHOW Film Business — Free 16-Page Booklet tells how to get started in the business, how to operate, stories of actual operations and a special section of answers to questions frequently asked by Roadshowmen. BOX C-444, Billboard, Cincinnati. tfn

INSTRUCTIONS BOOKS & CARTOONS

BEAUTIFUL INSPIRATIONAL POEMS—FORTY page book various kinds, 50c postpaid. ELSIE BIRT BYERS, Lincoln Highway East, Fort Wayne, Ind.

BOOKS AT 21c UP FOR HEALTH, MAGIC, Crime, Narcotic, Astrology, Boxing, Wrestling, Jiu Jitsu, Minstrel, Fun, Snake and other shows. Stock and special editions. Write your requirements. 30 different samples, \$1.00 postpaid. STEIN PUBLISHING HOUSE, 521 S. State St., Chicago, Ill.

WONDER OF WONDERS—FLOOR COVERING, you make and lay it. Plan No. 1. Directions, \$1.00; worth \$10.00. UNIVERSAL SALES, Dept. P, Wortendyke, N. J.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. oc2x

PARTNERS WANTED

PRODUCER, DIRECTOR WITH \$3,000.00 wanted as partner by actress owning farm in Kansas. Assist in starting permanent stock company. BOX C-71, Billboard, Cincinnati 1.

MISCELLANEOUS

AT LIBERTY SOUND TRUCK—HAS 40 LIGHTS, painted white. Appearance of Circus Wagon. Penny Pitch and Cork Gallery. With a show going south. Also want to buy Concession Top, \$x10. AL DEVINE, Jones Greater Shows, Richmond, W. Va.

PRINTING

A BETTER BUY — 100 BOND LETTERHEADS, 100 Whitewove Envelopes, 100 Business Cards, \$1.75. THE DEMON PRESS, Box 111-B, Roseville, Mich. se25x

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE Only advertisements of used machines accepted for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES—All makes and models, lowest prices, from operators being drafted. Unedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 N. Ashland, Chicago. no6

A COMPLETE STOCK 5c SELECTIVE CANDY Bar Machines. Bargains! Also Peanut Venders. ADAIR, 733 S. Euclid Ave., Oak Park, Ill.

A.B.T. TARGETS WANTED — LARGE OR small lots. ED FORD, 541 S. Dearborn, Chicago 5, Ill.

AT ONCE — WANTED STONER UNIVENDORS, Rowe or other 5c Selective Candy Bar Vending Machines. FARAM, 1518 Hollywood Ave., Chicago, Ill.

FIVE BALL FREE PLAY — BROADCAST, \$30.00; Gold Star, \$30.00; Congo (Mult.), \$35.00; Doughboy, \$17.50; Boom Town, \$35.00; Zombie, \$35.00; Dude Ranch, \$25.00; Flicker, \$25.00; all 8 for \$215.00; F. P. Mills 1-2-3, '39, \$35.00; F. P. Mills 1-2-3, '40, \$65.00; both for \$95.00; Seeburg Gun, converted to Shoot the Jap, blue with black trim, \$150.00; Seeburg Gun, converted to Shoot Hitler, \$115.00; Peek Show, like new, \$20.00; Shocker, \$10.00; Ross Low Platform Scale, \$25.00; Wurlitzer Skee Ball, \$90.00; or all for \$700.00. CLARENCE W. ANSLEY, 539 Onate Pl., Santa Fe, New Mexico. x

FOR SALE — ONE BALL FREE PLAYS. TWO '41 Derby @ \$325.00 each; two Mills 1-2-3 of '39 @ \$27.50 each; one Mills 1-2-3 of '40 @ \$67.50. KING PIN GAMES COMPANY, 826 Mills St., Kalamazoo, Mich.

FOR SALE — SEEBURG BOXES. TWENTY 24 button W55Z 5c wireless, less tubes, \$12.00; eight 3 wire Bar-o-Matics, less tubes, \$20.00; seven wireless 5c W51Z, less tubes, \$5.50; twenty D.C. Rotary Convertors to 110 V.A.C., 30 watts, \$7.00. CAPITOL AUTOMATIC MUSIC CO., INC., 335 W. 35th St., New York City. x

FOR SALE—5 1C Q.T.'S, \$25.00 EACH; 1 5C Watling, 2-4 pay, \$60.00; 1 Casino Golf, \$30.00; 1 Bally Alley, \$25.00; 2 Q.T. Safe Stands, \$8.00 each. G. J. STRUNK, R. 2, Franklin, O.

FOR SALE — ALL THIS MERCHANDISE IS ready for locations: 20 new 5c Slot for Vest Pockets @ \$3.00 each; 6 Blue and Gold Vest Pockets (Mills), 5c play, @ \$40.00 each; 7 Green Vest Pockets (Mills), @ \$27.50 each; 3 Wurlitzer 24 Model Phonographs @ \$150.00 each; 4 Keeney Contest Tables @ \$140.00 each; 25 Penny Machines, Liberty, Exray and Mercury, \$6.00 each. SHREVEPORT NOVELTY CO., Shreveport, La. oc2

FOR SALE—ONE "COMMANDO" ROCK-OLA Music Box, used 90 days, \$425.00. 1/3 deposit. C. F. BLACKBURN, 1029 Mary's Drive, Wichita, Kan.

HOLCOMB & HOKE FLOOR MODEL BUTTER-kist Popcorn Machine—Factory Rebuilt, never uncrafted, original cost \$550.00, our price \$175.00. Seeburg Classics, \$225.00. Seeburg Wall Boxes (5c play) Three Wire, \$25.00 (only 5 of these). Rock-Ola Ten Pins, \$40.00; crated add \$5.00. Mills Smoker Bells, \$69.50 (as good as new), 5c play. Holly Grip, 1c, \$8.00, like new. Bomb Hit, a ton of pennies for \$10.00, brand new, counter; money back guarantee on Bomb Hits. We handle all makes of Popcorn Machines. Buy or sell. Also 5c Popmatic Popcorn. Send for circular. Bally Ray's Track (9 horses) 5c play; like new and we mean it; never on location this territory, \$125.00. We have everything in coin machines except Slots. Ask us. THE P. K. SALES CO., Cambridge, O.

NINE KEENEY BOXES, ADAPTER, CABLE, \$59.50; three Selectomatic 16's, Brackets, 58 ft. 30 Wire Cable, \$92.40. Lot, \$140.00. COLEMAN NOVELTY, Rockford, Ill.

ONE WARNER 25c VOICE RECORDING STUDIO —Decorated with raised lettering, complete with about 600 records, \$575.00. Half deposit. CLEVELAND COIN, 2021 Prospect, Cleveland 15, Ohio.

SPECIAL—3 5c MILLS ESCALATORS, JACK-pot, \$60.00; 4 Rowe 8-Column Imperials, \$49.50; 10 Northwestern De Luxe Nut, \$12.50. Wanted: Challenger Guns, Pike's Peaks, Kicker Catchers. CAMEO VENDING, 432 West 42nd, New York.

TEN 1941 LIGHT CABINET EVANS JACK POT Machines, all in perfect condition, \$450.00 each. Send 1/2 with order. COPELAND WHOLESALE CO., 1303 Carondelet St., New Orleans, La. se25x

WANT TO BUY—WHAT HAVE YOU? WANT to sell. What do you need? Coin machines of every description. X. L. SALES CO., 959 Hope St., Providence, R. I. se25x

WANTED — 2 PACKARD ADAPTERS FOR Wurlitzer 600 or 24-A dial models. E. L. GILLETTE, 414 Farnam Bldg., Omaha, Neb.

WANTED — MILLS SCALES. BIG DIAL models, "Your Exact Weight." Also Watling Scales, Fortune, President, Ambassador or Senator models. BABE LEVY, 2830 10th Court South, Birmingham 5, Ala.

7 COLUMN AND 9 COLUMN DUGRENIER Cigarette Machines, factory reconditioned and refinished like new; operating on all coin combinations. Send for list. X. L. SALES CO., 959 Hope St., Providence, R. I. se25

10 JENNINGS RED HEADS COUNTER MODELS. High Serials, Fruit Reels, Free Play, excellent condition, \$100.00 each; \$900.00 for lot. 2 Jennings Cig-a-Rolas, convertible from 15c per pack play to straight 5c play. These used very little and best of condition, \$100.00 each, \$180.00 for both. One Seeburg "Convict" Rifle Gun, in good condition, \$100.00; 1 Hawthorne Payout Table, good to fair condition, \$50.00; 1 Gold Cup Free-Play Table, good condition, \$65.00; 2 Flicker Free-Play Tables, same as new, \$35.00 each; 1 Landslide Free-Play Table, price \$35.00; 2 Mills 1-2-3 Free-Play Tables, excellent condition, \$75.00 each. 1/3 deposit, references, Dun & Bradstreet. DUGGAN MUSIC CO., Mount Dora, Fla. se25x

FOR SALE SECOND-HAND GOODS

ALL KINDS ALL-ELECTRIC POPCORN POP-pers, Burch, Star, Peerless; Peanut Roasters, Caramelcorn Equipment, Burners, Tanks, lowest prices. NORTHSIDE SALES CO., Indiana, Iowa. nol3x

ALL AVAILABLE MAKES POPPERS. LARGEST selection of Mechanical Machines obtainable. Will buy for cash, fifty All-Electric French-Fry Poppers. Ten Burch Machines cheap. CARMEL CORN EQUIPMENT, 120 S. Halsted, Chicago 6. oc16x

AMPLIFYING SYSTEM—PORTABLE 30-WATT Automatic Change Record Phonograph; two 12-inch Dynamic Speakers; one Crystal Hand Mike. Outfit can handle three speakers and two mikes. Mixed Sound, and Master Control, Records alone or Mixed Sound, \$150.00. DON DEVLIN, Box 25, Rochester, Minn.

CANVAS—VARIOUS WIDTHS AND WEIGHTS. Tarpaulins, Waterproof Covers, 9x12 ft., \$8.95; 12x14 ft., \$12.95; 15x20 ft., \$21.95. Imitation Leather, Paints, Enamels and many other items. MICHIGAN SALVAGE CO., 609 W. Jefferson, Detroit, Mich. se25x

CHICAGO ROLLER SKATES, THREE YEARS OLD, rink type, 20% used. Very clean; sizes 0 to 10. Regular rink assortment. About 250 prs. Will accept best offer; all or none. DON DEVLIN, Box 25, Rochester, Minn.

FRUIT SNOW MACHINE—MOST PERFECTED. Also Original Formulas. Sacrifice for \$35.00. Information. I. RESSLER, 2449 Euclid Ave., West, Detroit, Mich.

HAMMOND ORGAN — NEW AEOLIAN STYLE, Electric, 3-B40 Cabinets, Rolls and Wiring complete. Cost \$3,400. Price \$2,200. JOSEPH FUCHS, 900 Chestnut St., Pittsburgh 12, Pa.

MASONITE PANELS ADVERTISEMENT. MER-chandise section. Suitable for many show purposes.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE—35MM. SOUND FILM-PROJECTORS. Want Governed Motor-Projectors-Amplifiers. BOX 2, Secaucus, N. J.

FOR QUICK SALE — COMPLETE BOOTH Equipment for 400 seat theatre. Big bargain. MOVIE SUPPLY COMPANY, 1318 S. Wabash Ave., Chicago. oc16x

SET OF TAYLOR DOLLS FOR DOLL RACK, good buy, 50c each; also Buell World War No. 2 Show, like new, Lobby Blow-Ups, 20 View Boxes, with Scenes and Flash Pictures complete, \$50. E. C. OLIVER, Forest Park, Dayton, O.

TENTS—12x12 TO 40x200, ALL PUSH POLE. Complete List, \$1.00. Hand roped, good as new, rented couple weeks. Sidewall, Poles, Stakes, Sledges, etc. Describe fully. Send stamp. SMITH TENTS, Auburn, N. Y. no20x

USED 40x80 TENT, KHAKI, 7 FT. WALL, Clean, No Patches, \$413.00. Some others, what do you need? SIGMUND BROS., Keokuk, Ia. oc2

WESTERNS, SPECIALS, GOOD COMEDIES, SELL or Circuit Rent. Sell Projectors. Will buy DeVry Projectors. LONE STAR FILM COM-PANY, Dallas, Tex.

4 EVANS AUTOMATIC BOWLING ALLEYS, 36 feet long. BOX 426, c/o The Billboard, 1564 Broadway, New York 19.

PHOTO SUPPLIES DEVELOPING-PRINTING

A NEW BRAND OF DIRECT POSITIVE PAPER is made in all standard sizes. Send for information and wholesale price list. MODERN PHOTO SUPPLY COMPANY, 2732 Third Street, Santa Monica, Calif. oc9x

BUY AND SELL—CAN SUPPLY EASTMAN, 1 1/2 inch, \$15; 2 1/2", \$20; 3", \$25. Any quantity, 50% with order. BOX C-182, The Billboard, Cincinnati 1, Ohio.

CUT YOUR OWN D. P. FILM TO ANY SIZE. Simple to operate. 50% deposit required. Price \$10.00. BOX 1168, Hattiesburg, Miss. oc9x

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. se25x

DIRECT POSITIVE ROLLS MACHINE CUT TO any width. Guaranteed perfect smooth cut, \$3.00 roll. Reliable 2-1-hour service. Send in your rolls. J. V. HENDERSON, 149 W. 20th St., Indianapolis 2, Ind.

EASEL PHOTO MOUNTS, ALL SIZES—WOOD, leatherette, glass frames, latest styles. Sizes 2x3 to 8x10. Patriotic, Heart Mirrors, Frames, Easels for 1 1/2 x 2. Everything for direct positive operator. Prompt shipments. CAPITOL EQUIPMENT, Box 287, Saint George, N. Y. oc2x

EASTMAN D.P.P., 1 1/2 x 250 FT., \$20 ROLL; 2 1/2", \$25; 3", \$30. Also 50 rolls 3 1/2 x 250 ft. Direx Positype, \$16.50 per roll in 10 roll lots. All good dating. 50% deposit required on all orders. BOX NY-49, The Billboard, 1564 Broadway, New York 19, N. Y.

EASTMAN DIRECT POSITIVE PAPER, 1944 dating, original packages, 2 1/4", 2 1/2", 3 1/2", 6", 7", 8". All 250 foot rolls. 18 gross 4x6, 6 gross 4x5; 17 one dozen Sheet Boxes, 10x12". Make offer for amount and size needed. Can ship immediately. UNITED PHOTO SUPPLY SERVICE, Gatesville, Texas.

EQUIPMENT FOR COMPLETE STUDIO — "Direct Positive," Enlarger, Camera 3.5, Booth, Heaters, Counter, Stool, 100 Rolls 1 1/2 x 250 Enlarging Paper, and other articles. Make an offer. BOX C-79, Billboard, Cincinnati 1.

FOR SALE—10 ROLLS EASTMAN DIRECT POSITIVE paper, 2 1/2 x 250 ft.; 10 rolls two inch, 8 rolls 1 1/2 inch, 9 gross 5x7, one gross 8x10. All Eastman 1944 dating. Do not ask for the price—make an offer. Wire or write to J. T. McLamb, 1624 South St., Philadelphia 46, Pa. se25x

FOR SALE—EASTMAN D. P. P. 50 ROLLS 1 1/2", \$20.00; 2 1/2" rolls, \$22.00 each; 1944 dating. Wire, write, send deposit. FRANK BONOMO, 25 Park St., Brooklyn 6, N. Y. oc2x

LEATHERETTE FINISH FOLDERS, PATRIOTIC and regular designs. Prices per 100. For 1 1/2 x 2 photos, \$1.50; for 2 x 3, \$1.75; for 3 x 4 and 3 x 5, \$2.25; others. Patriotic flat mounts for 1 1/2 x 2, 50c. MILLER SUPPLIES, 1535 Franklin Ave., St. Louis, Mo.

PHOTO MOUNTS—1 1/2" x 2", 100 FOR \$2.00; 500 for \$6.00; 1,000 for \$10.00. UNITED PHOTO SUPPLY SERVICE, Gatesville, Tex. no6

PHOTO MOUNTS FOR DIRECT STUDIOS — ALL sizes in stock. Special sizes made to your order. Send \$1.00 for \$3.00 worth of salable samples. UNITED PHOTO SERVICE, Gatesville, Tex. oc9

PHOTO CONCESSIONS, PHOTOMATON AND Hand Operated Studios. List your name with me. I buy—sell Photomatons or exchange your surplus Merchandise, Parts or Paper. Specializing in Photomaton parts, repairs, instruction in studio and machine operation. HERMAN MILLMAN, 17 West 20th St., N. Y. C.

WANTED—SMILE-A-MINUTE CAMERA AND Booth complete, takes 2 inch and 4 inch pictures. Must be in good condition. Also can use extra lens for 2 inch and 4 inch pictures. Also want 2 inch and 4 inch Eastman Direct Positive Paper—give dating. SGW COIN MACHINE EXCHANGE, 2416 Grand River, Detroit 1, Mich. se25x

WE PAY THE HIGHEST PRICES FOR EAST-man or Direx Positive Paper. Any size. Any quantity. Especially want 1 1/2 inch. State price and expiration date. BOX NY-48, The Billboard, 1564 Broadway, New York 19, N. Y.

WANTED — PHOTOMAT TAKING 1½ AND 2½; Enlarger, Frames, Direct Positive Paper. BOX 470, care The Billboard, 1564 Broadway, New York 19.

WILL TRADE ONLY—WE HAVE 1¼, 1¾, 2¼-inch Eastman Direct Positive and 2½-inch Dorex B. Will trade for 3¼, 3½ and 4-inch Eastman Direct Positive. GERBER & GLASS, 914 Diversey, Chicago, Ill. tfn

3 STUDIOS FOR SALE, DIRECT POSITIVE, plenty of stock for 2 years. Gross for 3 studios per year, \$40,000 to \$50,000; make an offer. BOX C-80, The Billboard, Cincinnati 1.

ACTS, SONGS & PARODIES

NITE CLUB COLLECTION, \$3.00; 350 ARMY-Navy Gags, Jokes, \$3.00; 32 Bits, \$3.00. E. L. GAMBLE, Playwright, East Liverpool, O. oc2

SONGWRITERS' AGENCY — JOIN TIN PAN Alley Association. Get free twelve new songs and full information concerning publishers, collaborators, etc. 715 South St., Philadelphia 47, Pa.

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDIONS, \$69.50. BUY AND SELL ALL makes, new and used. 60% discount. Large stock. Request catalog. METRO, 42 N. Albany, Chicago. oc2

COSTUMES, UNIFORMS, WARDROBES

ASSORTED BUNDLES, \$1.00; COSTUMES, \$1.00 up. Fans, Hulas, Hindoo, Evening Gowns, Wraps, Furs, Bargains. CONLEY, 310 W. 47th, New York.

CHORUS COSTUME CLEARANCE—ONE DOLLAR, perfect condition; principals, three dollars. Men's wardrobe. GUTTENBERG, 9 W. 18th St., New York City. se25x

CHORUS PANTIES, 75c; NET BRAS, 60c; G-Strings, 50c; White, Flesh or Black Net Bras, Rhinestone Centers, \$1.50; Lace Pants, \$1.25; Rhinestone goods made to order. Free folder. Cards ignored. C. GUYETTE, 346 W. 45th, N. Y. C. x

FIFTEEN RED MINSTREL CAPES, \$30.00; RED Velvet Curtain (15x16), \$40.00; Blue Sateen Cyke (18x48), \$35.00; Orchestra Coats. WAL-LACE, 2416 No. Halsted, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. oc2

SCENERY, CYCLORAMAS, DRAW CURTAINS. Dye Drops, Operating Equipment—New and used at lowest price. SCHELL SCENIC STUDIO, Columbus, O. x

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. Write NELSON ENTERPRISES, 336 S. High St., Columbus, O. oc30

ATTRACTIVE 216-PAGE ILLUSTRATED Professional Magic Catalogue of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa. se25

EARN MONEY. ANSWER UNSPOKEN QUESTIONS. Call Unknown Names, Birthdates, Articles. Professional Mindreading Course, \$1. MAGICAL ENTERPRISES, Box 111B, Roseville, Mich. oc2x

FREE — TWO PROFESSIONAL ILLUSIONS (Apparatus), one rubber, one metal, worth \$1.00, with new illustrated catalog, 25c. TRIXIE'S, 2404-N, Fifteenth, Philadelphia. x

HEADS OR TAILS? CONTROLLED COIN-flipping trick exposes gamblers' secret, causes ordinary coin to fall heads or tails at your command. Simple method, fully illustrated, with full rights for professional use. Postpaid, \$2.00. CARLOS MAGIC, 438½ St. Clair, Toledo, O. se25x

HYPNOTIZE ANYONE SPEEDILY, EASILY, effectively. Sure-fire method. Guaranteed. Complete Practical Course, \$5.00. (Information, stamp.) Airmail. EASTERN, Box 1373, Raleigh, N. C. x

ORIGINAL GOOSENECK TYPE HEADLESS GIRL Illusion. Must be first class, priced right. BOX C-47, Billboard, Cincinnati 1, O.

SAMPLES 40 DIFFERENT TRICK, JOKE ITEMS, \$1.00. Fast sellers! Wholesale catalog, 10c. Large stocks. (Pitchmen's Headquarters). ARLANE, 4462-B Germantown, Philadelphia. x

ANIMALS, BIRDS, REPTILES

FOR SALE—A WELL TRAINED SHOW DOG doing eight tricks. Write J. J. EVANS, Massillon, O.

HEALTHY FAT STOCK, PROMPT SHIPMENTS. Ten Rhesus Monkeys; also Javs, one tame Mandrill, one tame Black Macaque, few Black Spiders, Foxes, Raccoons, ten Coatimundis, Giant Mexican Horned Toads, Armadillos, Alligators, Snakes, Iguanas, Gilas, Peafowl, Guinea Pigs, Prairie Dogs, Puma Cubs, three Baby Indian Leopard Cubs, White Swans, Black Swans, Silkie Bantams, Parakeets, Golden Hamsters, Rabbits, Ferrets. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. oc16x

THE VERY BEST OF FRONT, BACK ARAB Somersault Dogs, \$75 and up. Beautiful Collie Pickout Act, \$125. WICK LEONARD, 3209 Sullivant Ave., Columbus, O.

TRAINING SCHOOL FOR DOGS, MONKEYS, Bears and other animals. I guarantee to please you. Acrobatic Dogs now on hand. Write your wants. Props built to suit act. B. J. BUCKLEY, Box 675, Grayville, Ill.

HELP WANTED

ANIMAL MAN WANTED WITH BEAR OR CUB for Christmas show, November and December. Write details, including salary, to BOX 178, Milford, Pa. x

CHROMATIC HARMONICA PLAYER — PREPARED to travel with band. Must be under 25 years of age. MARTIN WAGNER, RKO Building, N. Y. C.

DODGEM RIDE OPERATOR — PERMANENT location. Must have mechanical knowledge. Write HARRY GORDON, 744 Fourth, San Diego 1, Calif.

FIRST ALTO SAX WANTED—Must be draft deferred, capable of coaching band and leading section, to work as assistant director, large instrumentation and fine library. Give age, phone number. Other musicians invited to write. BOX C-63, care Billboard, Cincinnati 1, O. se25

FOR DEPARTMENT STORE XMAS CIRCUS. Want Circus Novelty, Animal Acts. Good dog-pony man; also assistant man, capable understudy to Prof. Pamahasika. Write all to GEO. E. ROBERTS, 3504 N. 8th St., Philadelphia (40), Penna. Tel. SAGmore 5536.

GIRL TENOR SAX — MUST READ WELL AND double Clarinet. Union. Top salary. Location engagements only. BOX C-73, Billboard, Cincinnati 1, O.

MED TEAM FOR HALLS — OTHER USEFUL people write. State salary in first letter. WM. AUTON, General Delivery, Zanesville, O.

MIDGETS OR DWARFS THAT DO LITTLE athletics to learn established act. Good opportunity. Write details. BOX NY-39, Billboard, 1564 Broadway, New York. se25

MODERN ACCORDIONIST DOUBLING PIANO or Rhythm Guitar. Prefer person that sings, male or female. Cocktail work. Salary \$100 weekly. BOX C-70, Billboard, Cincinnati 1, O. oc2

MUSICIANS WANTED — ALL WORK LOCATION. Top salaries for right men. Must have good references. Contact JOE CAPPO, 1008 Pine, Orange, Tex. oc2

MUSICIANS FOR REPLACEMENT — TENOR, Swing and Dixie Style Band. Location jobs. State salary expected. ORCHESTRA LEADER, 3 East 12th, Wilmington, Del.

MUSICIANS WANTED — TROMBONE AND Trumpets; others wire or write salary expected. Steady work. WIT THOMA, Graystone Hotel, Detroit Lakes, Minn.

THREE MIDGETS WANTED FOR CHRISTMAS show. No talent necessary and need not be unusually small. November first to Christmas. Write BOX 178, Milford, Pa.

TROMBONE, LEAD TENOR, STRING BASS — \$55.00 minimum guarantee. Union tax paid. Raise later. Others write. Hotel locations. BOX C-72, The Billboard, Cincinnati 1, O.

WANT AT ONCE LADY MIND READER, GIRLS for Illusions, Men Assistants; playing theatres and auditoriums. BENNIE, MAGICIAN, General Delivery, Atlanta, Ga.

WANTED — CARNY SIGN PAINTER. OLD timer who is looking for a spot to winter. Must know his business. Congenial surroundings. State full particulars and salary expected in first letter. H. C. EVANS & CO., Carnival Supplies, 1528 W. Adams St., Chicago 7, Ill.

WANTED — GIRL FIDDLE PLAYER TO JOIN radio troupe, Hillbilly and swing. Also Sister Team, Vocal and Instrumental people, write. KID SMITH, WBOC, Box 944, Salisbury, Md.

WANTED — GIRL MUSICIANS, ALL INSTRUMENTS. Steady location work. Betty De Dolt, Audrey Leo, Shirley Ann Horton, Lois Rhinehart, Kathryn Priaty, write. MARY SHACKELFORD, New Martinsville, W. Va.

WANTED — MAN AND WIFE, OWN CAR AND trailer, draft exempt, to operate Bowers Machines; help put up and down small tent show. BERTHA WOOD, Small, North Carolina, Route 1, Aurora.

WANTED — MUSICIANS (UNION) THEATRE tour, south to Florida and return, October thru March. INTERNATIONAL THEATRICAL PRODUCTIONS, Inc., Suite 1806, 203 N. Wabash Ave., Chicago. oc2

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING Machines wanted. MAC POSTEL, 6750 N. Ashland Ave., Chicago, Ill. oc30x

WANT TO PURCHASE FERRIS WHEEL; ALSO Standard Roulette Wheel and Table. D. E. CARNAHAN, 260 Empire Bldg., Seattle, Wash.

WE PAY YOU WELL FOR "ANYTHING" YOU wish to sell; Merchandise, Jewelry, Tools, Instruments, Equipment. JUSTICE JOBBERS, Box 150, Chicago. se25x

WILL BUY COMPLETE LIFE EXHIBIT. STATE number of jars, extras, weight, price. GEO. McLAIN, Box 875, Corpus Christi, Texas.

WILL BUY ANY QUANTITY OF SHOE SKATES. Give sizes and prices. Write NELSON, Sturmer Bldg., Port Huron, Mich.

WILL BUY TRANSFORMATION SHOW, SLIDES, etc. State all details and price in first letter. BOX C-77, c/o Billboard, Cincinnati 1, O.

At Liberty Advertisements

**5¢ a Word (First Line Large Light Capitals)
2¢ a Word (First Line Small Light Capitals)
1¢ a Word (Entire Ad Small Light Type)
Figure Total of Words at One Rate Only
MINIMUM 25¢ CASH WITH COPY**

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY BANDS AND ORCHESTRAS

KIRBY STYLE SEXTETTE WITH GIRL VOCALIST. Union. Only better location jobs considered. Fine modern library. Available November 15. BOX C-74, Billboard, Cincinnati 1, O. oc16

SIX PIECE ORCHESTRA—AVAILABLE ON 2 weeks' notice. Write TED FLORY, 846 So. Loomis, Chicago. oc2

TRIO — FEATURING "DINNER MUSIC," NO Swing; using Piano, Solovox, Violin, Sax, Cello, Vibraharp. Union, draft exempt. Address TRIO, 504 Perry St., Vincennes, Ind. oc2

Girl Orchestra together with complete Show, Singing, dancing, musical comedy revue, available for steady location; only high-class. Esther L. Holt, General Delivery, Coral Gables, Florida oc2

AT LIBERTY DRAMATIC ARTISTS

AL LIBERTY—DRAMATIC ARTIST, CHARACTERS or Juvenile. Age 23, 5 ft. 11. Five years' experience. NEIL BURDICK, 904 So. 17th St., Temple, Tex. oc2

Juvenile Actor—Young Man, 21; 5'5"; 128 lbs.; draft deferred, desires work immediately. Also very much interested in breaking into established vaudeville or nite club act. Photo on request. Tommy Brent, c/o Billboard 19, N. Y. O.

AT LIBERTY MISCELLANEOUS

Arcade Man—Draft exempt. Closing my road arcade for season and am equipped to take over any job from manager to porter around an arcade. Long hours mean nothing, but wages do. If you can use someone solid and honest, please let me hear from you with your best. 17553 St. Aub., Detroit, Mich.

Gagwriter, idea man. Writing band novelties, monologues. Fresh gags, new ideas. Reasonable charge. Desiring connection with legitimate entertainer. Free to travel. Frankel, 3623B Dickens, Chicago. oc2

Semi-Professional Entertainer—Playing tunes on a postcard; produce rhythmic, understandable and melodious tunes. Have made two guest appearances over CBS in New York. Will give personal audition to anyone near by and send recorded auditions to persons too far away to contact personally. Am blind but know my way around. State full particulars first letter or wire. Harvey K. Puckett, 1729 Boise Ave., West End, Birmingham 7, Ala. Phone 6-1709.

AT LIBERTY MUSICIANS

DRUMMER—4-F, AGE 35. Style, show, and jump band experience. DRUMMER, c/o General Delivery, Wichita, Kan.

HAMMOND ORGANIST with own organ. Address MARYELLE GRIF-FITHS, Box 305, Glenrock, Wyo. oc9

HAMMOND ORGANIST—

middle age, modern, feature Hit Parade selections. Famous finger twisting rhythm; will consider good offer. BOX N. Y.-50, Billboard, New York 19.

HAMMOND ORGANIST

with organ, large amplifier. Must have 6-month contract. Play dance and classics. Write all details. R. C. MORRIS, Luverne, Minn. oc2

AT LIBERTY SEPT. 28TH—ALTO SAX DOUBLING Clarinet, Violin. Union. LEO JOHNSON, care Orchestra, Faye's Southern Grill, Macon, Ga.

AT LIBERTY—HAMMOND ORGANIST. HOTEL or cocktail unit. Do not own organ. JOHNNY BAKER, 544 West 2nd, Chadron, Nebr. se25

AT LIBERTY, DRUMMER — YOUNG, DRAFT rating 4-F. Four years' experience; union. Desire location with swing band. Prefer Ohio but consider all offers. Write telling all in first. BOX C-78, Billboard, Cincinnati 1, O.

DRUMMER — DRAFT EXEMPT; EXPERIENCE with both commercial and four-beat bands. Have neat appearance and best white pearl equipment. Age 28, 4-F because of eyesight. Will cut with anything or no notice necessary. Location only. BOX C-75, Billboard, Cincinnati.

HAMMOND ORGANIST — EXPERIENCED hotel, dining room, cocktail lounge, night club. Union. Address ORGANIST, Box 308, Dixon, Ill.

GIRL DRUMMER — EXPERIENCED IN ANY type of music. Ambitious; have references. Write to ANNE GORDON, 2614 Pacific Ave., Atlantic City, N. J. se25

GIRL DRUMMER AND PIANO—READ, FAKE and transpose. Cut all shows. Union. Steady location. State all in first. BOX C-64, care The Billboard, Cincinnati 1, O. oc2

GIRL ALTO SAX AND CLARINET AVAILABLE after Oct. 24th. Prefer the West Coast. Cut shows. BOX C-69, Billboard, Cincinnati 1.

OLD TIME HOEDOWN FIDDLER WOULD LIKE place with a good old time string band. If you want old time fiddling answer this ad; if not, don't. Address EARL JOSLIN, 811 E. Main St., Du Quoin, Ill. oc2

PIANO LEADER AND FINE DRUMMER — Doubling Vibraphone and Marimba. Play shows, fine dance. Available two weeks. Write or wire ORCHESTRA LEADER, General Delivery, Rome, N. Y. se25

TENOR—EXPERIENCED, GOOD TONE, ALSO play Alto and do Novelty Work. Send full details first correspondence. MUSICIAN, 355 Edith Ave., Memphis, Tenn. se25

TENOR-CLARINET — SEMI-NAME BAND EXPERIENCE. No mickey. Prefer big band. Can join immediately. Address MUSICIAN, 1524 12th St., North, Fargo, N. D.

TENOR SAXOPHONE DOUBLING CLARINET— Available September 22. On present band one year but desire change. 4-F draft classification. Neat appearance, age 27, married. Read, jam, tone, etc. Semi-name experience. Prefer job in town with low living expenses. LEE ULBRICH, Sabine Hotel, Port Arthur, Tex.

TRUMPET—4-F, YOUNG, DEPENDABLE, FINE tone, lead or second, take off. Minimum \$60.00. JIMMY YOUNGBLOOD, 527 N. 5th Street, Paducah, Ky.

TRUMPET — EXPERIENCED, SINGLE, SOBER. No takeoff, read. SID ANTELL, 116 Griffith, Jackson, Miss.

VIOLINIST, DOUBLING CELLO, SAX — EXPERIENCED all lines. Draft exempt, union. Wife experienced Pianist, Organist. Have Solovox, Vibraharp. Address WM. KESHNER, 504 Perry St., Vincennes, Ind. oc2

YOUNG MARRIED MAN, 5 CHILDREN, 3-A draft status, wants job as Drummer, small combo, vicinity of Texas, Colorado or New Mexico. Fair set of drums, fair drummer, modern. Write or wire "MOE" ENGER, care Gen. Del., Dalhart, Texas.

At Liberty—A-1 Trap Drummer playing for night club and vaudeville act. Six years' experience. Please state salary in your letter. Must be steady place. Mr. Joe Delaney, 4 Charlotte St., Plattsburg, N. Y. oc2

Dixieland Drummer, currently with leading name mickey, desires change, and small wonder! Best of references, photo, audition if possible. Join two weeks. Minimum \$75.00. Box C-62, Billboard, Cincinnati 1. oc2

Drummer—Name Band experience. Age 20. 4-F classification. Solid. Reliable. New equipment. Semi-name or name band. Location only. Norman Cogao, 43-09 40th Street, Sunnyside, New York. se25

Experienced and able Hammond Organist. Now employed; seeks position paying real dough in rink, radio, cafe or hotel. Union. Abstainer. Box C-76, Billboard, Cincinnati 1, O.

Outstanding professional Hammond Organist with Hammond Organ; twenty-five years' experience all lines; play all styles, including MIT Herk's; feature playing organ and piano both together, simultaneously; played Indianapolis thirty-eight consecutive weeks; references; have all essentials; emcee, union, draft exempt, always sober, dependable. All offers considered, answered. Organist, 618 Homo Place, Indianapolis, Ind.

Trombone — General Business. Fair Band, Shrine and outdoor circus, tent rep, musical revue, Doubles for org. Trouper. Write for particulars, Box C-200, Billboard, Cincinnati 1, O. oc2

AT LIBERTY PARKS AND FAIRS

HIGH FIRE DIVE ACT —

Price and particulars address CAPT. EARL McDONALD, Billboard, Cincinnati 1. oc2

(Continued on next page)

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place Cincinnati 1, Ohio

Office Hours— 8:30 A.M. to 4:30 P.M. Monday to SATURDAY

Parcel Post

- Brown, Wm. (Shag), 33c; Graves, Mac, 10c; Hodge, W. A., 6c; Isenberg, A., 25c; Johnston, Ed., 10c; Martin, M. B., 6c; Sells, Billy, 6c; Thomas, Ben., 10c; Woods, Rosa Lee, 3c

- ABBOTT, Willard; ABBOTT, David; ACKLEY, Wm. Sylvan; ADAMSON, Carl; ADKINS, Buster; ADKINS, Mrs. Buster; ALBAR, Albar; ALBERT, Mrs. Ada; ALDREY, James; ALDRICH, Leonard; ALEXANDER, Art; ALEXANDER, Mrs. Izzie; ALLEN, Charley S.; ALLEN, Clifford; ALLEN, Eleanor; ALLEN, Henry S.; ALLEN, Jos. Francis; ALLEN, Mrs. Ruby J.; ALLISON, Arthur; ALLISON, McKimley; ALLYN, J. W.; AMERICO, Rex; ANDERSON, Beryl Clay; ANDERSON, John; ANDERSON, Kal; ANDREANO, Frank; ANDREWS, Jos. August; ANGELL, Jos. Boyd; ANGUS, Clark; ANTHONY, John C.; ANTHONY, Robt.; ARMSTRONG, Amer; ARMSTRONG, Dick; ARNETT, James Edw.; ARNOLD, Happy; ARNOLD, Billy; ASH, Carrie; ASHBY, Geo. O.; ASHER, Chas.; ASHLEY, Thos. L.; ASHMORE, Wilmer Rhea; ATLAS, Preston; AUSTIN, Billy; AXMACHER, Earl; AYCOCK JR., Douglas; AYERS, Mrs. Viola; AYERS, Jos. R.; AYERS, Ruth; BACKER, Mrs. Ruth; BAHSEN, Wm.; BALLEY, Dusty; BAKER, Mrs. A.; BAKER, Mrs. Alice; BAKER, Bert Wm.; BAKER, Louis; BALDWIN, Julius; BALLANTINE, Carl; BALOG, Pvt. John; BARBOUR, Cora

- BARBOURE, Oley; BARD, Giles Heas; BARDUS, James; BARFIELD, Dave & Lewis; BARILE, Anthony; BARTONE, Mrs. Pearl; BARKER Bros. Rodeo; BARLOW, Wm. & Margaret; BARMAN, Leslie W.; BARNES, Marion; BARNHILL, Isaac; BARNES, Wilson; BARROW, Victor; BARTH, Alexander; BARTHOLOMEW, Mrs. H. W.; BARTLEY, Frank A.; BARY, Howard Y.; BASSETT, Harry; BATES, Mrs. Sarah; BAUER, Doris; BAUGNS, Robt.; BAUXER, J. A.; BAYLOR, Walter; BARSINGER, Spot; BEATTIE, Fred; BEATTY, Sam; BEDE, Ardyth; REDWELL, Roy; BEEGLE, Eugene Wm.; BEERS, Mrs. C. W.; BEHEM, Wilma; BELFRANZ, Elizabeth; BELL, Madam; BEMENT, Florence; BENDER, Mrs. Ruth; BENJAMIN, Harry; BENNETT, Ed; BENNING, Malcolm Jack; BENNINGTON, Robt. E. Lee; BENTLEY, Claude E.; BENTLEY, Harry; BENTON, James; BERNSTEIN, Morris A.; BERQUIST, Reynolds Geo.; BERRY, Daywood; BIEHLER'S Little Circus; BICKETT, James; BILLINGSLEY, DeWitt T.

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F.; KRAUSE, Roy M.; KRAMER, Stan; KREIS, Phillip Jacob; KRESS, Rosa; KRESSMAN, Eimer Geo.; KYLE, Mrs. B.; LABOUNTY, Paul; LACHAPPELLE, Mrs. Robert; LAFORM, Everett; LALONDE, Lawrence; LAMARR, Francho; LAMAR, Paul; LARAE, Francho; LAVELLE, Ray; LACK, Bob; LABAW, Jas. Wm.; LAGRONE, Roscoe; LAIN, Theresa; LAINE, A. A.; LANE, Lacey Louis; LANGFORD, Walter; LANIGAN, Jag. Neal; LARKIN, Ruby & Jackie; LAUGHLIN, Elmer Eugene; LAUGHLIN, J. W.; LAWSON, Everett L.; LAWSON, Marshall; LAWSON, Clarence M.; LAWSON, Willie; LAWTON, Tex; LEBOY, Helen; LEBOY, J. F.; LEADER, L. M.; LEE, Coy

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Notice, Selective Service Men!

The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

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LOOK FOR HOLIDAY RUSH

Retailers Hope Stock Holds Out

WPB announces plans to feature War Bonds as gifts, thus saving existing supplies

CHICAGO, Sept. 18.—Retailers are facing at least three different Christmas shopping seasons this year with the hope that merchandise stocks will hold out and the expectation that if they don't, replacements aren't going to be easy to get. Shopping for overseas members of the armed forces has already begun and will probably continue increasingly heavy until November 1, which is the last date for navy mailings. Gifts for army men must be posted no later than October 15.

Immediately after the rush for overseas gifts lulls a bit or perhaps even before that time, shopping for the millions of uniformed men stationed within the country will begin. By the time frantic relatives and friends have mailed their gifts to men still within the United States, they will start upon Christmas shopping for the home folks.

Possibilities were seen that inroads upon merchandise inventories may be lessened somewhat with the announcement of WPB's plans for emphasis upon purchase of War Bonds as gifts for those at home and in service. The Office of Civilian Requirements, a division of the War Production Board, is meeting with a committee of merchants to discuss the problem of civilian goods distribution. OCR has been looking for a means to prevent the heavy pressure on existing supplies of civilian goods during the coming Christmas season, and one suggestion has been that retailers feature special appeals to buy bonds for holiday gifts. It was reported that to date a good response to this idea was received from stores throughout the nation.

Government agencies have been emphatic in declaring that advertising be carried on at normal volume but say also that part of the space which would be devoted to displays of merchandise could be devoted to a special bond campaign.

Spokesmen in Washington retail circles said that the response to the government's idea of promoting War Bond purchases instead of merchandise was mixed. Some liked the plans and believed it would prevent a rush on consumer goods as well as cut down on store traffic which overworked store personnel were already finding difficult to handle. They said that with a proper promotion, the proposal to feature bonds as gifts would keep the store name before customers.

Other retailers objecting to this program believed that what bonds are sold will probably be cashed as soon as possible by the recipients. Such a procedure would not justify the effort put into the plan.

Other government agencies, notably the Office of Defense Transportation and the War Man-Power Commission, are definitely in favor of the plan because of the savings on deliveries, rush-hour jams of shoppers and labor.

The Office of Civilian Requirements wants a restrained Christmas buying season but at the same time is not in favor of advertising appeals asking consumers not to purchase frivolous things or urging them to buy useful items. (See Look for Holiday Rush on page 52)

Merchandise Trends . . .

CHICAGO, Sept. 18.—Pick-up in retail sales following the Labor Day holiday was not as great as in past years, according to Dun & Bradstreet, Inc., but trade volume was about 7 to 10 per cent ahead of 1942. The Federal Reserve Board reported last week that department store sales for the week of September 4 were unchanged from sales in the corresponding period of 1942 and that for the four-week period ending September 4 sales were 5 per cent above those of last year. Only the substantial increases shown in the Dallas and Atlanta districts, where sales were up 25 and 15 per cent, respectively, kept the country's average for the first week in September from a decided decrease. Five districts, Boston, New York, Philadelphia, Richmond and Chicago, showed a drop under 1942 volume. The small increase in August compared to previous months can be attributed to a variety of causes, such as the withholding tax, tight merchandise situation, and pending Third War Loan drive. However, a survey made recently by Women's Wear Daily revealed that nearly 75 per cent of stores replying to a questionnaire stated definitely that the withholding tax had had no effect on their business during July and August.

NEW MARKET FOR POTTERY.—Two pottery firms invaded a women's wear sales show in Omaha and found their exhibits crowded with buyers for stores in Midwestern towns and cities. With women's wear sellers limiting their regular customers' orders and refusing new accounts, the pottery firms did all right in accommodating buyers, who are forced to look for supplemental lines. One firm offered novelty items for practically immediate delivery, while the other took orders for early 1944 deliveries. Salt and pepper shakers, art vases and

baking ware sets of dishes found particular favor with these buyers. A report on the china and glassware market in *The New York Times* for September 10 said that extremely tight conditions still prevail in this field. Some producers of domestic china are taking orders for delivery as far ahead as October, 1944, while some are unable to take any more business for all of next year. Orders for glassware are booked subject to ability to ship and with no price specification. Newspaper reports of the Boston Furniture and Gift Shows indicate that novelties and art work are maintaining the usual proportion of sales with all kinds of mirrors a definite standout.

Mexican News

MEXICO CITY, Sept. 18.—The government announced that it would begin minting bronze 20-centavo pieces immediately to help alleviate a noticeable shortage of small change throughout the republic. Twenty-centavo pieces up to now have been made of silver. They are worth 20 cents in Mexican money, approximately 4 cents American. The government said people had begun to hoard the silver.

Mexico moved to meet the monetary crisis by imposing a heavy export tax on silver products and suspending temporarily a contract which promised all surplus silver production to the United States.

The new tax of \$4.50 per pound on exported silver was imposed to make it unprofitable for Mexicans to melt down silver money for shipment to the United States as bullion. The government said much money was being fashioned into crude jewelry in order to take advantage of the exemption of jewelry from export duty.

May Close Border

It was authoritatively stated here that unless Mexico silversmiths restrict their demands to their legitimate needs, the United States government will close the border to silver goods and require American purchasers to obtain official permits before they can buy silver goods in Mexico.

The silversmiths, government officials say, have only half-heartedly responded to the request that they limit voluntarily their production in order to release vitally needed silver for war purposes.

If a limit is put on the amount of silver to go to industrial purposes, it will be determined in Washington within a few weeks.

Silver production for export has risen five times above what it was in 1941-'42.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

We are often questioned by operators on how to avoid unnecessary headaches during their travels around the country—how to go about working a new town—whether it is best to play small cities or large. These boys are smart. They are not ashamed to admit they've got something to learn, and in learning they are bound to get the most out of the territory they hit and experience the least amount of trouble while working there. Operating this way they will seldom, if ever, share the experiences of some operators we know who got into a jam with local authorities because they walked in cold on a new town before checking conditions first.

A salesboard operation is primarily local in character. For that reason it is important that the operator post himself carefully on local ordinances, on the attitude of the town officials and how the people in general regard his business. Doing this, he is playing safe. Of course, if an operator pulls something which is definitely out of bounds—such as misrepresenting merchandise offered, switching merchandise when cards are completed, overlooking to compensate the location for finished deals or neglecting to deliver awards after collecting the take—he will and should wind up in the arms of the law. That type does not belong in the business and the sooner he is run out the better.

A deal that is set up properly, that offers merchandise of evident value and consumer appeal, can produce the demand most anywhere—in towns of fairly limited population and in cities where the population figures run into the many hundreds of thousands. The thing to remember is that a deal should be kept on location only as long as it gets action. When it begins to show signs of tapering off a new deal should replace it or the location changed.

Operators looking for a source of supply for stuffed toys should find it worth their while to give the Beehler Arts line a look-see. Line is quite complete and features many items with definite consumer appeal. Among the numbers are a Cuddly Bear, Aviator Bear, Elephant, Panda, Cat, Dog, Monkey and Lamb. Line is in the low price range.

HAPPY LANDING.

fall of Italy. Men's neckwear manufacturers after the announcement of Italy's unconditional surrender were hopeful that the large quantities of tie fabrics which had been ready for shipment to America before Pearl Harbor will soon be on their way to this country. Italy was the principal source of high-grade woven tie fabric imports for the United States trade, and altho it may take many months before arrivals can be expected here, tie makers are beginning to anticipate deliveries. In the meantime, available goods will be pushed thru production to meet holiday demands. For a while manufacturers were optimistic about silk parachute fabric rejects of the armed services which were offered for unrestricted civilian use, but it was recently reported that very little of this (See Merchandise Trend on page 52)

SPECIALS
FOR THIS WEEK ONLY
GLASS INTERMEDIATES

Blue Grass Ash Trays, Gro. \$3.75
"Chinex" Glass Cups, Gro. 4.50
9 Oz. Tumblers, Crystal Clear, Gro. 4.00
"Chinex" Dinner Plates, 9 3/4", Gro. 10.00
Ash Trays, Gro. 4.00
4 1/2" Kitchen Bowls, Gro. 4.10
4 1/2" Nappies, Gro. 4.50

AMERICAN MADE SLUM

Jr. Air Raid Warden Bands, Per 100 . . . \$1.25
Catalin Charms, Gro. 1.00
W. M. Rings, Asst. Gro. 1.00
27" Shoe Laces, Blk. Gro.75
Plaster Slum, 10 Styles, Gro. 1.25
Hat Bands, Asst. Colors, Hundred . . . 2.00
2 1/4" Combs Buttons, Per Hundred . . . 4.00
Combs Mirrors, 2"x3", Gro. 4.00
Tattoo Transfers, Gro.85

IMPORTED SLUM

R. W., B. Paper Horns, Gro. \$1.20
Miniature Charm Knives, Gro. 1.00
Large Metal Whistles, Gro. 1.00
Tin YoYo Top, Gro. 1.10
Charms, Plastic, Asst. Gro. 1.20
8451—Cigarette Whistles, Gro.90
9308—Roly Poly Pictures, Gro.80
8170—Celluloid Teeth, Gro.75
7318—Water Flowers, Paper, Gro.25

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

NEW! DIFFERENT! NEW!
BLACKOUT FLOWERS
AND
RELIGIOUS FIGURES
— THAT GLOW IN THE DARK —
HOLY FAMILY \$7.50 Doz.
NATIVITY \$6.50 Doz.
Send \$2.00 for samples of above two items plus three additional religious figures; or, send \$2.00 for new assortment of five different flowers.
1/3 Dep.; Bal. C. O. D., F. O. B. N. Y.
NITE GLOW PROD. CO. 105 W. 47th St. N. Y. C.

LEADING SELLERS IN FUR COATS
LOWEST PRICES CAPES • SCARFS
ALL GENUINE FURS!
Our new 1943-1944 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW GIANT CATALOG! Satisfaction guaranteed or money refunded. Same day deliveries.
H.M.J. FUR CO.
150-B West 28th St., N. Y. C.

OVER 1000 JOBBERS
SELL OUR BINGO SUPPLIES
We still have BINGO CAGES on hand. Inquire today!
Write for Catalog!
MORRIS MANDELL
131 W. 14th St., New York, N. Y.

NUDIE!
A 7-inch doll that doesn't talk—but says so much! Actually seems alive because of her flexible, pliable, lifelike, soft but firm plastic composition. Fast seller for Novelty Stores, Gift Shops, SALESBOARD OPERATORS and Night Club Concessioners. Retail for \$2. The business gift item you often want for special occasions. A standout for remembrance value! Redhead, Blonde or Brunette—and each a tonic for the Blues! Ind. packed. Send \$10.00 for one dozen assorted Nudies, or \$3.00 for three. One sample \$1.00.
EXCELLENT OFFER FOR JOBBERS.
AMERICAN ART PRODUCTS
2087 Broadway New York, N. Y.
(Were you ever in Paris? Yes, this is it!)

Headquarters for
ARMY SUPPLIES
Send for Our Free Circular.
Flamingo Trading Co.
8, S. W. First Street MIAMI, FLA.

Popular Items

Christmas Cards
The M. & M. Card Company announces that a complete line of new Christmas cards has been added to its line of comic cards and novelty pants. A wide variety of new numbers are available and a catalog illustrating the different kinds may be had on request.

Animated Card
D. Robbins & Company are making immediate deliveries on "Heel Hitler," animated surprise action card. It's an ideal item to send to men in the service. The same firm expects to introduce within a week or so a new laugh-getting novelty.

GLAMOROUS FUR COATS
Jackets and Boleros
Make Your Selection Direct From My Factory. I carry a full line of distinguished 1943-'44 styles . . . including Persians, Muskrats, Skunks, Foxes in all shades, Marminks, Kid Skins, Sealines, Beaverettes, Checklangs, Caraculis, Kimmers,
Lowest Factory Prices
Pony and every other Fur. WRITE immediately for new illustrated catalog and price list just off the press. It is FREE.
BRIEN SEWARD Manufacturing Furrer, 289 Seventh Ave. (Dept. B) N. Y. C.

KEY CHAINS only 2c each
We're closing out our entire supply of these popular gilt-finished, metal key chains. Price only \$20 per 1,000. Complete with self-locking clasp. Overall length 4 1/4 inches. Limited supply will go fast, so rush your order today. Send 25% deposit with order, balance C. O. D., plus freight.
ILLINOIS MERCHANDISE MART
Dept. AA, 500 N. Dearborn St., Chicago, Ill.

NOVELTY PANTS
Remember Pearl Harbor, Ogdun, Utah
PRINT ANY NAME OF CAMP OR CITY
VERY LATEST NOVELTY GOING LIKE WILDFIRE
Made of extra fine quality rayon in assorted colors with lace edges. FAST 50¢ retailer. Send 25¢ for sample—lots of 100 or more, \$15.00 per hundred. 25% required on all orders, balance C. O. D. PREPAID TO YOUR CITY.
MILT WILLIAMS NOVELTY CO.
1033-1035 Mission St. San Francisco, Calif.

FURS
COATS, JACKETS, BOLEROS
Quality — Price — Style
Latest 1944 Styles. Coneys, Sealines, Caraculis, Muskrats, Mouton Lambs, Persian Paws, Skunks, Silver Fox, Red Fox, etc. Write for Large Illustrated Catalog, Free.
M. SEIDEL & SON
243 W. 30th St. N. Y. C.

DIRECT POSITIVE PHOTO EQUIPMENT
and Supplies of all kinds for sale. Complete Booths, Enlargers, Frames of all kinds, Visualizers, Direct Positive Paper. Write for lists and prices. We buy anything on Direct Positive Equipment. Send full details and your lowest cash price.
PALACE PHOTO SUPPLY
AUSTIN, TEXAS

SOCIAL SECURITY PLATES
Red, Blue and Gold colors, on metal, \$6.00 per 100, F. O. B. Chicago, while they last. Sample 10¢ each.
CHARMS & CAIN
407 S. Dearborn St. CHICAGO, ILLINOIS
Tel.: Wab. 3548-3547-3545

PLASTIC AND MOTHER OF PEARL FAST SELLING BROOCHES

Orchid Colored Mother of Pearl Heart with Rolled Gold Plate on Sterling Silver Base—Hand-Made Gold Wire Name.
Individually carded, per dozen . . \$4.20
Individually boxed, per dozen . . 4.80



No. 491

Combination Red, White and Blue with hand-made lettering, "Mother," "Sister," "Sweetheart" and "Wife."
Made of rolled gold plate wire, sterling silver base.

"SISTER" "V" BROOCH IS NO. 487
"WIFE" "V" BROOCH IS NO. 488
PLEASE ORDER BY NUMBER.

ORDER TODAY!
Individually carded, per doz. . . . \$5.40
Individually boxed, per doz. . . . 6.00
Individually boxed with Insignia, per doz. 6.75

1/3 Dep., Bal. C. O. D., F. O. B. N. Y.
SEND \$3.00 FOR SAMPLES OF FIVE ITEMS!

TREND CREATORS
1265 BROADWAY NEW YORK, N. Y.



No. 485



No. 486

PEARL PLATES for Wire Workers
We have just received new consignments of Fresh Water Shells and can make immediate and unlimited deliveries. Pictured is No. 8593—55 ligne Bow.

Blue Ocean \$10.20 Gross
Iridescent Fresh Water 8.40 "
Orchid Fresh Water 8.40 "
5 gross lots of assorted designs, 5% discount
Terms: 1/2 Deposit, Balance C. O. D.
F. O. B. Brooklyn, N. Y.

Order Today!
Send \$1.50 for sample card of 15 different Gold Plated Sterling Silver Insignias for cementing. WE ALSO SUPPLY WIRE FOR WIRE WORKERS—WRITE FOR DETAILS!

MILITARY INSIGNIA JEWELRY
If you haven't seen our exquisite line of Military Insignia Jewelry write for catalog today! A complete assortment of genuine Ocean Mother of Pearl pieces with Gold Plated Sterling Silver Insignias.

JOBBERS! WRITE FOR SPECIAL DEAL!
SEND FOR CATALOG OF COMPLETE LINE OF PEARL PLATES
MURRAY SIMON 109 SOUTH FIFTH ST., BROOKLYN 11, N. Y.
PHONE: EVERGREEN 8-6690



8593

GIANT PANDA
An outstanding number for Jobbers, Salesboard Operators, Premium Users, Concessionaires and others. It's the BIG, PLUMP 24" QUALITY ITEM with collar and ribbon around the neck. Note the exceptionally low price:
\$36.00 Per Dozen
RUSH YOUR ORDER TODAY; DO IT NOW, together with shipping instructions and at least 25% deposit, balance C. O. D. Prompt shipments from stock.
HOWARD COMPANY 729 Baltimore Ave. Kansas City 6, Mo.



MASONITE PANELS
(NO PRIORITIES REQUIRED)
12x16 in. 20x30 in. 30x60 in.
TEMPERED AND STANDARD MASONITE
1/8 in. and 3/16 in. Thick.
Will Cut to Your Size in Special Lots of 1000
SUITABLE FOR ALL KINDS OF SHOWS FOR FRONTS AND INSIDE
CITY SALVAGE COMPANY
147 South 4th St. Phone Lombard 9478 Philadelphia, Pa.

LEE'S SENSATIONAL BARGAINS

TIMELY ITEMS - FAST SELLERS

EVER-READY MECHANICAL PENCILS

Attractively Mounted on Handsome Easel-Back Counter Display Card—12 Pencils to the Card. Here's a "pencil buy" that offers wonderful value. They're good-looking in mottled grey tone with black tip. Well made with repelling and expelling action. Has vest clip, lead chamber oraser capped.

WHILE THEY LAST—\$4.80 PER DOZ.—\$54.00 PER GR.
Each Card mounted with 12 Pencils for fast sales action.

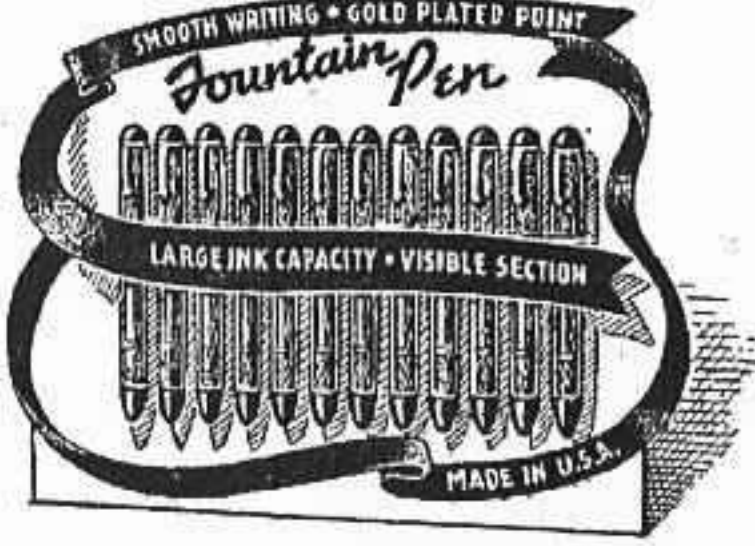


RAZOR EDGE POCKET KNIVES

Display Card Mounted—12 Knives to the Card
A FAST ACTION 50c RETAILER

The most unique Pocket Knife on the market. Has razor-edge steel blade. Made to hang on key chain if desired. Pocket size for convenient carrying. Light weight. Has colorful blade holder.

\$3.00 PER DOZ. — \$33.00 PER GROSS



Order heavy! Your order shipped display card mounted—12 Knives to the card in assorted colors.

SMOOTH WRITING—SELF FILLING
—FOUNTAIN PENS—

Mounted on colored Easel-Back Counter Display cards, 12 Pens to a card. Comes in many beautiful colors. Has vest clip.

\$7.90 Per Doz. \$87.50 Gr.

LOOK FOR HOLIDAY RUSH

(Continued from page 50)

Either appeal, they say, may create an unbalanced demand which might wipe out stocks completely. They hold that it is best to let shopping take its course and trust the emphasis on bond buying to curb too-heavy purchasing of any one item or group of items.

A number of New York retail stores had already discussed the problem of Christmas promotions before the OCR announced plans to emphasize bond buying. It was reported that the majority of merchants meeting chiefly to plan for the Third War Loan Drive had agreed that Christmas promotions should be played down.

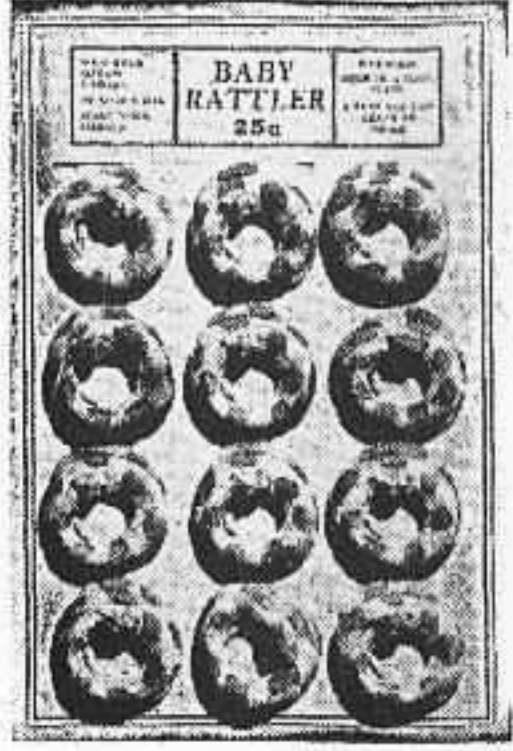
MERCHANDISE TRENDS

(Continued from page 50)

material has been directed so far to the neckwear industry.

HOPE FOR SMALL APPLIANCES.—Buyers are expecting a WPB announcement that production of electric irons, toasters and dehydrators will be resumed within the next five months. An initial production run, which is still comparatively small in relation to consumer

SELLING BIG BABY RATTLER



A Sure Fire Repeat Seller! Genuine Reproduction of a Real Prairie Rattlesnake, 2 Inches Diameter, Wonderful Joke and Novelty Item, Packed One Dozen on Display Card as Illustrated.

Sales on This Item Have Been Sensational. Priced \$1.50 Dozen; \$16.50 Gross.

RATTLESNAKE ASH TRAY

4 Inch Diameter, Another Hit Item. Repeat Sales Are Terrific! Cannot Be Distinguished From a Real Rattler Even by an Expert. Novelty and Gift Stores and Fair Workers Report Wonderful Sales.

Priced \$3.25 Dozen — \$37.50 Gross
WHEN IN DETROIT

We Invite You to Visit Us at Our New Enlarged Quarters for Full Selection of Gifts and Novelties.

STUART NOVELTY CO.

166 E. Jefferson Avenue, Detroit 26, Mich.

MILITARY INSIGNIA JEWELRY PINS

GOLD FINISH

Each Pin Individually carded—12 Pins mounted on handsome red, white and blue Display Card—assorted Insignia Designs. A POPULAR 50c RETAILER. Don't miss this deal! Meet popular, sweeping demand everywhere for these beautiful, patriotic Insignia Pins. Positive sight sellers. Includes Army, Navy, Marine, Air Corps, etc., richly wrought designs.

\$1.75 PER DOZ.
\$18.00 PER GROSS

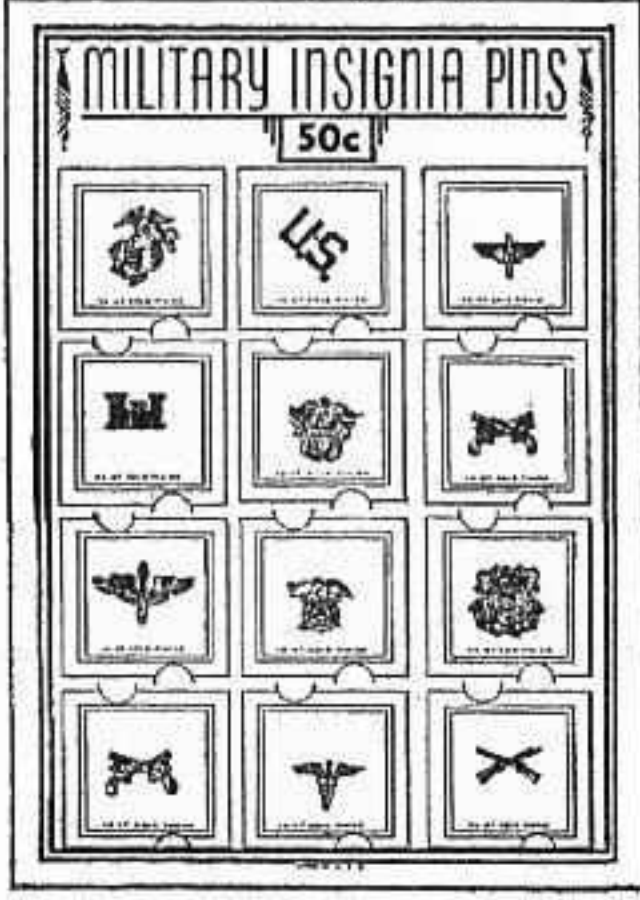
ORDER NOW

25% Deposit With Order

Mail your order for any or all of the above items for prompt delivery. Enclose 25% deposit with your order—balance O. O. D., F. O. B. Chicago. SHIPPING CHARGES PAID IF YOU SEND FULL AMOUNT WITH ORDER.

LEE INDUSTRIES

187 N. LA SALLE ST. DEPT. 12 CHICAGO, ILLINOIS



WOOD JEWELRY

Lapel Gaddets • Pendants • Pins • Photo Lockets • Gold Wire Mother Hearts

Send \$10.00 For Sample Assortment
Or Write for No. 43

New Catalogue

Charles Demec
WOOD PRODUCTS
PHONE 6152 WALNUT ST.
LOCUST 3913 MILWAUKEE, WIS.

FUR COATS

JACKETS—CHUBBIES

LARGE assortment of NEW 1943-44 outstanding creations. Perfect quality. Excellent workmanship. Distinctive Fur. Lowest Factory Prices.

Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furriers
236 W. 27th St., Dept. B-3, New York 1, N. Y.

Now! You Can Tell The Weather 24 Hours in Advance

Swiss Windmill Weather Forecaster

In Big Demand! Only 98¢

Your Customers Will Really Go for This One.

Now that the weather forecasts are banned, every family in America needs and wants this forecaster. Predicts weather up to 24 hours in advance! Nothing to get out of order! Proven fast seller, backed by powerful advertising. You'll "go to town" with it. Get started at once on this amazing item! Production limited—quantities available now. Your cost \$6.00 per dozen.

Full profit mark-up for you at this retail price.

ILLINOIS MERCHANDISE MART
Dept. AW, 500 N. Dearborn St., CHICAGO, ILL.

LARGEST 10c PACKAGE OUT!

MacARTHUR CANDY and TOY

Here it is! The General Douglas MacArthur 10c package of confections and novelty. It's the largest package out today—3 1/2" x 5 1/2"—beautifully done up in red, white, blue and gold. All confections in the box are individually wrapped and novelties are assorted to the case. Mail, Wire, Phone Your Order NOW! Immediate delivery.

One case, 100 boxes (sample order).....\$7.25
5 case lots 7.00 per case

1/3 Dep., Bal. Sight Draft Bill of Lading Attached. F. O. B. Brooklyn, New York

JOBBERS, GET SPECIAL DEAL!

PIONEER SPECIALTY COMPANY
38 CROSBY AVENUE, BROOKLYN, N. Y.

Phone: Applegate 7-2640

FIRE EXTINGUISHER CLOSEOUT—Limited Supply

50c

Sturdy! Effective! Easy to Operate Non-Poisonous!

\$1.00 DEALER ON SIGHT!

FIRE-FO answers our need for a fast-selling, low-priced product that's different. Popular plunger-type. Made of non-critical materials. Puts out fires instantly. Safe for even a child to use. Nothing to get out of order. Only 800 available. Closing out at \$6 a dozen—first come, first served.

ILLINOIS MERCHANDISE MART
500 N. Dearborn St., Dept. F, CHICAGO, 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 10c sellers. Send 15c for sample cards and folder.

XMAS CARDS

Now ready. Many new numbers. Catalog on request.

M & M CARD CO.

1033-1035 Mission St., San Francisco, Calif.

MIRROR SERVING TRAY

Size 16 1/4 x 10 1/2
Chrome frame, walnut and plastic handles. Attractive, practical and useful—and at a price so low you can't afford to pass 'em up.

BB102—Price, \$15.00 Per Doz. Sample, \$1.45.

Beautiful American Flag, made of century cloth, size 3x5, complete with two metal cycles.

BB103—Price, \$10.80 Per Doz. Sample, \$1.00.

ROHDE-SPENCER CO.

223-225 W. Madison St. CHICAGO 6

INTRODUCTORY LISTINGS NOW READY

IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

IMPORTANT To obtain the proper listings, be sure and state in detail your business and type of goods you are interested in.

1-day Service

ACME PREMIUM SUPPLY CORP.

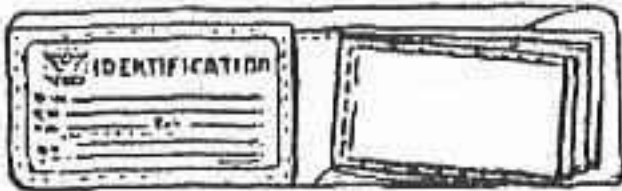
3333 LINDELL BLVD., ST. LOUIS 3 MO.

GENUINE FUR COATS JACKETS AND CHUBBYS!

1944 Fashions! Perfect Quality! Beautiful Styles! Large Assortment Caraculs, Sealines, Minkelatten, Silvertone, Brown, Black Sable Cones, Raccoons, Sizes 12 to 46. If not satisfied, money refunded within 3 days. Write today for FREE illustrated catalog and price list. AGENTS WANTED!

ROSE FUR CO., Dept. P-23
20 W. 27th St. New York

LOWEST PRICES



WALLETS \$8.00 Dozen
ALL LEATHER — 4 WINDOWS

HEAVY STERLING SILVER



RINGS

\$24.00 Dozen Army or Navy
OTHERS MADE TO ORDER \$27.00 PER DOZEN

SERVICE BANNERS

18 Designs
\$15.00 Gross



MILITARY PILLOW TOPS
FINE QUALITY, \$8.00 DOZEN

STERLING MILITARY PINS

\$2.25 DOZEN; \$25.00 GROSS

Army—Navy—Air—Coast Guard—Engineers

NOVELTIES—Dice, Tricks, Hot Gum, Etc.

Musical Horn \$7.50 Gross
No Catalogs—Our Prices Guaranteed
Rock Bottom

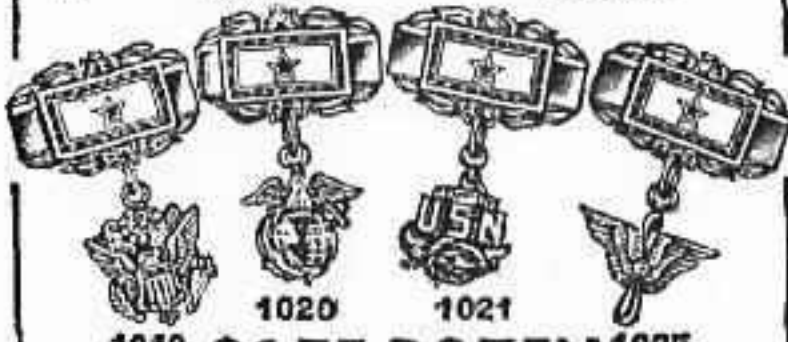
1/2 Deposit With Order, Balance C. O. D.

BORDER NOVELTY CO.

405 Woodward Ave. Detroit, Mich.

STERLING SILVER SERVICE PINS

1019—Army Insignia 1021—U. S. Navy Insignia
1020—Marine Insignia 1025—Air Insignia



\$6.75 DOZEN \$81.00 GROSS

One Star Only

No order shipped less than one dozen
Cash or Money Order Must Accompany
Order Unless Rated. No C. O. D.'s.

ALPHA-CRAFT, INC.

303 5th Ave., New York, N. Y.

LUMINOUS BLACKOUT FLOWERS

THAT GLOW IN THE DARK

WRITE FOR FREE PRICE LIST
SEND \$1.00 FOR SAMPLES

ROBERT D. HALE
2661 E. 13th St.
Brooklyn 29, N. Y.

Midwest Weekly Specials

SPECIAL SAMPLE DEAL OFFER!

40 pieces Insignia Jewelry, retail value more than \$30.00, \$13.50. Price list for reorders sent with each sample line. Many fast selling military items at close-out prices.

Rayon Insignia Handkerchiefs, army or air, Gross \$9.50.

Midwest Merchandise Co.
1010 Broadway KANSAS CITY, MO.

needs, has been tentatively set at 1,700,000 irons. It was reported that major manufacturers of irons will receive a quota of the total goal based on their pre-war production.

RATION "MONEY."—Unless a last minute change disrupts plans, red and blue plastic ration tokens, larger and thicker than a nickel, will bulge shoppers' pockets and handbags before the end of this year. The government has accepted designs for the pieces and production of tokens is expected to begin soon. The new ration money will not be issued to the public by ration boards, but will be given by retailers to shoppers as "change" for coupons in ration book 4. OPA maintains this new system will save about 60 per cent of the time now expended by retailers in sorting stamps and will make family shopping so easy that a child (or even the man of the house) will be able to cope with points and prices.

OUR SOUTHERN EXPOSURE.—A report on Mexico's exports to this country appeared on page 8 of the September 11 issue of *The Saturday Evening Post*, which is the first we've seen on current "bootlegging" practices down there. Bell-boys and hotel managers are said to be splicing to gullible buyers, most of whom are so footsore from looking up possible sources they'll listen to any contact with producers. Factories are so backlogged now exporters who may have something to offer buyers on paper can't guarantee, nine times out of 10, actual delivery of goods.

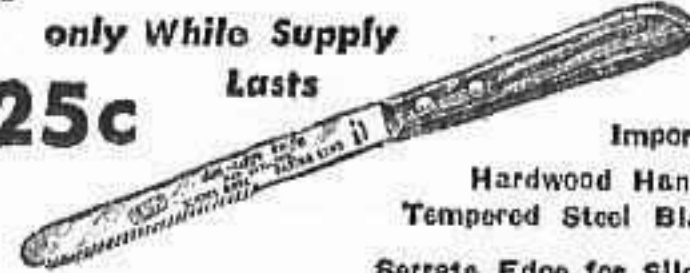
DISPOSAL OF WAR GOODS.—Another warning about the dangers of faulty distribution of war goods came peacetime was sounded by the Illinois Federation of Retail Associations. What is needed, the federation asserted, is well-drawn

legislation covering (1) liquidation of those goods the government will no longer need after the war; (2) termination of war contracts that will insure fair participation by private enterprise, and (3) assurance that after this war is over the government will withdraw from private enterprise and direct its energies to restoration of that private enterprise "as speedily as the job can be done commensurate with fundamental foreign policy needs and internal protection against inflation and profiteering."

HERE'S A BARGAIN FOR YOU!
Duo-Edge Slicing Paring **KNIFE**

Special CLOSE OUT

only While Supply
25c Lasts



Imported
Hardwood Handle
Tempered Steel Blade
Serrate Edge for Slicing

Farvance hardened and taper ground. Extra sharp 8" long. Ideal for fruits, vegetables, rolls, sandwiches, etc. Pre-war stock. Rush order for dozen or more.

ILLINOIS MERCHANDISE MART

500 N. Dearborn St., Dept. K, CHICAGO, ILL.

Last Will and Testament of Adolph Hitler

(Copyright 1942)
Printed in 2 colors with seal. 8 1/2"x11". Funniest thing you ever read. A terrific seller. Big profit. 100, \$2.00; 500, \$7.50. Sample copy 10¢. Full cash or money order with order. Satisfaction guaranteed. We pay postage.
TRIAL ORDERS, 35 COPIES, \$1.00.

JAY-JAY CO.
1603 SURF AVE. BROOKLYN, N. Y.

BEAUTIFUL HONOR ROLL
EVERY SOLDIER, SAILOR, MARINE OR WAAC A PROSPECT

A wonderful 4 color certificate with all branches of the service illustrated. Size 14x11 inches. Frame is simulated leather finish and glassette. Fitted with both easel back and ring for hanging. It's complete and all ready to hang or display on table. This is a beautiful Honor Roll and the buyer will prize and keep it forever. Each roll comes in a heavy mailing envelope. Send 5¢ for sample (prepaid).
\$4.50 Doz. Retail Easily

MOTHER, SISTER, SWEETHEART, FRIENDSHIP PILLOW TOPS

Pillow Tops for the Army, Navy, Marines, Coast Guards or WAACs at \$5.75, \$6.00 and \$6.50 per dozen. Send for samples. Made up for any Port or Camp.

Shoulder Patches, all divisions, 100—\$10.00 and up. Pennants, 9x24, 100—\$12.00. Pennants, 12x30, 100—\$16.00; name of any army camp. Embroidered Hankies for the Army, Navy and Air Force, with inscriptions, for mothers, sister, sweetheart, and wife, at \$2.75 per dozen. Hand-made Wooden Compacts at \$18.00 per dozen. Hand-made Wooden Cigarette Cases at \$24.00 per dozen. All kinds of Army and Navy Military Supplies and Souvenirs. Send for price list. A Big Flash—Lace-Like Handkerchiefs, Army and Navy insignias, printed with mother, sister, sweetheart and wife, \$1.50 doz. Four-Piece Scarf Sets, embroidered with the coat of arms, \$12.00 doz. Good number.

25% DEPOSIT WITH ORDER.

WORLD ADV. NOVELTY CO.

122 E. 25TH STREET, NEW YORK 10, N. Y. PHONE: GRAMERCY 5-2174.

SOMETHING NEW IN A GENUINE LEATHER PHOTO CIGARETTE CASE

Mass Production Has Enabled Us To Reduce The Price, As Shown Below

The hottest trade stimulator—premium—or direct sales number on the market! Made from genuine leather, hand stitched with plastic window for snapshot. Ideal gift for the man in service.

Available with insignias of Army, Navy or Air Corps gold stamped on flap. Also available without insignia. Packed three dozen to the carton. When ordering state number of each insignia desired.

In Three Doz. Lots . . . \$6.00 a doz.

In Less Than Three Doz. Lots, \$6.50 A DOZ.

Sample — \$1.00

Storekeepers—Order Now For Christmas Season To Insure Prompt Delivery

Terms: 25% Down, Balance C.O.D.—F.O.B. Factory. 845 S. Wabash Chicago 5, Ill.

CROWN NOVELTY CO.



BEEHLER "DRESSED TOYS" SELL ON SIGHT!

. . . because we've taken them out of the category of "stuffed toys" by dressing them up with ribbons and bows that put the "oom" in "oomph." All items are delivered with assorted colored ribbons.

Aviator Bear, 21 1/2 inches high . . . \$3.10 Each
Cuddly Bear, 23 1/2 inches high . . . 3.90 Each
Elephant, 19 1/2 inches high . . . 2.25 Each
PLUS THESE FAST SELLING NUMBERS:
Running Panda . . . \$1.25 Each
Running Elephant . . . 1.25 Each
Running Cat 1.25 Each
Running Bear 1.25 Each
Ragmuffin Doll 60c Each

ORDER NOW! IMMEDIATE DELIVERY!

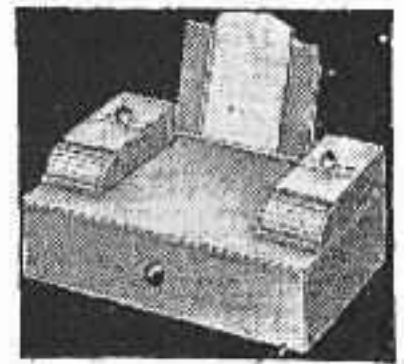
1/2 Cash With Order, Balance C.O.D., F.O.B. N. Y.

BEEHLER ARTS, 254 W. 47th St., New York 19, N. Y.



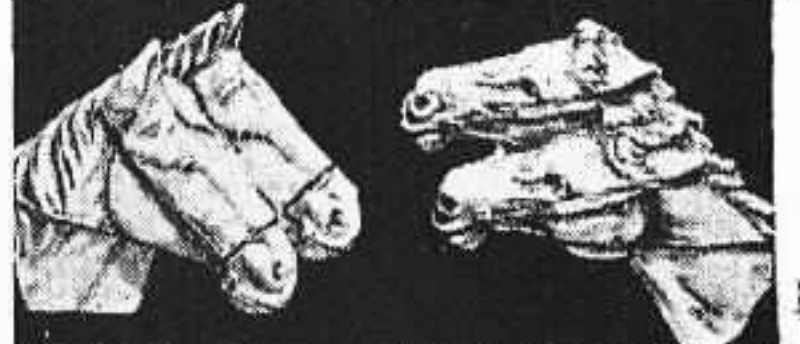
AVIATOR BEAR

NO. 3996K SWIVEL MIRROR VANITY CHEST



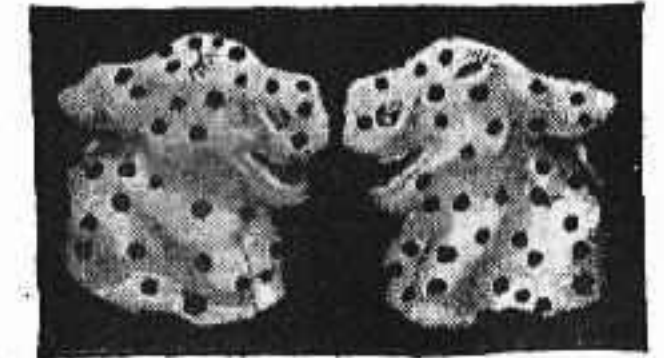
10 in. long, 6 1/4 in. wide, 4 1/2 in. high. 8 inches to top of mirror. Two small compartments, 1 1/4 x 3 1/4 inches, 1 1/4 inches deep; one large drawer, 0 x 6 1/4 inches, 2 inches deep. All white mirrors, with blue mirror trimmings, a gorgeous looking article. \$24.00 per doz, boxed individually. 1/4 doz. smallest quantity sold. Weight 42 lbs. to the doz.

NO. 3947K HORSEHEAD PLAQUES
In high relief



About 3x4 inches, made of terra cotta composition, ivory finish, shaded brown, relief 1 1/4 inch deep. \$5.40 per doz, pairs; in 3 doz. lots, \$4.80 per doz. pairs. Packed 1/2 doz. pairs in box. One box smallest quantity sold.

NO. 3815K SALT & PEPPER POLKA-DOTTED LAUGHING MULES



Made of moulding composition, 2 1/4 inches high. Very comical, and the polka dots, in red, green and blue on different ones, harmonize the humor of the facial expressions. \$4.00 per doz, pairs. In 6 doz. lots, \$3.60; but these 6 doz. can be assorted among about 50 different styles (1/2 doz. per number). Weight 2 lbs. to doz. pairs.

NO. 3557K CRYSTAL PAPERWEIGHT WITH AMERICAN FLAG



3 1/2 in. in diameter, 1 1/4 in. high, with suede bottoms, boxed individually, \$3.80 per doz. 1/2 doz. in package. Weight 8 lbs. to doz.

NO. 3828K PORCELAIN BLUEBIRD WALL PLAQUES



4x3 1/2 in. in three different shadings of blue, with fol. inscription on back.

"Wherever wall there hangs this token May family ties remain unbroken."

\$5.40 per box of 3 doz. pieces, \$19.80 per gross. Weight 8 1/2 lbs. per box.

We carry a large line of GIFT GOODS retailing from 25 cents to \$15.00 AT HANDSOME PROFITS. Complete set K of illustrated price lists mailed to any reseller on application. NO C. O. D. SHIPMENTS WITHOUT A 25% DEPOSIT. For the duration, no orders filled for less than \$15.00.

LEO KAUL IMPORTING AGENCY, Inc.

115-119K South Market Street
Chicago 6, Ill.

Neptune Diploma

DOMAIN OF NEPTUNUS REX

Size 15x20 Inches
SAMPLE 50c
\$25.00 Per Hundred—Jobber's Discount.
4-Color Diploma Retails \$1.00.

A. B. C. EMBLEM CO.
1251 Market St. San Francisco 9, Calif.

PIPES

FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

ON ATLANTIC CITY BOARDWALK . . .
Al Morris has been bowling them over with peelers, and N. J. Barnum Hawley is winding up a great season with black-out flowers.

STOP TRYING to work up prestige at the other fellow's expense and we'll all be a lot happier.

BARNEY AND MAC WEINER . . .
are reported working Pennsylvania farm sales with peelers to nice takes.

SEYMOUR POPEIL . . .
is in Chicago with peelers and redwood.

DOC W. G. ROWE . . .
just out of a Raleigh (N. C.) hospital, reports he is fast recovering and has made several pitches to good takes, the latter made possible thru the kind efforts of Du Bud Hysett, Mrs. George Palmer and Doc Earling. Rowe asks for pipes from Morris Kahntroff, Harvey Myer and Al Rice.

BACK THE ATTACK. Buy more War Bonds.

CHARLIE G. BROWN . . .
and Bob Johnson, with a complete selection of sheet, got but few names at the Carthage Fair, Cincinnati, last week. Slim day attendance and conservative population were their chief beefs after experiencing huge business the previous

week at Dayton (O.) Montgomery County Fair.

MURRY ZUKERMAN . . .
with peelers and gadgets got plenty of long green at last week's Carthage Fair, Cincinnati. Zukerman had no opposition being the only pitch on the grounds.

WHAT'S THE DOPE on the med shows. Let's have a report on the summer's biz.

OSCAR F. FREEDS . . .
of wood jewelry fame, made nice pass-outs with name pins at Cincinnati's Hamilton County Fair.

HARRY MAIERS . . .
reported med biz is okay in Birmingham and he will remain there until Christmas and then head for Florida.

AL DECKER'S DEATH . . .
which appeared in the Final Curtain of *The Billboard* dated September 11, is regretted by all of Pitchdom. His wife, Ann, is now living in Peoria, Ill.

MANY OF THE BOYS like to read pipes from the other fellow but fall themselves to send in their bit. A penny post card and a moment's time will reinstate delinquents.

S. A. FORT . . .
veteran roadman, shoots from Gastonia, N. C., that he has lined up a good loca-

SOMETHING NEW
MILITARY
SEA SHELL BROOCH
FOR
GIFT SHOPS, MILITARY STORES,
POST EXCHANGE, SOUVENIR
SHOPS, BEACHES, NOVELTY SHOPS.
A FAST SELLER.

1 Dozen Brooches	\$ 1.80
1 Gross Brooches	20.00
1 Dozen Boxes30
Samples, Each25

F.O.B. Miami, Florida.
50% Deposit With Order.

W. R. RENAUD
454 N. E. 79th Street
MIAMI, FLORIDA

ARMY NAVY MARINES AIR CORPS

GOLDWYN'S
FALL
CHOCOLATE
ASSORTMENTS
AND
HOLIDAY SPECIALTIES
OCTOBER DELIVERY

Fall Circular Will Be Ready for Mailing September 25.

Send for Your Copy Today.
Please State Your Business.

GOLDWYN CO. 542 S. Dearborn Street Chicago 5, Ill.

BINGO
SUPPLIES

Specials—1500s—7 Colors
Specials—3000s—7 Colors
Specials—5 Ups—6 Ups—7 Ups to Pad
Black and Red Markers
Admission Tickets (Rolls)
Attendance Prize Coupons

Write or Wire for Catalog

N. M. BANK & COMPANY
235 Halsey St. Newark, N. J.

FOUNTAIN PEN AND DESK STAND

CLOSE OUT
Only **50c** Complete
• Limited Supply •

Made of durable plastic. Assorted colors. Smooth-writing point. Concealed plunger feed. Large ink capacity. Stand rests on felt pad. Over-all length 9 1/2". Boxed. Regular \$1.00 seller. A "real buy" at \$0.00 a dozen while supply lasts. Rush your order.

ILLINOIS MERCHANDISE MART
Dept. P, 500 N. Dearborn St., CHICAGO, ILL.

EXCELLENT PREMIUM ITEM AND PUNCHBOARD PRIZE

BRAND NEW WATCHES

- ★ MILITARY STYLE
- ★ LATEST DESIGNS
- ★ CHROME CASES
- ★ LUMINOUS DIALS

IN DOZ. LOTS \$5.85 EACH
SAMPLE \$6.85

We reserve the right to limit quantity

25% deposit with order, balance C. O. D., F. O. B. Chicago

CHICAGO WATCH HOUSE
1035 W. Lake Street Chicago, Ill.
SPECIALIZING IN WATCHES TO THE PREMIUM TRADE

ORIGINATORS OF THE GENUINE
INSECT REPELLENT Lamp
to Keep Mosquitoes and other Insects Away
—and—
DOCTORS SAY **VERDARAY**
to Conserve Vitamin A and Reduce Fatigue
FREE Literature - SAVE ELECTRIC - Toledo, O.

Hear 'Em Laugh

Have a Handy Box in your bathroom. The reaction of your friends is amusing.

Sample 15c Dozen \$1.00
(Cash With Order—Postage Prepaid)

NEW "ART'S" SALES CO.
Dept. H, Bloomfield, Iowa
(Quantity Prices on Request)

CHEWING GUM SORRY!

No new Agents' Territory open for Duration. FOR VICTORY BUY U. S. WAR BONDS AND SAVING STAMPS.

AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave. NEWARK 4, N. J.

JOBBERS WANTED!

SLAM THE AXIS
POST CARDS

A LAUGH IN EVERY CARD!

We also have many other fast selling Novelties that stores buy in quantities.
Rush 50c (refundable) for samples of all our items and **JOBBERS' MONEY-MAKING DEAL!**

D. Robbins & Co.
Newsweek Building NEW YORK CITY

BINGO

SUPPLIES—CARDS—PLASTIC MARKERS
Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

FUR DOGS

First quality, assorted colors. About 20 inches. IMMEDIATE DELIVERY. \$36.00 Dozen. F.O.B. N. Y. 25% deposit with order.

WORLD TRADING CORP.
37 West 23rd St. NEW YORK CITY

We Carry a Full Line of Sterling Silver Miniature Novelties

For All Branches of the Service, \$2.40 Per Dozen
1/4 Deposit, Balance C. O. D.

WHOLESALE DISTRIBUTORS OF
Belts - Chevrons
Sterling Silver Novelties
ARMY and NAVY CAMPAIGN
Ribbon Bars, Single, Double and Triple.
OFFICIAL INSIGNIAS Of U. S. Navy and U. S. Army
All Styles of Official Aviation Wings

Mother, Sweetheart and Flying Eagle Brooches, with Locket. Army, Navy, Air Corps and Marine.

\$12.00 Doz.

MANHATTAN GLOVE & NOTION CO. 27 Orchard St. NEW YORK CITY

Sweetheart Pin (Air Corps), Sterling Silver, Safety Catch. \$1.10 Each

"Pitchmen Sell Magic"

Magic is getting top money today. New package. One large sheet with ten tricks, all illustrated with directions. Rising pencil, sponge ball, three cups and balls, seven other mystifying tricks. Sell for a quarter and give six more pocket tricks free. Complete sets 16 tricks, \$5.00 per gross. Samples 25 cents. **BLOANE PRODUCTS, 2262 Amsterdam Ave., New York City 32, N. Y.**

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salva, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
197 E. Spring St. Columbus, Ohio
BUY WAR BONDS FOR VICTORY

RAZOR BLADES
Millions Sold

ACE Blades are better quality. Leather stropped to fine sharp, cutting edge. Flashy display cans or cartons. Rush name for free details.

ACE BLADES

ACE BLADE CO., Dept. 14, Buffalo 3, N. Y.

Engraving Jewelry

STILL AVAILABLE

Immediate Shipment — Order Now

From Catalog #26 we can still supply—stocks limited; also a few other styles not listed in catalog #26. Send for up to date list now.

MILITARY JEWELRY

Send open order for your needs—give some details.

STATE YOUR BUSINESS.

HARRY PAKULA & CO.

5 N. Wabash Ave. Chicago 2, Ill.

tion for popcorn and candy floss and is all set for the duration, provided he can obtain equipment. Fort mentions that his three boys are in the armed service, one in the navy and the other two serving with the army in Sicily.

CHARLIE APPLEBAUM . . .
is working downtown New York with Big Six, and Slim Greene is working the same area with Svengali decks, according to Carl Herron, who adds that Irene Roth hasn't been glimpsed recently and may be out of town. On Labor Day, Greene rocked them at 42d Street and Broadway.

KID CARRIGAN . . .
reports no pitchers are to be spotted in Erie, Pa.

POST-WAR PLANNING is all right for the nation's lawmakers but present day action is important too. If memory serves us the lads who are now elbow-bending on the mahogany are the same that waited out the depression; now they are waiting out the war or maybe it's their intention to wait out life itself.

DAVID JOHNSTON . . .
of peeler fame, pens from Montreal that the reader there is \$100 yearly. Prime requisite, besides merchandise, is ability to parle' francaise.

JOHN C. GREUSEL . . .
veteran sheetie, reminisces from San Bernardino, Calif., about the day when he teamed with R. J. Palmer 40 years ago. Greusel tells that he started in the Far West as a news butch on trains and he promises to cut up jackies with Bill Baker when he comes east thru Cincy to visit his son in the armed forces stationed near Baltimore.

DAN J. CORLESS . . .
says he's getting plenty of coin in the Los Angeles area but reports that depleted stock is hard to replace.

YOU STORE DEMONSTRATORS, how are prospects for the winter?

DICK RICTON . . .
"Barnum of the sticks," commencing his 44th season cards from Huntsville, Ala., that he recently spotted Billy Beam in Alabama territory making fine passouts with soap and herbs. Ricton tells that Beam is a real coin extractor and that the two of them had a fine time cutting up jackpots. Ricton himself is reported to have picked up \$100 a week at his Huntsville opening of his school season.

His wife, Mattie, has recovered from her recent illness.

AL WEISMAN . . .
has switched from gadgets to cedarwood and is getting the long green in California.

PHIL AND AL GREEN . . .
are in West Coast S. H. Kress stores with peelers, tells Nat Morris.

RC GOOD IN MINN.

(Continued from page 30)

Rubin & Cherry and Johnny J. Jones Exposition, the highest gross was \$47,248.30. The lowest, in 1932 (Rubin & Cherry), was \$17,505.85.

When Carl Sedlmayr obtained the initial contract for Royal American in 1933 the gross stepped up from its previous low of \$17,505.85 to \$38,532.30. This was an increase of over 100 per cent. This started Royal American off on a series of midway grosses that increased annually by leaps and bounds, finally reaching the phenomenal record for a State fair of \$120,354.74 in 1942; an 18 per cent increase being achieved during the last two of Royal American's visits in the face of a 25 per cent decline in attendance.

War Obstacles Surmounted

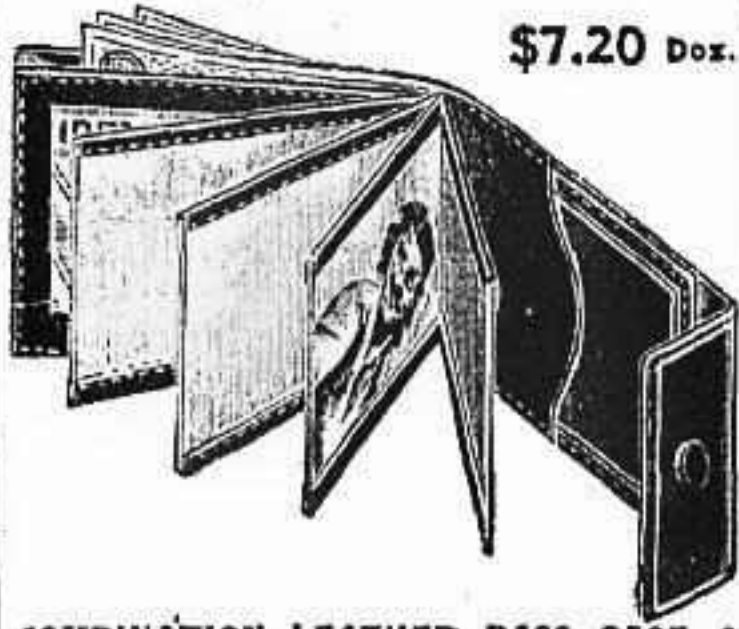
By way of comparison attendance at the Minnesota State Fair saw an increase from 413,623 in 1924 to 585,334 in 1942; virtually one-third. In the same stretch the midway gross trebled; a 200 per cent increase! Fair officials expressed pleasure with this year's result. At a fair-fun luncheon of the organization's directors, Sedlmayr was lauded for having surmounted many war obstacles in bringing to the Twin Cities midway attractions that won the support and patronage of spectators.

Had the same averages continued during the days that were rained out, the Sedlmayr-Soloman combo, officials said, would have sent the gross peak into the neighborhood of \$140,000.

Lorow Brothers and not Pete Kortez, as was previously reported, have the Side Show on the shows.

BILLFOLD SPECIAL

\$7.20 Doz.



COMBINATION LEATHER PASS CASE & BILLFOLD with room for nine passes back to back. Available in black color only with snap-button fastening. Imitation leather lined.

B12L149

PER DOZ. - - - \$ 7.20

PER GROSS - - - 78.00

AS ABOVE IN GENUINE ALL LEATHER with all leather lining.

B12L148

PER DOZ. - - - \$ 9.00

PER GROSS - - - 96.00

PRICES LESS 2% CASH DISCOUNT
Either above numbers supplied with Army Insignia or Navy Insignia gold stamped on outside at no extra charge. Please specify if desired, otherwise plain will be shipped.

JOSEPH HAGN CO.

Distributors

223 WEST MADISON CHICAGO 16, ILL.

BALL GAMES!

- 7270 Aluminum Milk Bottles. \$1.40 Ea.
- 5805 Base Balls (Worth) . . . 2.50 Doz.
- 302 Hawaiian Lels 3.75 Gr.
- 350 Hawaiian Lels 3.50 Gr.
- 1698 Hat Bands 1.75 Per 100
- 1959 Pennant Canes 2.00 Per 100
- 1823 R., W., B. Basons 14.00 Gr.
- 1851 Maple Canes 3.00 Doz.
- 2768 2 1/2" Comic Buttons 4.50 Per 100
- 1858 R., W., B. Canes 3.25 Per 100

Glass and Slum Users

- 3914 Bottle 5. & P. Shakers . \$3.25 Gr.
- 3882 Whiskey Glasses 3.00 Gr.
- 2300 Amerloan Made Plaster. 1.50 Gr.
- 1699 Comic Feathers95 Per 100
- 2232 Por. Pin Cushions (Imp.) 2.50 Gr.
- 344 Brass Footballs (Imp.) . 2.25 Gr.
- 346 Brass Basketballs (Imp.) 2.25 Gr.
- 2123 White Statues (Imp.) . . 1.50 Gr.
- 2798 Lapel Pins 9.50 M.
- 2708 Flag Bow Pins 1.35 Gr.

CONTINENTAL Distributing Co.

822 North Third Street Milwaukee 3, Wis.

DIRT PAY

Cash in on Home Town Dirt Name of City, Town, Army Camp, etc., printed on bag, complete, ready for mailing.



All Principal Cities and Resorts Carried in Stock. Immediate Delivery.

\$12.50 PER HUNDRED Sample 25¢

A. B. C. EMBLEM CO.

1251 Market Street SAN FRANCISCO (3), CALIF.

PINS & NEEDLES

Bobby Pins
Safety Pins
Straight Pins
No Prices Quoted Unless You State Quantity Wanted.

STAR PRODUCTS, Dept. 13, Buffalo 3, N. Y.

PLASTIC KEY HOLDERS Complete With Chain



New, Attractive, Fast Selling AN INSTANT SELLER

15c RETAIL—

YOUR COST 90c PER DOZEN SPECIAL QUANTITY PRICE \$9.00 PER GROSS.

Free Attractive Display Cards With Every Order. We Pay All Shipping Charges.

RANDOLPH NOVELTY CO.
3757 N. Racine, Chicago 13, Ill.
SEND FOR FREE CATALOG

SPECIAL PATRIOTIC CLOSEOUTS

- STERLING PENDANTS, ALL INSIGNIAS . . . \$12.00 DOZ.
- GOLD FINISHED LOCKETS WITH CHAIN (ARMY ONLY) 15.00 DOZ.
- STERLING SILVER MEN'S RINGS, ARMY AND NAVY . . 15.00 DOZ.
- STERLING SILVER LOCKETS (ART., INF., ENG., ARMY) 39.00 DOZ.
- PINS AND GUARDS FOR ENGRAVING 2.25 DOZ.
- DOUBLE HEARTS FOR ENGRAVING 14.40 GROSS
- GOLD FINISHED PINS, ALL INSIGNIAS 15.00 GROSS
- PLASTIC CIGARETTE PAKS 4.00 DOZ.
- LARGE ASSORTED PLASTIC BROOCHES (Pat. and Reg.) . 10.50 GROSS
- STERLING AND YELLOW RINGS, SIGNETS 6.00 DOZ.
- FUN SHOPS (Retail Value \$5.40. Contains 54 10¢ Items, such as Clg. Loads, Ex Matches, Itching Powder, etc.) . . 2.00 ASST.

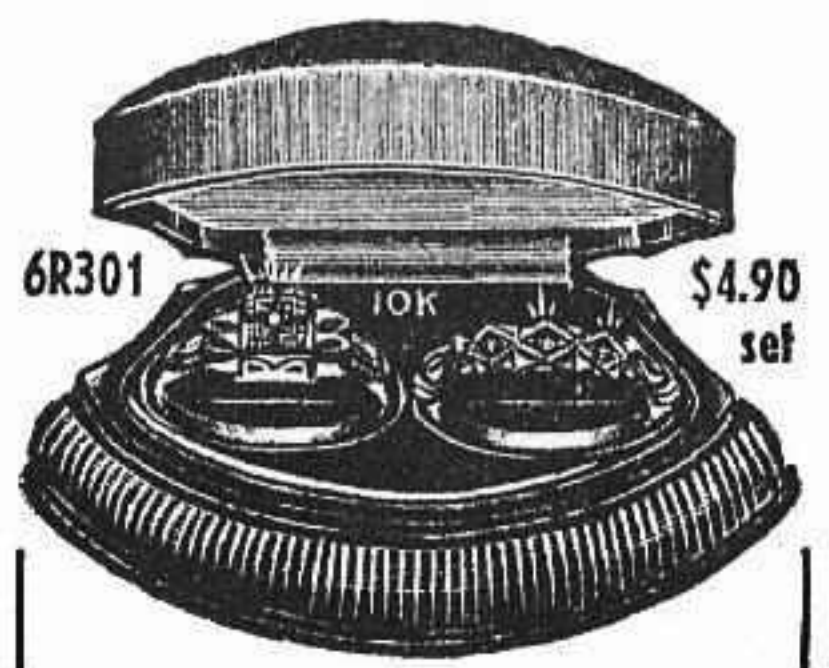
Wire Deposits and Orders While Stock is Plentiful. Write for Complete Military and Jewelry Catalog. (Phone: Victor 9209) 1001-3 BROADWAY, KANSAS CITY 6, MO.

SCHREIBER MDSE. CO.

FAMOUS ELECTRIC ENGRAVING PENCIL

Favorite of 5 and 10's, pitchmen, libraries, industries. Great money maker for you wherever crowds appear. "So easy to handle, does such beautiful work." Sold on 5-day approval, guaranteed one year. "Just with a twist of the wrist," engraves fine, medium or big lettering in gold, silver, colors on almost any material. We originated the practical electric pencil in 1931. Our pencils are used in stores of Kress, Grant, Newberry, Murphy, Green, Woolworth (St. Louis district, 200 stores) and thousands of others. Famous professional model No. 3, switch on 7-foot safety asbestos insulated resistance cord with exclusive aluminum heat dissipater assuring safe, comfortable, profitable continuous use all day long, \$7.25, including 6 rolls, 1 inch by 400 inches, superior first quality gold foil. Postpaid Cash with Order. No. 2, precisely same as above, but with 5-foot cord, without switch, \$6.25. Extra rolls gold, silver, black, blue, white, red, green, etc. 6 rolls, \$2.50; 12 rolls, \$4.80 postpaid. Cash with order. ORDER NOW BEFORE TOO LATE.

R. E. STAFFORD
2434 N. MERIDIAN ST. INDIANAPOLIS 8, IND.



DIAMOND RING SETS

- 6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring Set \$4.90
- 6R307—3 Diamond Engagement Ring and 3 Diamond Wedding Ring Set 5.85
- 6R305—3 Diamond Engagement Ring and 5 Diamond Wedding Ring Set 6.40

Each Set in Beautiful Plastic Gift Box. For additional Diamond Rings WRITE for Illustrated Leaflet.

BIELER-LEVINE
37 South Wabash CHICAGO 8

PURCHASE U.S. WAR BONDS AND STAMPS

AFTER VICTORY

OAK-HYTEX TOY BALLOONS

WE'LL BE SELLING YOU

The **OAK RUBBER Co.**
RAVENNA, OHIO

Gas "Rashun" Game

It's New! It's Different! It's Fun!

Sample 69c, 2 for \$1.25
(Cash With Order—Postage Prepaid)

New "Arl's" Sales Co.

Dept. C Bloomfield, Iowa
(Jobbers and Retailers should investigate this item)

WANTED AT ONCE

Paperman, Sheet Writer. Finest Wild Life Show on Road.

DOC H. D. HARTWICK

World of Mirth Shows
Allentown, Pa., week September 19.

FAST SELLING JEWELRY

FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, etc. FAST SERVICE!
Send \$10.00 or \$20.00 for Samples.

MAJESTIC BEAD & NOV. CO.

307 Fifth Avenue NEW YORK 16, N. Y.

RUN MENDERS

No. 1—54 gauge with rubber handle, gross \$2.75; 1,000, \$16.50. No. 3—54 gauge, wood handle, gross \$4.00; 1,000, \$27.00. Clifton special, rubber handle, gross \$8.64. Shortest latch, finest needle made, rubber handle, 50 or more, 10¢ each; gross \$8.64. Long hook (latest), 50 or more, 10¢ each. Illustrated directions. 5 samples 50¢.

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GET ABOARD, Live Crew Managers and Salesmen. Service Men's Magazine (Est. 1916) sponsoring Order of Blue Star for getting ammunition to front. Fast selling service joke books. Year's review "Yank" Army Paper, facts, fiction, hot cuts, new to public. Will Rogers joke book. Premium items. Free copy U. S. Law killing all ordinances. Samples 10¢. **SERVICE MEN'S MAGAZINE, 169 Duane St., New York 13, N. Y.**

FRESH FRUIT SYRUPS

ORANGE, RASPBERRY, GRAPE, PINEAPPLE

\$2.00 Per Gallon Makes 6 Gallons of Ready-to-Serve Drinks.
Sample Gallon, \$2.50 F. O. B. New York.

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WE SUPPLY ALSO COLA AND CHOCOLATE SYRUP

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ATTENTION!!! NOTICE!!! PRODUCERS and AGENTS

THE ST. LOUIS POLICE RELIEF ASSOCIATION is making preparations for their Annual Benefit Indoor Circus to be held in St. Louis early in the spring of 1944.

This Notice is given with the Intentions of having Competent Producers and Reputable Agents having acts to book, to communicate with the Office of the Secretary and submit their proposals for consideration.
NOTE TO PRODUCERS: When you communicate with the Secretary you will be given Notice by mail when to come in person before the Committee.

Address all communications to LAWRENCE E. JUDGE, Secretary,
St. Louis Police Relief Association, 1200 Clark Ave., St. Louis, Mo.

GOLD MEDAL SHOWS

WANT FOR WANT

MIDDLE TENNESSEE DISTRICT FAIR, LAWRENCEBURG, TENN., AND
NORTH ALABAMA STATE FAIR, FLORENCE, ALA.

SHOWS—Mechanical Show, Fat Girl Show, Wild Life Show and other Grind Shows.

CONCESSIONS—Penny Arcade, Lead Gallery, Cigarette Gallery, Bumper, String Game and others.

FOREMAN FOR No. 5 ELI FERRIS WHEEL.

Address OSCAR BLOOM, Mgr., Owensboro, Ky., this week; Bowling Green, Ky., next week; Lawrenceburg, Tenn., to follow.

Mad Cody Fleming Shows

Want any Ride except Merry-Go-Round, Eli, Chairplane, Flyplane, Airplane; Shows with own outfits, couple 10-Cent Concessions for the 32d Annual Oconee Colored Fair, Dublin, Ga., October 4 to 9, and balance of season. This is the oldest Colored Fair in Georgia, owning its own grounds, buildings and fence and is heavily patronized. Second Man on Eli and Chairplane. Minstrel will do well with us. Address Montezuma, Ga., this week.

FOR SALE—40 FT. PARKER MERRY-GO-ROUND

Original cost \$6,000.00. See it in operation. Top and sidewalls good. Good for Park or Carnival. Playing lots of Detroit; making good money. \$1,000.00 cash takes it.

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DETROIT, MICH.

WANTED CIRCUS ACTS

Thrill Drivers and Rodeo Hands for Forum, Montreal, Canada, Saturday, October 2, thru Monday, October 11. Three months' consistent work follows. Wire me

LARRY SUNBROCK

Ritz-Carlton Hotel, Montreal, Canada

WANT FOR YORK COUNTY FAIR

OCTOBER 11 TO 16
Followed by Greenville, Woodruff (Fairs)

Want Rides that do not conflict with what I have. CONCESSIONS OF ALL KINDS. Shows with own transportation. Address all mail

J. G. STEBLAR, Gen. Mgr.

J. G. Steblar's Greater Shows, Box 621, Columbia, S. C.

WANT FOR BROOKNEAL, VIRGINIA, TOBACCO FESTIVAL

Rides and Shows not conflicting, also Concessions; no grift. This is the bankroll spot for the winter. WRITE—WIRE

BARNEY TASSELL UNIT SHOW

Week September 20th, permanent address, Riverdale, Maryland; week September 27th, Bowling Green, Virginia, the only show that plays in town; week October 4th, Victoria, Virginia, right on the streets; week October 11th, Chase City, Virginia, right on the main street.
P.S.: Will buy for cash Kiddie Auto Ride or book same.

Carl Barlow Is Injured

SHELBYVILLE, Tenn., Sept. 20.—Carl Barlow, manager of concessions with the Johnny J. Jones Exposition, is in a hospital here with injuries sustained in an auto accident while he was en route to Atlanta early Sunday morning. His car collided with an army truck, said to have been in maneuvers, and to have been parked without lights. He sustained a broken knee and other injuries.

RODEO BUCKS SERIES

(Continued from page 3)

which with entry fees added will total close to \$97,000. Far cry from the \$15,000 and \$20,000 prize money of only a few years back. This will be the 18th renewal of the chute-and-corral opera. Ticket sale starts Monday (20), and the star is again Roy Rogers, appearing with his horse, Trigger. Price scale \$1.10 to \$4.40.

SHEESLEY GATE FAIR

(Continued from page 30)

here after successfully undergoing an operation in Mayo Brothers' Hospital, Rochester, Minn. Officials of the shows said, however, that altho he is recovering rapidly, it will be several weeks before he is able to return to the lot and take over active direction of the combo.

In his absence Ralph J. Clawson has been directing operations. J. B. Hendershot, former general agent, is assistant secretary. After a short absence from the midway, Honey Lee Walker has returned to her Night Life in Casablanca attraction. Gay New Yorkers Show, which she directed last year, is now handled by Dixie Gordon.

James S. Johnson, electrician, is credited with saving the C. C. McClung Wild Animal Show when the top burned August 30 while shows were in Battle Creek. Johnson rescued the animals and snakes, including two pythons, and the attraction opened three hours later with a temporary side-wall arrangement. Origin of the fire was undetermined and damage was confined to the tent and several cages.

An estimated 700 soldiers witnessed a benefit performance staged by the shows at Percy Jones General Hospital, Battle Creek. Fifty performers and a number of animal acts from the shows participated.

GOODING UNIT WINS

(Continued from page 30)

where it registered one of the best Tuesday business marks on the tour thus far. Labor Day there, altho hampered by rain, also proved a winner, show officials said.

Unit had five rides and five shows in operation here, all of which reported highly satisfactory results. Line-up included: Merry-Go-Round, George Flory, foreman; Herbert Overman, second man; Elbert McPerth, and Mrs. Ralph Wall, tickets. Ferris Wheel, Garry (Casey) Jones, foreman; DeWitt Lawrence, second man, and Mrs. Lawrence, tickets. Kiddie Autos, Willie Douglas, foreman, and Mrs. Overman, tickets. Whip, Louis Nevergall, foreman; Russell Lawrence, second man; Eric Ray, and Mrs. George Flory, tickets. Octopus, Carl Payne, foreman; Fred McPerth, second man; Ralph Wall, tickets.

Shows included: Fun Cafe, Bert Perry, Ray Gooding, Clarence Hamaker and Jack Taylor; Snake Show, Mose Smith; Tobacco Road, Mr. and Mrs. Frank Ward; Bonnie Parker Death Car, Mr. and Mrs. Stanley; Wood Carvers, Fred Warther, and Jimmy Monahan, tickets.

TINSLEY'S BIG RUN

(Continued from page 30)

to be played, before the unit winds up the season on local lots.

Unit recently added another Ferris Wheel, and with the abundance of electricity produced by the company's own Diesel light plants, many compliments have been received on the attractiveness of the midway.

Owner-Manager J. T. Tinsley is already making plans for the 1944 season. He and Mrs. Mayo Tinsley have returned from a trip to Evansville, Chicago and St. Louis in search of more rides and suitable features. During the winter several more acres of the park property which fronts on the river will be graded and made suitable for attractions, including rides, a funhouse, Penny Arcade, skating rink, picnic grounds and dance pavilion.

Among those who opened here and still remain are Mr. and Mrs. Tommy Thompson and daughter; Mr. and Mrs.

Harry Harrison and son, concessionaires; Henry and Pat Stulken, Henry being general superintendent; the Goodenough family, snowballs, popcorn, peanut and drink stand; Mrs. Louise Parkman, four concessions, assisted by husband, daughter and son-in-law; Blacky Robbins, bingo manager; Shorty Fox, concessions; Clarence and Mrs. Sorge, concessions, and also the Winchesters. Mr. Hall is Tilt-a-Whirl foreman and Mrs. Hall has the cigarette gallery.

Joseph Martin has charge of the Ferris Wheels; Shorty Parkman, Merry-Go-Round, and Slim Jones, Chairplane.

DOG SHOWS

(Continued from page 45)

Indiana

Muncie—Sept. 25. Rees L. Davies, 2504 Brown St., Anderson.

Maryland

Chevy Chase—Oct. 2-3. Foley, Inc., 2009 Ransstead St., Phila., Pa.

New York

Buffalo—Oct. 30-31. Foley, Inc., 2009 Ransstead St., Phila., Pa.

Westbury, L. I.—Sept. 26. Foley, Inc., 2009 Ransstead St., Phila.

North Carolina

Greensboro—Oct. 12-14. Edgar A. Moss, 808 Summit Ave.

Ohio

Dayton—Oct. 10. George E. Brown Jr., 3028 Sunny Crest Lane.

Virginia

Arlington—Oct. 9-10. Foley, Inc., 2009 Ransstead St., Phila., Pa.



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Presenting THE BREAKAWAY POLE!

Tom Pack's Firemen's Circus Cleveland

JUST A SLIP OF A GIRL WITH COLOSSAL NERVE

Sep. 25 to Oct. 3

Representative CHARLES ZEMATER 54 WEST RANDOLPH CHICAGO

WANTED

For Agricultural Fair

Any week during October, 1943, high-class Carnival, about 9 Rides, 9 Shows and 40 Concessions, for Shrader Field. Apply to

L. H. SHRADER, Sec., Lynchburg, Va.

BRIGHT LIGHTS EXPOSITION SHOWS

Emmitsburg, Md., week Sept. 27th.

Place Shows, Rides and Concessions not conflicting. Heading south. Fast Bingo. P.U. Board open.

Write or Wire JOHN GECOMA, Mgr., Lewistown, Pa., this week.

WANTED

For Bullesta, Moberly, Mo., Sept. 27 to Oct. 2. Ball Games, Independent Shows, Arcade and Concessions.

SUNSET AMUSEMENT CO.

Carthage, Ill., this week.

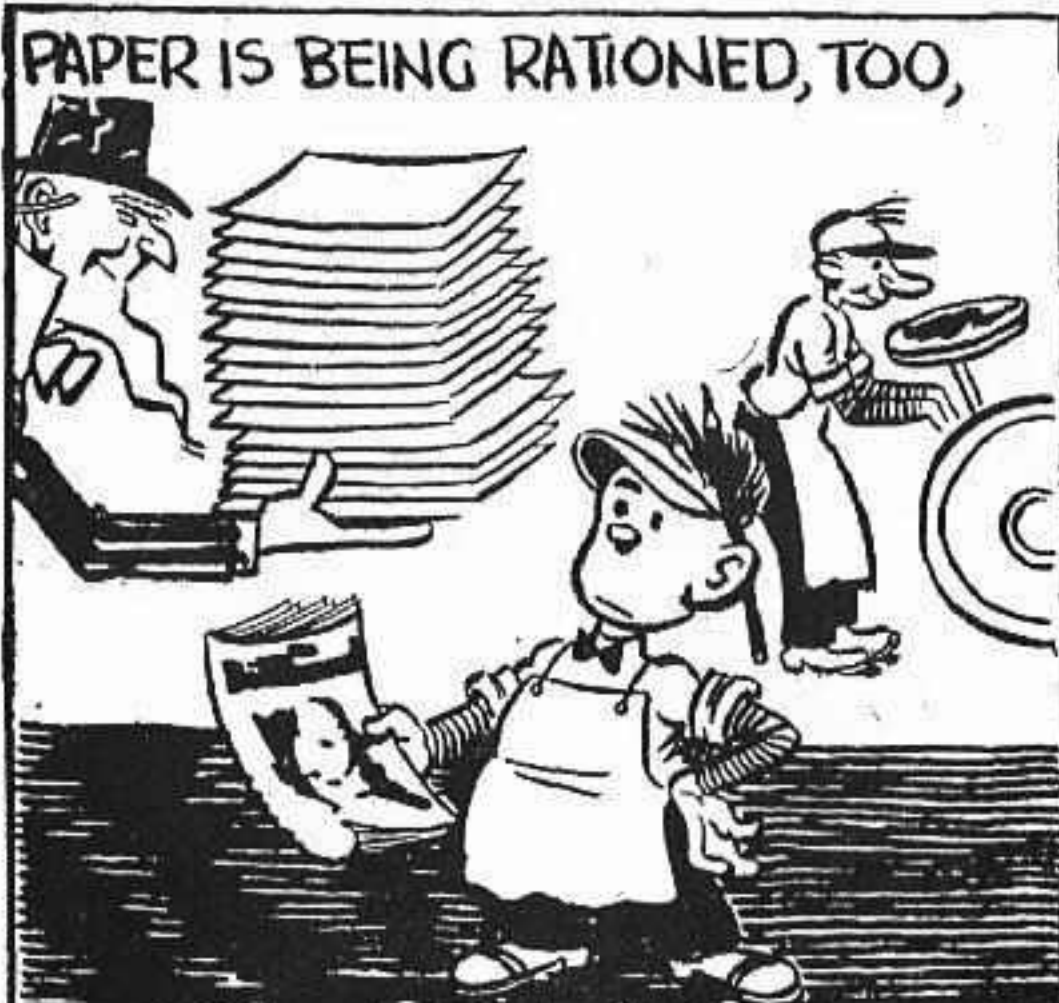
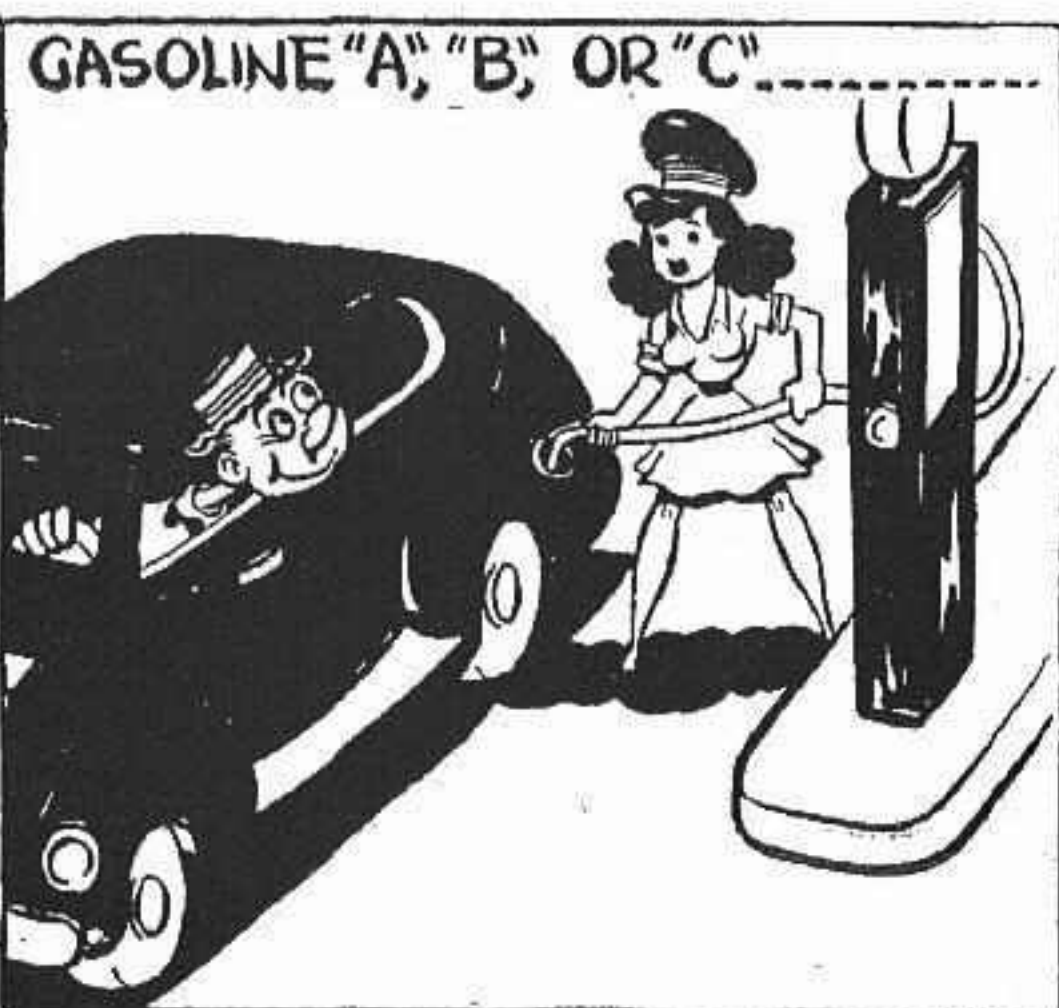
Midway of Mirth Wants

Eli Foreman. Concessions—Scales, Hoop-La, Diggers, Fishpond or Cigarette Gallery.

Rector, Ark., this week; then Piggott, Ark., Fair.

WANTED

1 Ferris Wheel, complete and with operator
1 Merry-Go-Round, complete and with operator
1 Portable Skating Rink with crew
1 Bingo Stand, complete with help and prizes
For year round amusement park and swimming beach. Nothing like it within 30 miles. Opportunity of a lifetime. Write
MACON D. RIOE
P. O. Box 184 Lakeland, Florida



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War restrictions definitely limit the print order on ALL magazines. Because more copies are needed for The Billboard subscribers, fewer copies are available for newsstands due to paper limitations. Some magazines have been forced off the newsstands entirely. The Billboard does NOT expect to go off the newsstands. You are, however, urged to PLACE A STANDING ORDER for your copy of The Billboard whether you prefer to buy it on subscription, from a news dealer or agent. Help avoid waste of unsold copies on newsstands. PLACE A STANDING ORDER with your news dealer whenever possible or buy The Billboard on subscription.

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Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

A Department for Operators, Jobbers, Distributors and Manufacturers

WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St.,
Chicago 1, Ill.

Mutual Interests

The 1943 Music Year Book, a part of this issue of The Billboard, will serve to draw special attention to the music division of the coin machine industry. The amusement and vending sections of the trade can take pride in the fact that the music section is recognized as an important part of the entire music world.

The size of the music supplement this year is impressive indeed. When the special music edition was first launched, its chief purpose was to call the attention of all branches of the great music industry to the importance of the juke box trade as a part of the music world. Some name bands and artists fully recognized what the juke box trade had meant to them, but there was still a lot of work to be done to gain full credit for the juke box.

The Billboard represents all branches of the popular music field and hence was able to gain attention to the juke box idea from the start. The music world rallied to the support of the special music supplement and the juke box trade has been a recognized part of it since.

If anyone still doubted the popularity of the juke box the war has served to dispel that doubt. The men in the services, here and overseas, have spoken in no uncertain terms of their liking for juke box music. Now that the original purpose of the music supplement has been accomplished, its scope has been widely expanded.

It is not only important that the entire music world give full recognition to the juke box as a purveyor of popular music, but it is also important that the juke box trade recognize its responsibilities as a member of the entire music industry. Manufacturers, distributors and operators of juke boxes have a duty to study the general interests of the popular music business and to help promote the mutual cause in every way possible.

All branches of the music world now have the primary interest of helping to win the war as quickly as possible. Maintaining the morale of the nation is an objective that still calls for more and more good music. As long as the war continues there

will still be increasing demands for music. It will still be true after victory is won that the masses of the people have a greater desire for music than ever. The entire music business can prepare for post-war opportunities while it works to capacity to supply the war needs.

The juke box trade takes its place as a part of the great music industry in helping win the war. It is not in competition with other branches of the music world but is an auxiliary aid in bringing popular music within reach of the masses everywhere. Whatever helps any branch of the popular music business helps the juke box trade, and whatever helps the juke box trade also boosts all other branches of the popular music trade.

While all branches of the music world are bound together in sharing the duties of helping to win the war, they must also share many of the restrictions that go with winning the war. The juke box trade is no exception to this rule.

Many will be interested in how the juke box trade is faring during the war. Like all other purveyors of music, the juke box trade has found the public demand for popular music continuing at a high level since the war started. The public has also been very considerate in recognizing that the war has limited the services which the juke box trade can render during the war. It was feared that the record shortage would bring many complaints about the use of old tunes in the machines, but the public has continued to patronize the machines as well or more than ever. The trade now recognizes that the people like all good music, whether old or new. This appetite for good music is considered a guarantee that the juke boxes will be welcomed by the people now and when the war is over.

The hardships which have come to the juke box trade during the war emergency are too well known and too general to need mention here. The trade has common interests with the rest of the music world in winning the war and then getting started toward a greater era of prosperity in the popular music field than ever before.

States Have Good Tax Year

OREGON TAX ILLEGAL

Survey shows many States now have good surplus for post-war needs

Is This Justice?

Levy on Amusement Games, Jukes Held Unconstitutional

CHICAGO, Sept. 18.—Two States whose governors have opposed pinball machines but have legalized betting on horse and dog races are in the news again.

(Reprinted From The Portland Oregonian)

tion against the encroachments of a majority. So much has occurred in judicial construction that this confidence of the individual has been badly shaken, and justly so.

In Massachusetts, it is predicted that the State will suffer a loss of revenue of almost 50 per cent as a result of gasoline rationing—but this will be partially compensated for by a gain of close to 50 per cent in proceeds from the thriving racing plants.

PORTLAND, Ore., Sept. 18.—There recently has been too much attention paid by the courts to collective social rights and too little attention given to the constitutional guarantees of an individual, Circuit Judge Walter L. Tooze recently asserted after holding the Oregon law levying a tax upon coin-in-the-slot operated musical devices and amusement games unconstitutional.

"Financial assistance to our elderly and worthy citizens is now a fixed principle in our economic life. For a trip 'over the hill to the poorhouse' we have justly substituted the payment of an annuity and payable to our senior citizens as a reward for good citizenship and not as a charity to pauper beneficiaries.

According to figures released by the State tax department, Massachusetts received \$2,117,964 from 60 days of horse racing at Suffolk Downs this year as compared with \$1,259,091, for 59 days of racing at the track last year. Wonderland Park Revere, popular dog racing plant, paid the State \$1,395,587 for the first 79 days it was in operation. The park has a license to operate 100 days. A license has been granted for 21 days of dog racing at Raynham, and an application is still to be acted upon by the State racing commission.

Judge Tooze so held after overruling the demurrer of the State tax commission to the complaint filed in the Multnomah County Circuit Court by S. A. Sedlock, owner and operator of some 50 amusement games. Sedlock had attacked the statute on constitutional grounds.

Appeal Expected

"The wholly unnecessary to a decision herein, nevertheless it does seem a travesty upon justice that our senior citizens should be compelled to look to profits from the sale of intoxicating liquors and taxes upon petty amusement devices as the source of revenue necessary to give them economic justice."

From Miami comes the report that 48,744 fans wagered \$2,926,702 at Aqueduct on Labor Day. The only reason the betting didn't reach the three million dollar mark was because many people couldn't get to the windows. On the Saturday preceding the holiday \$2,496,101 was wagered. The two-day total was \$5,395,803. The State collects part of all the money wagered.

Decision Upheld

Recently three circuit judges, sitting en banc in Portland, held the act unconstitutional in a case involving some 38 coin-in-the-slot operated musical devices.

It is expected that the cases will be appealed to the Supreme Court for final decision. Judge Tooze pointed out that even if the law is finally upheld the revenue to be derived from its operation is far below that estimated when the act was before the Legislature for passage.

The most optimistic pinball machine operator knows that under no circumstances could he hope for receipts in excess of \$5,000,000 in two years, to say nothing of two days. Yet one of the favorite arguments of the uplifters who frown on pinball machines is that the machines encourage the public to gamble. What, then, does it amount to when two States largely balance their budgets thru taxes collected from race tracks within their borders?

"It would be most presumptuous for this court to inquire into or concern itself with the correctness of that decision," Judge Tooze said. "This court might content itself with adopting the decision in the case as determinative of the issues now before the court, but it appears to this court that there are other constitutional objections to the act in question of equal importance to those considered and adopted in the other case."

Measure Called Travesty

Pointing to the feature of the law for providing funds to pay old-age assistance, Judge Tooze declared it is a travesty on justice that elderly persons should be compelled to look to "profits from the sale of intoxicating liquors and taxes upon petty amusement devices as the source of revenue necessary to give them economic justice."

Try Bowling Game In 10 Key Cities

NEW YORK, Sept. 18.—Frederick M. Berkeley, of Bowlette Operating Corporation here, says that the Bowlette games which his firm are operating are proving a great success. Only a few of the games can be made at the present, but it promises to be a real post-war development and will be early available for operators everywhere.

The game works on the same principle as a bowling alley, but instead of the usual pins has a revolving wheel containing numbers from 1 to 10 to be hit with a small ball. The scoring is the same as a regular bowling alley with 30 each frame and 300 to a game. The game is not coin-operated at present but has such possibilities.

The firm at present is trying to place the games in 10 key cities in order to introduce it to the public. Reports of patronage so far have been encouraging.

Firm Recondition Biz Good

DALLAS, Sept. 18.—Frank O'Brien, of the Acme Amusement Company here, reports that the company has had very successful business during the year reconditioning machines, and their list of customers now is impressive. Orders are received from all parts of the country, and O'Brien says that they have had an unusual amount of repair business from military camps and clubs.

Richmond Parking Meter Receipts Drop in August

RICHMOND, Va., Sept. 18.—During the final month of the pleasure-driving ban in Richmond, parking meter receipts dropped \$110.77 below the amount collected during August, 1942, and \$93.22 below the amount collected during July of this year, according to figures released this week by City Comptroller J. Maurice Miller.

These August collections brought the total for the first seven months of the fiscal year to \$26,096.73 or \$5,947.62 less than the \$32,044.35 collected during the same period last year. The receipts for August, \$3,640, were \$366 less than the monthly average of \$4,006 set here during four years of operation.

The city comptroller estimated that the revenues from parking meters this year would be \$35,000, and city officials this week predicted that receipts will top that figure by at least \$10,000. A slight increase in receipts have been noted since the lifting of the pleasure-driving ban, and officials are confident that collections during this month will top those of a year ago.

Individual Protected

"The guarantees of our constitution, and particularly the so-called bill of rights, are there as a protection to the individual and should be jealously guarded. There was a time when every American citizen looked upon the constitution as something to which he might turn with confidence for protec-

Iowa Revenue Jumps . . .

DES MOINES, Sept. 18.—Records in the Iowa internal revenue collectors' office showed collections on the coin machine tax amounted to \$247,735 during the two-month period of July and August. The collections amounted to a 163 per cent increase over the corresponding bimonthly total of 1942, the office reported. Revenue from the \$100 tax for slots and \$10 on other types of machines is intermingled in the federal records and no separate accounting is kept of the income from each. The office indicated the increase over last year was accounted for in a large part to the doubling of the \$50 slot tax to \$100 but also said a few more pinball machines probably were in operation this year than a year ago.

RED, WHITE AND BLUE TICKET DEALS

2040 R. W. B.—PROFIT \$30.00 PER DEAL.
Beware of Imitations. Our Tickets Are Individually Machine Sewed—Triple Counted—Backed Up by a Legitimate Mfr. of 25 Years' Experience—Made by Americans.

DOZEN LOTS	\$36.00	IN DOZEN LOTS ONLY	GROSS LOTS	\$400.00	IN GROSS LOTS ONLY
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ANOTHER WEEK NEARER VICTORY!
... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

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INTERNATIONAL MUTOSCOPE CORPORATION
Penny Arcade Headquarters Since 1895.
Manufacturers of Phonomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

March, 1942, Prices on Arcade Equipment

SKILL	
World Series	\$ 95.00
Bally Alley	49.50
Ten Strike	49.50
Battling Practice	110.00
Western Baseball	75.00
Skeeball	89.50
Hurdle Hop	50.00
Chester Pollard Golf	75.00

TWO PLAY GAMES	
Bally Basket	\$ 85.00
Hockey	89.50
Tennis	79.50
Bally Racer	110.00
Skill Derby	125.00
Chester Pollard Football	89.50
Golf, 1¢	100.00
Peo Basketball, 1¢	75.00
Bike Race Around the World	150.00
K.O. Fighters, 5¢	160.00

GUNS	
Chicken Sam, Jap Conversion	\$145.00
Parachute	135.00
Bally Ball	89.50
Rapid Fire	210.00
Sky Fighter	395.00
Shoot a Lite	49.50

ATHLETIC MACHINES	
High Striker, 1¢	\$125.00
Champion Bag, 1¢	135.00
Globe Ball Grip, 1¢	110.00
Grandfather Clock, 1¢	125.00
Mills Punching Bag, 1¢	135.00
Striking Clock, 1¢	110.00
Lighthouse Grip, 1¢	110.00
Mills Lifter, 1¢, 3 Ft. High	40.00
Mills Lifter, 1¢, 6 Ft. High	55.00
Rosenfeld 3-Way Lift, 1¢	85.00
Microscope Punching Bag	299.50
Uncle Sam Grip	44.50

FORTUNE MACHINES	
Chinese Novelty, 1¢	\$ 85.00
Esmaralda Predictions, 1¢	285.00
Grandmother (Automaton), 5¢	275.00
Exhibit Love Meter, 1¢	29.50
Happy Home, 1¢ (Giant Size)	60.00
Happy Home, 1¢ (Counter Med.)	25.00
Mystic Wheel for Men or Women	50.00

CARD VENDER	
Model D Card Vender, 1¢ (on stands)	\$ 32.50
World Series Card Venders, 2¢	29.50
Twelve Slot Horoscope, 1¢	50.00
Palmistry	40.00

PICTURE MACHINES	
Mills Drop Picture, 1¢	\$ 35.00
Rosenfeld Drop Picture, 1¢	39.50
Microscope Moving Picture, 1¢	45.00

1/2 Certified Deposit With Order, Balance Sight Draft.

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ELIZABETH, N. J.
Elizabeth 2-6486

West Coast News Notes

By SAM ABBOTT

416 West Eighth Street, Los Angeles 14, Calif. Phone Vandike 8493.

LOS ANGELES, Sept. 18.—The demand for good equipment continues as great as ever, but even with this business here has taken a slump. Slackening of sales came on the heels of the price-ceiling upheaval with the result that both operator and jobber have settled down to wait to see what happens. Needed equipment to keep machines operating is still being bought and some other sales are reported. However, some dealers have adopted the policy of selling with the provision that adjustments can be made later when a definite understanding on the new government ruling has come thru.

The tax situation, which has centered in this section because of the work done in getting delegates to go to Washington thru the co-operation of the Associated Operators of Los Angeles County, Inc., headed by Curley Robinson as managing director, is again coming into the focus of attention. It is understood that the tax situation will be up for discussion some time after September 20. When the appointment is made for the coin machine delegates to meet with the House Ways and Means Committee, Robinson and Arthur Mohr, legal adviser of AOLAC, will leave for the nation's capital. Both Robinson and Mohr have been readying for the trip for many weeks. Meetings on the matter were held as far back as April. Now it appears that things are brewing. Robinson has been instrumental in getting the assistance of other coin machine groups with the result that the industry will be well represented.

Fact that the hearing has been delayed has had its good points; as during the time that has elapsed since the announcement of the move much information has been sent out by AOLAC. At the same time the association has been gathering facts and figures to secure a sympathetic understanding on problems faced by operators. The recruiting of delegates has also materialized further because of the additional interval.

Sam Osser Returns

Sam Osser, prominent operator who sold his business about 18 months ago to enter the armed services, has returned to the city and plans to resume his routes. He received a medical disability discharge. Osser was with the Yanks in the invasion of Africa and remained overseas for six months before he became disabled. At the present he is recuperating, but will soon launch plans to operate in this section. Altho Osser is 51 years old and a veteran of World War I, he enlisted soon after Pearl Harbor to do his part in winning this war. . . . Mollie Simon, popular secretary at AOLAC, advises that she did not make the trip to Chicago as was recently stated here. However, she did go to Lake Arrowhead for 15 days and returned with a genuine vacation tan. . . . Letters received from Barry Beauregard indicate that he has enjoyed a furlough in Australia. Barry is with the armed forces in that theater of war. He rates corporal chevrons. A former operator, Beauregard likes to keep in touch with what is going on in the business. For this reason AOLAC is seeing to it that he receives trade papers as soon as possible after publication date. . . . Visitors to AOLAC recently included Russ Clark, E. Harrison and Edward Heffel. Heffel is making his home in Los Angeles, having come here from Milwaukee. . . . William Simmons, Western representative of Packard Pla-Mor, and Jack Gutshall, of Jack Gutshall Distributing Company, were noted recently having lunch. Soon after the meal Simmons took off for Chicago and Indianapolis, where he will visit the Packard factory. . . . Sale of War Bonds and Stamps continues at AOLAC office. . . . Mollie Simon was busy during the week notarizing income tax declarations for coin machine men. . . . John Jackson, of Long Beach Crane Company, is out of the army and was a recent L. A. visitor.

Happels Mark Birthdays

William Happel Jr., of Badger Sales Company, and Mrs. Happel recently marked their birthdays. One birthday party does for both, as they observe it on the same day. Happel is taking his "watching and waiting" on the OPA ruling by taking Wednesday afternoon off to play golf. However, the staff con-

tinues to function, with Elaine Ryan handling the office details in his absence. . . . J. H. Whittee, Williams, Ariz., was in the city on a buying trip. He visited Jack Gutshall in his quest for equipment and records. . . . Jimmy Wakely has a tune out on Decca called *It's Too Late to Say You're Sorry*. Wakely is making *Cowboy in the Clouds* at Columbia Pictures with another musical to follow. *Cowboy* is expected to be released in December and Wakely is planning a Coast-to-Coast personal-appearance tour which should boost his records on music machines. . . . Leon Rene, writer of *From Twilight 'Til Dawn* as recorded by Freddy Martin on Victor and Ceelle Burke on Capitol, is bringing out a new number titled *When the Ships Come Sailing Home Again*. Those who have heard it say it has the makings of a hit and lends itself to vocal arrangements.

Eddie Heller in Sicily

Many music machine operators in this section will remember Eddie Heller from his days with Abe Lyman as contact man for the coin machine trade. Heller was also with music operators in the Philadelphia section. Eddie is now with the army in the European theater of war, a letter to Herb Hendler, formerly with Victor Records, Camden, N. J., reveals. Eddie wrote from Sicily about a month ago, "Just read three back copies of *The Billboard*. We gave a little show on our patio the other night, picked up a Sicilian 'Gypsy Rose,' some 'child musicians,' a few other characters, some G. I. magic and the chaplain's organ. We all had a few laughs. I fixed up the radio with phonograph attachment (called it G. I. juke box) and printed some mimes program (called it '5 in One'). The batteries want us to put it on for them. However, lack of time hampers our efforts. I just about have enough time to grab a cold shower and a shave. I will tell you about the castle in which we're residing in my next letter. How's the drive-ins? Write soon!" The operators in this section were glad to know of Eddie's whereabouts. It is hoped that it will be possible to print something of the "next letter" from Heller.

Jerry O'Neil in Town

Lieut. Jerry O'Neil, of the U. S. Maritime Service, surprised his many friends in this sector by making an appearance. He was wearing ribbons showing service in nearly all parts of the world since leaving here a year ago. His ship encountered a few Japs in the South Pacific and will soon be sailing again to give the Nips more fight. While the ship is being prepared for more activity, Lieutenant O'Neil is enjoying a well-earned rest and getting a chance to call on his many friends. . . . Bennie and Fred Gaunt, of General Music Company, leave Monday for a vacation at the beach. . . . Paul Johnson, a Los Angeles music operator, made the rounds of West Pico during the week to see what was going on and to get information on the latest in coin machine regulations. . . . Vern Owen, Banning, Calif., was in the city to pick up two more phones. Soon after this pick-up he was on his way for the deer season and a week near Bishop, Calif. . . . E. F. Benjamin, of Santa Monica, was also a visitor in quest of equipment for his music routes. . . . Hiring men isn't easy by any means in this section. Gus Fox, San Diego, was in the city looking for men for his routes in San Diego. Fox reports that it is even a tougher job to get men than it is to get equipment. . . . Ray Faust, of Santa Ana, reports that his games are doing good in that section.

Report on Las Vegas

I. B. Gayer, Las Vegas, Nev., made a trip into Los Angeles recently. He says that things in that section are tops. . . . Jack Fogel is kept busy with his music routes in and around Los Angeles. . . . Roy Jones, former Los Angeles music operator and now located in Visalia, Calif., was in the city. . . . George Kelly, Pasadena operator of music and games, made a trip into the local coin rows to look over things. . . . Tommy Mason, of San Ysidro, Calif., tells that business in that section continues to hold up. . . . J. B. McGowan, Dunsmuir, Calif., was in the city on business. . . . George Cooper was in from Riverside, Calif., where March Field and Camp Haan are

located. . . . O. H. Preshler, San Diego music operator, reports that his machines are doing good in that section. A large number of defense workers and servicemen keep the music machines humming. . . . Russ Collyer, cigarette operator, has purchased two panel trucks to service his machines. . . . Lucille Smith, femme operator, was a recent visitor from Barstow, Calif. She was in the city to see what she could buy that she needed for her music machines. . . . Joe Richarme, of near-by Long Beach, was in the city. . . . Phil Robinson continues to make his weekly trips to Bakersfield. . . . Roy Smith, Lancaster, Calif., reveals that music and games are getting good plays in that section. . . . Bill Sparrow, Santa Barbara (Calif.) operator, was in town for a brief visit. . . . M. L. Whitman is kept on the hop by his games in Los Angeles county.

GUARANTEED MONEY MAKING BUYS

SLOTS	
5¢ Brown Fronts	\$210.00
10¢ Brown Fronts	235.00
25¢ Blue Fronts	325.00
25¢ Blue Fronts	230.00
5¢ Emerald Chrome Hand Load	335.00
25¢ Emerald Chrome Hand Load	365.00
5¢ Original Chrome	310.00
5¢ Gold Chrome	335.00
25¢ Gold Chrome	365.00
5¢ War Eagle 3-5 Payout	135.00
10¢ War Eagle 3-5 Payout	155.00
Double Slot Safe	99.50
Single Slot Safe	39.50
5¢ Blue Fronts QT	75.00
Blue and Gold Vest Pocket	55.00
5¢ Watling Goose-neck, excellent condition	55.00
5¢ Watling Rotator	89.50
Callie Dewey, 5 Coin Head	129.50
Mills Floor Model Dewey	195.00

CONSOLES	
Mills 4 Bells	\$625.00
Koeny Triple Entry	159.50
Bally Highhand	159.50
Jungle Camp	49.50
Jennings Good Luck (better than slots)	79.50
Exhibit Long Champs	34.50
Bally Club House	59.50
Multiple Races	49.50
Dark Horse	39.50
Super Ball, Used 2 Weeks	249.50
Track Time	89.50
1/2 Certified Deposit With Order Balance Sight Draft	

GLOBE COIN MACHINE CO., INC.
411 Broad Street ELIZABETH, N. J.
Eliz. 2-6488.

GLASS

3/16 Crystal Sheet for All Make Machines		
Size	Full Cases Containing	Price
20x42	9	\$1.05 EACH
21x41	9	1.08 "
21x43	8	1.12 "

F. O. B. CHICAGO. CASH WITH ORDER. IMMEDIATE SHIPMENT.

HAMILTON GLASS CO.
401 N. Elizabeth St.
Chicago 22, Ill.

WANTED

Smile a Minute Picture Machine
Must be in good mechanical condition.
Give Serial No.

NATIONAL Coin Mach. Exch.
1411-13 Diversey Blvd. Chicago 14, Ill.

4 Mills Jumbo, P.O.	@ \$70.00 Ea.
1 Mills Square Bell, P.O.	@ 47.50 Ea.
3 Pace Saratoga Chrome Rail	@ 87.50 Ea.
2 Jennings Liberty Bell (New P.O. Units)	@ 27.50 Ea.
2 Jennings Derby Day (New P.O. Units)	@ 27.50 Ea.
2 Bally Arlington, 1 Ball P.O.	@ 25.00 Ea.
1/3 Deposit With Order—Balance C. O. D.	

GLENN J. ROMKEY
BURLINGTON, IA. 1280 Washington St.

WANT TO BUY!

COMPLETE
ARCADE OUTFITS
OR ANY PART
Our representative will call to consummate quick cash deal!
Write—Phone—Wire
MIKE MUNVES CORP.
Buying & Selling Arcades Since 1912
520 West 43rd Street NEW YORK

TICKETS

Sensational Offer
120 Tip Combinations, \$24.50 per gr.
120 Baseball Combinations, \$24.50 per gr.
FINEST TAB TICKET MADE
With jackpot card or regular tip card.
Order at once as stock is limited.
1/3 deposit with all orders.
BOX D-130
Care The Billboard Cincinnati 1, Ohio

Mills 1-2-3, Latest Model (1 Ball F.P.)	\$70.00
Mills 1-2-3, 1939 Model (1 Ball F.P.)	45.00
Mills Dewey Slot Machine, 6 Coin Head with Jackpot	125.00
Bally Rays Track	100.00
50 Slots with Jackpots, Running Order, Ea.	20.00
Jennings Cigarola, Model V	65.00

R. E. HERSHNER
IBERIA, OHIO

OPA Announces Formation Of 172 Industry Committees

Plan 250-300 advisory groups to work on regulations, price control

WASHINGTON, Sept. 18.—OPA's efforts to obtain a sound working relationship with business have brought about tangible results with the formation to date of 172 industry advisory committees, the Office of Price Administration has announced.

With the rapid formation of these committees, only 16 of which existed in January, 1943, members of industry have brought to OPA the benefit of their experience in operating under price controls and have developed a close working relationship between OPA and industry in all branches of the agency's work.

Most of these committees have already met, elected officers, drawn up by-laws appointed sub-committees to make studies of pressing problems, have raised money to collect necessary information and are showing a determined effort to work for the stabilization of prices, OPA said.

The oldest committees, in iron and steel and in paper, have a long record of continuous work with the agency on price regulations and amendments. Many of these committees have met frequently, have given detailed and technical advice, have proposed minimum specifications, have collected cost data and profit reports to back up price adjustment recommendations, have suggested the rewording of regulations to accord more closely with trade practices and in the interest of simplification and more specific price control.

As an example of the value of industry advisory committees to the agency, OPA said many of the recommendations of one committee were embodied in an amendment this month to an important regulation which covers several hundred products at distributor levels.

One retailer committee whose business is faced with increased shortages is launching an important study of its price problems in relation to rationing.

OPA said that within 30 days it expects to have complete coverage of the agency with from 250 to 300 industry advisory committees.

Prior to January 15, 1943, an industry advisory committee was formed only when a substantial portion of an industry requested it. On that date Price Administrator Prentiss M. Brown announced that the use of industry advisory committees would be extended thruout the agency as a matter of administrative policy and at OPA's initiative rather than by statutory right and by request of industry.

This policy was adopted to bring about

a greater degree of co-operation between industry and OPA in the common task of controlling prices and checking inflation. Business men only are on the committees, generally the heads of firms or responsible officials in close touch with price problems.

At OPA's national office careful records are kept of the committees, their membership, their meetings, their recommendations and their progress in effective consultation. Responsible for this co-ordinating program is industry council, a body of business officials attached to the administrator's staff, of which L. H. Harris is chairman. Industry council operates by committees, and Ethel B. Gilbert is chairman of the committee responsible for the effective use of industry advisory committees thruout the agency.

STATES' TAX YEAR GOOD

(Continued from page 59)

source is helping on the general total.

PENNSYLVANIA—This State made wide tax reductions in its last revenue session, and surplus funds are still accumulating. The tax on coin machines in Pennsylvania is simply a part of the Mercantile Act of 1907. It brings considerable revenue in to the State.

SOUTH DAKOTA—Tax collections for 1943 have climbed about \$1,000,000 above the previous year. State officials, however, are being very conservative about the outlook for the future. The revenue derived from coin machines has not been in effect long enough to be appreciated.

TENNESSEE—Tax collections decreased over \$2,000,000 in the last fiscal year. The State spending was cut more than twice as much. The State taxes coin machines, using a variable scale, depending upon the population of the town or county in which the machines are located. Considerable revenue has been derived from this source.

VIRGINIA—General revenues have jumped about 55 per cent above the pre-war level. Expenditures by the State have increased about 32 per cent. The State has a nice general surplus fund which is still being increased. The State tax on coin machines calls for a very high tax on the operator and also high fees on machines.

WASHINGTON—The reserve fund is being rapidly increased, and State officials say they will be in good shape for the post-war period. Tax collections have been greatly increased because of the great amount of war work being done in the State. Taxes cannot be cut until the Legislature meets in January, 1945. The State has a unique tax on coin machines in which it collects a percentage of the gross receipts of machines.

Poughkeepsie, N. Y., came into the big city on a short visit and out again. . . . Frank Del Coninc, general manager of Johnny Christophano's arcades in Norfolk, Va., was in town and spent a good deal of his time with Mike Munves. . . . Hymie Budin was another Mike Munves visitor. He also came in from Norfolk and reported business thriving there. . . . Did you know that Leon Berman, New York Supply Company, was born in France. His folks came here when he was 6 years old. While still a youngster Leon capitalized on his knowledge of French by picking up small change singing *La Marseillaise*.

Back Again

Manuel Rake is teamed up once more with his dad and brother, Nat, at Rake Vending Machine Company, Philadelphia. Now that Nat has returned from his combined business and vacation trip,

things should really begin to hum at the Rake office and showroom.

In Town

"Bip" Glassgold, DuGrenier, came in from Haverhill, Mass., for a powwow with the boys in the New York office and then back to Haverhill. "Bip" will probably remain at the plant for the duration doing his bit in DuGrenier's all-out war production effort. His family is there with him.

WANTED BALLY ROLL-EM'S

Need not be in working order if no parts are missing, cabinet and glass in any condition. Will pay \$50.00 cash.

MILTON JACOBS

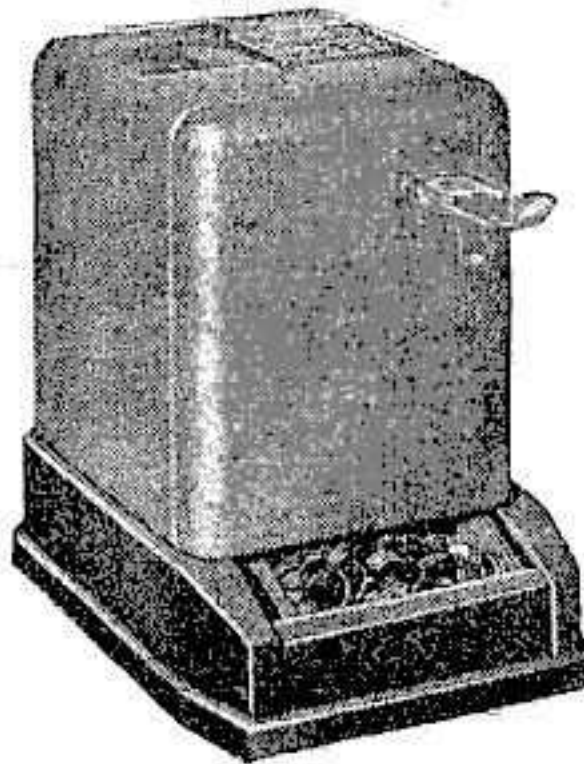
212 W. Pueblo RENO, NEVADA

VEST POCKET BELL

5c PLAY ONLY

COMPLETE WITH AUTOMATIC

JACK POT



- Simple
- Positive
- Foolproof
- Mechanically Perfect
- Finish Blue & Gold
- Dumps Automatically

- Heavy Shatterproof Glass
- Hand Loaded
- Extra Heavy Cabinet
- Registers All Jackpots Paid

Will pay for itself the first week.

Write for descriptive circular and prices on both new and used Vest Pockets with Jackpots.

VALLEY SPECIALTY CO., INC.
1061 JOSEPH AVE., ROCHESTER 5, N. Y.

BIG NEWS FLASH

BILL SHAPIRO—HAS FOR IMMEDIATE DELIVERY UNIVERSAL'S ORIGINAL JAR O' DO TICKETS

2100—Red, White, Blue. . . . \$36.00 In Doz. \$395.00 In Gross
Lots Only \$395.00 In Gross
1200—Bingo (On Stick) \$18.00 In Doz \$194.40 In Gross
Lots Only \$194.40 In Gross

Have All Sizes of Universal Combination Tickets—1440, 1836, 2052, 2280, 2540

Write for Prices

TIPS

120 Tips and 120 Baseball Tips with One Seal Card or 10 Seal Cards . . . \$30.00 Per Gross

\$27.50 in Gross Lots of 10 Gross or More.

These Tips Can Be Had in Either the Sewed or Panel Type Ticket.

TERMS: 25% With Order, Balance C. O. D.

W S SALES CO.—BILL SHAPIRO

330 So. Wells St.

Chicago, Ill.

2400 E Z Pickin 5c Salesboards—\$3.75 Each, Doz. Lots Only. Also have complete line of other Salesboards, including Charley—Jackpot Charley—Jar of Jack and other 5c, 10c and 25c Boards.

SALESBOARDS—JAR DEALS

TIP—BASEBALL and BINGO TICKETS

R. W. & B. Tickets, 2160 to a Refill—Single or 5 in One . . . \$396.00 Per Gross
1280 Bingo Tickets (Makes \$24.00 Profit to a Deal) 216.00 Per Gross
Tip and Baseball Tickets, \$30.00 Per Gr. In Lots of 5 Gross. . . \$27.50 Per Gross
Complete Line of Salesboards

25% Deposit With Order, Balance C. O. D.

MID-WEST NOVELTY COMPANY, 6409 N. Bell Ave., Chicago, Ill.

2 WIRE CABLE

\$12.00 PER 1,000 FEET

Used on army maneuvers, in good condition. Specs: 18 gauge weatherproof twisted—7 strands—4 steel—3 copper, all tinned. Spooled on 2,000-ft. reels, 1 reel minimum. 1/3 with order, balance C. O. D.

WELLS ELECTRIC CO., 4521 DIVERSEY, CHICAGO, ILLINOIS

ED, AL and JACK RAVREBY says—

FIRST: BUY WAR BONDS—ALL OUT FOR VICTORY

Whether you want to BUY or SELL—music, arcade, pin or slot machines, write for our prices.

OWL MINT MACHINE COMPANY, 245 COLUMBUS AVENUE, BOSTON 16, MASS.

EASTERN FLASHES

By BEN SMITH

Honor Bar

It won't be long before Irving Mitchell, I. L. Mitchell Company, will be the proud possessor of the highest award granted to blood donors, the Honor Bar. Irving already has the gold button for six blood donations. The Honor Bar will be presented to him some time in October when he will have completed the maximum allotment for one individual, eight donations. Irving is proud of his blood donor record, and he has a right to be, and he will hurry to tell you that giving blood has improved his health. His blood cells have apparently been activated to the point where the many and varied scratches received while doing his routine work now heal much faster than ever before.

Wedding Bells

Congratulations are in order for Sol Silverstein, Hub Enterprise, Baltimore. He jumped off the deep end and married the Belle of Baltimore . . . her name is still a secret . . . much to the surprise of all his colmen friends. Sol took the

important step September 7 in New York.

Sun Bathing

When you see a beaming, shy little fellow soaking up the sunshine along 10th Avenue you can be pretty sure it's Marcus Klein. He's been so busy he hasn't been able to steal away for a real vacation. In lieu of that he takes what time he can to stroll along the streets of his neighborhood.

Of England

It is not difficult to understand why so many visitors drop in on Toney Gasparro, Manhattan Phonograph Company. His tales of England in his inimitable British accent is something to enjoy. All of Toney's family are still in London, he hears from them often and gets first-hand information about conditions there.

Short Takes

Dave Margolin, Manhattan Phonograph Company, is on his way to Puerto Rico. . . . Al and Meyer Schlesinger,

MUSIC MERCHANDISING

RCA to Conduct Scientific Study of Industrial Music

Experts to consider workers' choices, effect on morale and production

CAMDEN, N. J., Sept. 18.—A broad, scientific investigation into the application of music in industry to determine the kind of music workers want, its effect on morale and production, and other pertinent factors has been undertaken following a recent symposium of plant broadcasting by sound system experts from RCA plants in a two-day session at the RCA-Victor plant here. David J. Finn, general sales manager of RCA's industrial and sound division, presided at the conference, which included a little over a dozen men and women, key figures in RCA's extensive program of industrial music, morale and plant broadcasting.

Discussing the manifold opportunities and possibilities of industrial music, Finn declared: "The full potentialities for a service that utilizes both the benefits of a plant broadcasting system and music have only begun to be realized. Not only can such a service provide music to relieve fatigue and raise the spirits of the workers, but it can and is used for emergency announcements, such as air raid alarms, paging and communications from management direct to the employees."

"There is little doubt that this use of music in industry and the direct contact which a plant sound system provides between top management and the workers will have a most important part in bringing about better worker-management relations," he added.

An international flavor was added to the two-day session by the presence of a representative of the Montreal RCA plant. The principal conclusion drawn was that scientific planning of programs for war workers in plants is essential in order to realize the fullest benefits from the use of music in industry.

An extensive survey on the psychology of industrial music will be conducted during the ensuing months under the direction of Dr. W. A. Kerr, psychologist of RCA's personnel planning and research division. Dr. Kerr has already made a number of revealing investigations of industrial music as it is applied in war plants located in widely separated sections of the country. To supplement Dr. Kerr's study of plant music, Finn announced a program of commercial research on plant broadcasting to develop new merchandising methods.

Will Study Programing

Dr. Kerr's investigations will include a thoro study of programing techniques. In programing for industrial workers, Dr. Kerr said, close attention must be paid to the tastes of men and women as related to their national descent, geographical influences, and social and economic status. To illustrate, Dr. Kerr pointed out that workers in Texas war plants showed a strong preference for Mexican music and the plaintive range songs of the Southwest; Midwest workers, many of them of Teutonic and Scandinavian descent, favored the light classics and the more melodic or popular music; while in the East the workers indicated a taste for the popular name bands mixed with classical selections.

On one matter, all opinion was agreed: "Red hot" music is out during working hours because it distracts workers. Deep in the Heart of Texas, for instance, is taboo because it would virtually halt work while the workers joined in the handclapping.

Reports from the sound system operators of a number of RCA plants pointed out many interesting ideas in programing. In RCA's Indianapolis plant, for example, musical director Jean Williams has inaugurated an Early Bird program from 7:15 to 7:30 a.m., before the regular work shift begins, playing selections requested by workers. She signs off with: "This program has been brought to you

from the RCA family's plant studio. You are invited to send in your comments on this program and requests for favorite selections." During the working day there are, in addition, several other music periods. Another personalized feature of the Indianapolis system is the salute to men departing for the armed services. First there is a bugle call, then announcement of the man's name, followed by a musical selection dedicated to him.

At the Harrison (N. J.) RCA plant the day's musical program is virtually all based on workers' requests, the pieces being played in groups of six according to category, to avoid mixing jive with classic. An especially effective feature is the reading of letters from former co-workers in the armed services and from sweethearts and relatives of the girl workers requesting that certain favorite songs be played in their behalf.

Bi-Lingual Program

Among the most unusual of the plant musical schedules is that handled by Alfreda Guy, of the Montreal plant. Because of the large number of French-speaking workers, she is obliged to include both English and French music. Partly responsible for employee satisfaction with the programs is the music request box, which is filled daily with special forms distributed by the company. In English on one side and French on the other, the slips provide space for the worker's birth date, his three favorite selections, the orchestras and artists.

At the Camden plant a scientific arrangement of the musical programs played at carefully selected periods coincides with the opening and closing of shifts, lunch-time and fatigue periods. Some 150 selections covering a wide range from swing to classical music are used daily, according to Barbara Benson, program director.

A former student of the Juillard School of Music, Miss Benson has devoted much time to the study of industrial music, and after a year of practical experimentation has grouped her selections into three categories: Opening and closing, when lively tunes (marches and polkas) are played; lunch periods, when variety programs of dance music and classical recordings are offered; and fatigue periods, in the middle of the morning and afternoon, when soothing and inspirational tunes appear to have the most beneficial effect.

Those recordings used during the fatigue period are defined by Miss Benson as "not too fast and not too sweet," and mainly the melodic offerings of the popular name bands "something with a melody they can catch." At this plant the working day is begun in all departments by the playing of the National Anthem, in which workers often join.

Swooners' Battle Pays Dividends

PHILADELPHIA, Sept. 18.—Local operators are taking advantage of the "battle of swooners' monopolizing newspapers' front pages and magazine feature stories. With Frank Sinatra, Dick Haymes, Bing Crosby, Perry Como and other lyric slingers buildings individual followings of swooners, and with the crop of fresh record releases being slim, the operators are allowing the swoon singers to battle it out in their music machines. It has resulted in a decided pick-up in collections.

While *You'll Never Know* is the No. 1 nickel grabber of the moment, operators found that where they placed a Dick Haymes recording of the ballad, location owners handed in complaints that fans were yelping for the Frank Sinatra version. As a result, the operators placed both recorded versions in the machines. It meant almost doubling the take for the particular song. Realizing that each swoon singer has built up a wide following, the operators have found that they can cash in plenty on this vocal

Petrillo Agreement

CHICAGO, Sept. 18.—James C. Petrillo announced here today that an agreement has been reached with Decca Records, Inc., whereby the ban would be lifted for that firm to make phonograph records. He said the agreement had not been signed officially, but that Decca could begin recordings even today. Other record companies are expected to follow Decca's lead in signing with AFM.

For further details read "Platter Parade Started," which begins on page 3, this issue.

License Based On Population

Miami to try unique plan for limiting phonos in the city

MIAMI, Sept. 18.—Beginning October 1 a new ordinance for licensing juke boxes will go into effect here. The ordinance will be an unusual experiment in the licensing of coin machines since the number of machines to be granted licenses will be based on the ratio of one juke box for each 265 people in the city.

The city has tried the plan of licensing liquor locations on the basis of population and now the same idea will be tried with respect to juke boxes.

The ordinance was supported by several juke box operators in the city. They reported rumors had reached them that the city was about to be flooded with juke boxes brought in by men from Northern cities, especially New York, so they welcomed the ordinance as a protection to their investments in juke boxes located in the city at the present time.

When the ordinance came before the city council, some amendments were proposed which are considered jokers. The population figure chosen was that of the federal census in 1940, and the next census will be taken in 1950 which means the juke box licenses will be frozen at a static figure until 1950.

An amendment passed which also practically doubled the tax on juke boxes under the license. The business license for juke box operators was raised from \$110 to \$125.

According to present population figures, a total of 650 juke box licenses will be granted, beginning October 1. When the ordinance was adopted it was said there were 721 juke boxes operating in the city.

A prominent operator of juke boxes made the following comment on the passing of the ordinance:

"The ordinance is similar to the liquor regulation which is in effect here as well as in other parts of the country. It will allow one phonograph to every 265 population. Besides having many other desirable features, it will tend to prevent over-zealous fortune-seekers coming in from other cities and setting up juke-box routes while we operators here have spent many years in building our business.

"The ordinance was passed in the form of emergency legislation in order to expedite its going into effect. Consequently, all present licenses were frozen on the day the law was passed. Many people would think that this would stifle competition or cut the sale of new machines. In this, I do not concur for the reason it has always been my contention that every good operator wants to keep his equipment up to date, and location owners see to it also that operators keep them supplied with the newest machines. When operators are reluctant to buy new machines, the location owner is the deciding factor and will get the best equipment from another operator if the present one does not supply it.

"From the operator's point of view, this type of legislation has a tendency to give him a certain feeling of security with the knowledge that it will perpetuate his business. The reason the average operator purchases new equipment hesitatingly is because he is always sitting on a keg of dynamite, so to speak, and the future of his business is always a question."

Charles Scheel, Baltimore, Inducted; Stationed in Calif.

BALTIMORE, Sept. 18.—Charles H. Scheel, associated with Julius Cohen in the operation of music boxes, cigarette vendors and pinballs, is now in the armed forces of the United States.

Scheel is married but within the draft age. Faced with the prospect of either going into war plant work or the army, he chose the latter. He is now stationed at a California flying field.

U. of Texas Juke Dances To Continue After Short Trial

AUSTIN, Tex., Sept. 18.—After an "amazingly successful" summer of dancing to phonograph music in the open-air Corral of the University of Texas student union the management is moving back into the Union's Longhorn Room for a continuation of the program of regular dances thruout the fall, winter and spring.

The quotations in the preceding paragraph are those of Nell Hutchinson, manager of the Union building which is the "clubhouse" for the several thousand students of the university.

Last winter, because of gasoline rationing and other factors including a wish on the part of university officials to keep students away from honky-tonks and roadhouses, the Texas Union Lounge was converted into a weekly "night club," with tables, soft lights, soft drinks and student floorshows along with the dancing to recorded music. The innovation, which preceded the inauguration of similar teen-age "night clubs" in many other places, proved so popular that it was continued thruout the university's regular long session.

"Then came summer with an influx of several hundred navy V-12 trainees, pre-flight trainees and navy ROTC cadets to augment the school's regular student body. The Longhorn Room had proved so popular that we wanted to continue some sort of program during the summer, so we moved out into the patio of the Union and called it the Corral," Mrs. Hutchinson explained. "And summer dancing in the Corral was amazingly successful because it not only provided our regular summer students with healthful fun and relaxation, but it proved a very hospitable way of getting the naval students to feel at home and acquainted with the Texas girls."

feuding.

Fortunately, there are two all-vocal versions of each of the popular music machine hits. Operators are using both to excellent advantage. When a Bing Crosby waxing of *Sunday, Monday or Always* is placed in the machine, the Frank Sinatra version goes right in with it.

The fact that one version may include instruments while the other is an all-vocal does not curb the interest of the loyal fans. Supplementing Harry James' recording of *I Heard You Cried Last Night*, operators have added Dick Haymes' all-vocal version. Both versions are holding up well. The same holds true for the addition of Jack Leonard's band version of *I Never Mention Your Name* after Dick Haymes' all-vocal version held down the song selection alone. In the case of these two selections, operators report that collections have picked up as soon as the contrasting recording was placed in the machine.

ON THE RECORDS

Reviews of the latest record releases. Paragraphs in heavy type are designed for operators of automatic phonographs. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By M. H. ORODENKER

(Continued from page 14)

saxophone an abortive instrument and the gay blades of those Model T Ford days used to prefer to sing *The Wild, Wild Women (Are Making a Wild Man of Me)*. Jones's City Slickers capture the spirit of those pre-flapperette days. Taking it at a lively tempo, and with *Good Night, Ladies* making for the introduction, the boys whip out a wicked first chorus in their distinctive cow-barn style, with Del Porter on the second lap for an oh-you-kid vocal. Band goes into a ja-da grove for a third stretch. For the fourth and out chorus Porter brushes up the lyrics to complain that women drivers are making him wild, giving the boys in the band a chance to ring in their crash-and-bang sound effects.

An established name in phono circles, the musical novelties offered up by Spike Jones boys are sure-fire for the phono play. Their "Hotcha Cornia" interpretation of the familiar "Black Eyes" is a cinch to catch the coins, more so since it now has the advantage of an important picture tie-in.

XAVIER CUGAT (Columbia 36681)

Bim Bam Bum—FT; VC. *Thanks for the Dream*—FT; VC.

Two delightful numbers in the excitement in rhythm created by Xavier Cugat make for Columbia's latest release. From his *You Were Never Lovelier* movie of some time back, Cugat finally comes up with the fast and fiery *Bim Bam Bum*, a guaracha. While the movie may be dated, it doesn't diminish the appeal of the Cugat Latin rhythms in the least. Expertly applying the riotous Latin rhythms, woodwinds start off the side with muted trumpet on the bridge and the flying fingers of the fiddlers completing the opening stanza. Next two choruses are taken up by the singing of the Spanish lyrics by Tito Rodriguez. The figured flutes start a fourth chorus, giving way to the piano at the bridge, with saxes completing the stanza. For the fifth and out chorus the band ensemble builds to a feverish pitch, with the drum beats getting wilder and more exciting until the final note is sounded. *Thanks for the Dream*, a Cugat original, is set in the more subdued and seductive rhythms of the beguine tempo. Piano flourishes setting the stage, opening chorus of the beautiful and dreamy Latin lullaby is carried by muted strings, soft woodwinds and muted trumpet. Carmen Castillo sings the Spanish lyrics for the second chorus, with the mixed voices of the Cugat chorus blending with the instruments to enhance the background. Band picks it up for the last half of another chorus and fades in favor of the solo piano to round out the strain, with an alto sax improvisation for the coda to carry out the side.

While the picture tie is of little or no im-

port at this late date, it is still the exciting Latin rhythms of Xavier Cugat for "Bim Bam Bum." Where the Latin lullabies make for phono pleasantries, the side is sure to attract wide attention.

PETER PIPER (Hit 7055)

In My Arms—W; VC. *Take It Off the 'E' String*—FT; VC.

The Hit label rings the bell again in coming up with an instrumental version of the increasingly popular *In My Arms* waltz. The band instruments, in this instance, serve merely for weaving the melodic background, entire side given over to an unbilled baritone voice for the singing of the various verses and choruses of the song. Gives a good accounting of the lyrical expressions without creating any undue excitement one way or the other. Side is set in the fast waltz tempo to fit the temper of the song, with the Peter Pipers confined strictly to the accompaniments. Plat-termate is the only available waxing of *Take It Off the 'E' String*, the rhythmic chant of the strip-tease lady from the *Lady of Burlesque* flicker. Set in the medium tempo, and with the stock arrangement before them, the nondescript tootlers take the opening chorus in listless fashion. Second stanza has an unbilled female voice, singing it with no more of the appeal than the band plays it, and certainly most unconvincing. Band ensemble picks up the last half of another chorus to carry out the side. The rhythmic ditty attracted very little attention as a result of the screen plugs, and this waxed side adds nothing to its favor.

"In My Arms," in the Dick Haymes all-vocal setting, is already enjoying wide play in the phono circles. While the Peter Piper side rates in the same class in competition, it is bound to enjoy some margin of coinage in the music boxes solely on the strength of the song's popularity.

ALLEN MILLER (Hit 7054)

Don't Worry—FT; VC. *You Rhyme With Everything That's Beautiful*—FT; VC.

A brace of ballads that have already had their fling without creating much enthusiasm in song circles are mated for this disk by the Allen Miller fugitives from Petrillo's record band. The mysterious music makers give good accounting for the *You Rhyme* ballad. Taking it at a slow tempo, stage is set by the solo trumpet for the baritone's singing of the opening chorus. Solo clarinet, later joined by the saxes, start a second stanza with the unbilled voice returning to take over the last half of the chorus to complete the side. Mated side is *Don't Worry* from the *Salute for Three* movie which hit the screens earlier in the year. Taking it at a lively tempo to apply a lively and rhythmic beat to the love lyrics, a forceful girl singer starts off the side to modest returns. Band ensemble, with the tenor sax riding out on the starting strains, carry a second stanza, and the canary completes her chores by throwing out her voice for the third chorus to finish out the spinning. These are the only known waxings for both tunes.

If there is still anyone interested in hearing "You Rhyme With Everything That's Beautiful," this Allen Miller side satisfies. Besides, there is no choice in the matter, this being the only available dinking of the ballad.

D. KORNIENKO ENSEMBLE (Kismet 104, 107, 108, 109, 110)

The folk and dance music of the Russian, Polish, Ukrainian and gypsy are presented in authentic fashion by a small ensemble directed by Dimitri Kornienko, an authority in translating the music of those European countries. The four individual couplets, one pairing carrying separate identifying numbers, all capture the charm and flavor of these international rhythms. Gay and lively in tempo and in temper is *Koketka*, a Polish polka, and *Troika (Three Horses)* a highly spirited Russian dance melody (Kismet 104). The gypsy music is interpreted in the lively and highly melodic dance music of *Tstgenko* and the tuneful waltz melody of *Broken Strings* (Kismet 108). The Ukrainian Kosaks dance, *Grechaniki*, is mated with a Russian dance, *Vengerka* (Kismet 107), both familiar folk melodies. Using only a trio of accordion, clarinet and drums, the lively Spanish-gypsy waltz, *Pa-De-Spain* (Kismet 109), is mated with the gay dance music of *Ball Lezginka* (Kismet 110).

Music operators servicing locations with attractions for the international folk music, will find these sides all rich in phono material, particularly because of their authenticity in selection and in playing.

MUSIC IN THE NEWS

NOTED WHILE READING THE PAPERS—The *New York Mirror* reports that the English war office is working on a scheme whereby very light and extremely cheap gramophone records will be made available to troops overseas for messages to the folks back home. . . . Army field pianos use less than 37 pounds of metal, according to *The Wall Street Journal*. Plastic plywood is substituted almost everywhere in the model being produced in quantity by a York (Pa.) manufacturer. Total weight of the piano and a collapsible bench is 393 pounds. Color: olive drab. . . . Walter Winchell, in his syndicated column recently claimed that the WACS who arrived on British soil were greeted by an American army band playing *Lady Be Good*. . . . Danton Walker says in his column in *The New York Daily News* that Petrillo has consented for the special services division of the army to send more than 100,000 "V" disks to the boys overseas of the popular songs of the day as sung by Crosby, Dinah Shore, Ella Logan and Jerry Wayne. (Since when is it necessary to get Petrillo's okay for vocals, Mr. Walker?)

UNITY—The 9 o'clock broadcast of the British Broadcasting Corporation, most widely listened-to program in Great Britain, included three national anthems the evening Italy's surrender was announced, *The New York Herald-Tribune* reports. The tunes were *The Star-Spangled Banner*, *God Save the King* and the Soviet *Internationale*.

The American and British national anthems were played following the broadcast of a recording of Gen. Dwight D. Eisenhower's announcement of the unconditional surrender of Italy. Then, after the announcer had given the latest news of the Russian victories on the Eastern front, the *Internationale* was played.

Last year there was an official BBC ban against playing the Soviet anthem over British radio stations.

SINGER - COMPOSER - SOLDIER—A

Milwaukee soldier who manages to carry on his musical career at an army base in Utah wins recognition in *The Milwaukee Journal*.

Pfc. George Luell played in dance bands when he was a student. Now he is working with the special services division and assists in the production of entertainment for air force soldiers. He is also a composer, his most recent song being *When We All Settle Down*. Luell told a reporter he sings to himself a lot in the barracks. He also revealed that when he was looking at himself in a mirror recently he got an idea for another song. The title, modestly enough, is *The Nicest Thing About Me Is You*.

Only 20 now, the soldier has been singing for 18 years, his father says, adding that his singing is somewhat on the order of Bing Crosby's. He has the kind of voice that makes the girls sit up and take notice, according to reports from the air base.

MUCH ADO ABOUT A PIANO—This column might well be called "Music in the War News" this week, because practically every item we've gathered concerns soldiers, sailors, marines, army camps or other phases of military life. We're sorry, but the war, in all its phases, is the most important—and most prominent part of the news. To return to the piano. . . .

The Louisville Courier-Journal reports that there's a piano for sale in Adak, on the Aleutian Islands. It's a good piano, worth \$325, even tho it's used. Here's how it happened:

J. R. Vogler is a purser on an Alaskan Steamship Company boat which now serves as a troop transport. A passenger on one trip was Lieut. Allen B. Buck, of the quartermaster corps, who took a liking to a piano in the ship's dining salon.

Lieutenant Buck wrote to L. W. Baker, the steamship line's general manager in Seattle, asking if he could buy the piano. Baker wrote back that he couldn't sell

(See **MUSIC IN THE NEWS** on page 68)

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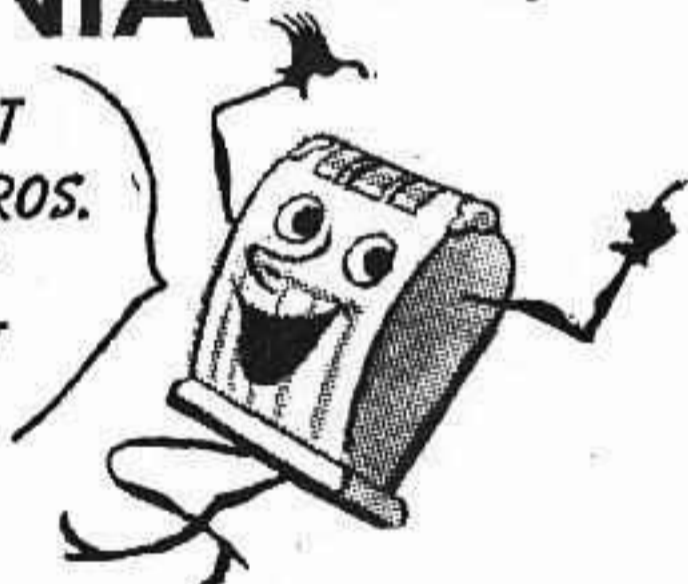


Spike Jones AND HIS CITY SLICKERS

TURN CORN INTO COIN WITH—

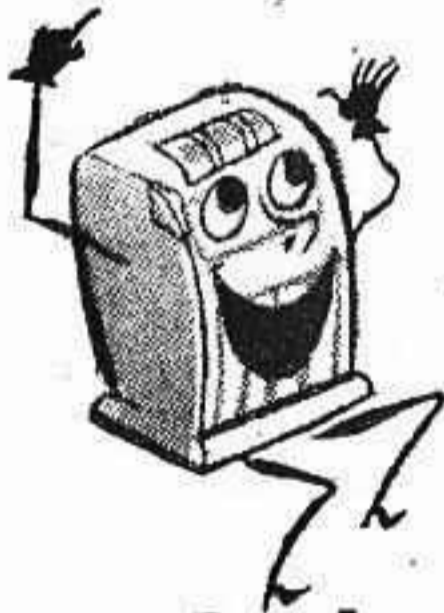
HOTCHA CORNIA ("Black Eyes")

THIS SCREWBALL ARRANGEMENT
WILL BE FEATURED IN WARNER BROS.
"THANK YOUR LUCKY STARS."
IT'S ONE OF SPIKE'S CORNIEST
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THE WILD, WILD WOMEN

(Are Making a Wild Man of Me)



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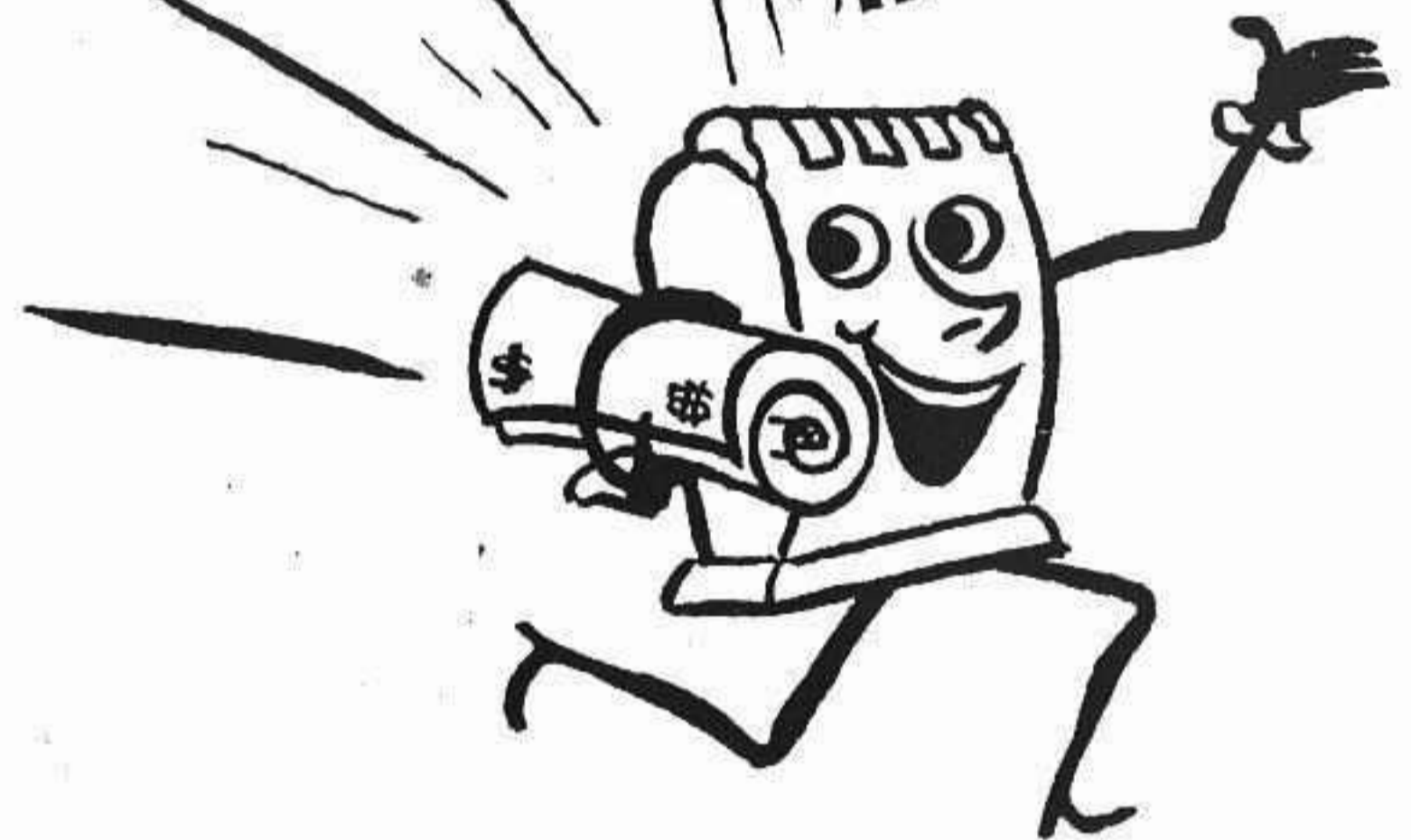
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IMPORTANT POEM about making money!



RECORD BUYING



Special reports received from The Billboard representatives last week show the records listed below are currently receiving the most play on automatic phonographs thruout the nation. These reports stem from all the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide.

GOING STRONG

WAIT FOR ME, MARY... DICK HAYMES (Song Spinners) Decca 18556
WILLIE KELLY Hif 7049

Mary waited a pretty long time, slipping up and down the ladder in Coming Up, but she finally made the grade. It was a surprise sweep because last week the old girl took a nose-dive, but whether it's a surprise or not, she's really starting to show what she can do.

YOU'LL NEVER KNOW.. DICK HAYMES (Song Spinners) Decca 18556
(11th week) FRANK SINATRA (Chorus)..... Columbia 36678
WILLIE KELLY Hit 7046

IN THE BLUE OF THE
EVENING TOMMY DORSEY (Frank Sinatra) ..Victor 20-1530
(10th week)

PISTOL PACKIN' MAMA.. AL DEXTER (Al Dexter) Okeh 6708
(9th week)

IT'S ALWAYS YOU TOMMY DORSEY (Frank Sinatra) Victor 20-1530
(7th week) BING CROSBY Decca 3636
BENNY GOODMAN (Helen Forrest)... Columbia 36680

IN MY ARMS..... DICK HAYMES (Song Spinners) Decca 18557
(8th week)

I HEARD YOU CRIED
LAST NIGHT HARRY JAMES (Helen Forrest) Columbia 36677
(5th week) DICK HAYMES (Song Spinners) Decca 18558

SUNDAY, MONDAY OR BING CROSBY Decca 18561
ALWAYS FRANK SINATRA Columbia 36679
(4th week)

PAPER DOLL MILLS BROTHERS Decca 18318
(3d week)

Names in parentheses indicate vocalists.

**“It sure beats me,” said Old Man Hearn,
 “So many folks have dough to burn,
 But they’re not seen
 Near my machine,
 I don’t know where to turn!”**

**Said Mr. Sneed: “It’s stars you need!
 They’re luck for boxes off their feed.
 You want to learn
 Which way to turn?
 Well, here’s the dope, for all to read!”**

GUIDE—PART ONE

According to The Billboard representatives, who have this past week contacted at least four large automatic phonograph operators in their cities, the records listed below are rapidly gaining in popularity all over the nation, and indications are these records will eventually move into the most-played bracket on the opposite page.



● COMING UP ●

I NEVER MENTION YOUR NAME **JACK LEONARD** (Ray Bloch's Orch) .. Okeh 6715
 **DICK HAYMES** (Song Spinners) Decca 18558
 **ALLEN MILLER** Hit 7048

None of the songs outside of those listed in Going Strong made much of a showing this week, but this tune came out on top of the somewhat weak pile. The handful of hits are apparently holding on steady all over the country, while the rest just get occasional plays here and there until one crops up as a natural leader. This one's popularity has waned considerably since last week, altho it holds the same position.

NO LETTER TODAY..... **TED DAFFAN** (Chuck Keeshan and Leon Seago) Okeh 6706

Phono fans are still slipping in nickels to hear Ted Daffan mourn over the slow mail service, but like the tune mentioned above, *No Letter Today* lost a lot of ground this week. Altho all the tunes here got only scattered mentions on reports, they are running a close race and Daffan is right on the heels of Leonard, Haymes and Miller.

BLUE RAIN **GLENN MILLER** (Ray Eberle) Victor 20-1536
 **BEA WAIN** Bluebird 30-0816

It's the Glenn Miller waxing that cops all the bouquets for introducing this new entry on the Guide, altho Bea Wain did get one or two mentions. In an average week this tune would never have held third place at its present rate, but it's doing better than most of the other platters filling the slots. And, too, this is the best week it's had in the two months of its existence.

DON'T CRY, BABY..... **ERSKINE HAWKINS** (Jimmy Mitchell) , Bluebird 30-0813

This new Hawkins' waxing held this position two weeks ago, but last week it slipped into obscurity. Now it's back again, only a short distance behind the tune that holds No. 1 spot. It ranks as the top tune in the Harlem Hit Parade but its appeal seems to extend much farther than just the race locations.

Double-meaning records are purposely omitted from this column.

**TURN
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 IN
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A HIT SONG...AGAIN!

THREE GREAT RECORDS FOR A GREAT SONG!

MY IDEAL

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RECORD BUYING GUIDE—PART 2



A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

● POSSIBILITIES ●

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. 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.

NOTE

Decca is the only major diskier to come up with anything at all this week, releasing two sides waxed by the Andrews Sisters. Tunes are *Helena* and *I Love You Much Too Much*, both with orchestral accompaniment by Vic Schoen.

Sinatra's waxing of *People Will Say We're In Love* hasn't yet reached all parts of the country, but where it has been tried out it swept quickly into favor. Tommy Dorsey's latest, *You Took My Love*, has also started spinning fast in some areas.

● THE WEEK'S BEST RELEASES ●

These Records have the Strongest Chance for Success among the Past Week's Releases by the Record Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinions of The Billboard's Music Department.

HOTCHA CORNIA SPIKE JONES Bluebird 30-1818

The boys that created that avalanche of nickels with their *Der Fuehrer's Face*, now promise to keep the phono meters clicking merrily to their corn-bred interpretation of the familiar *Dark Eyes*. Packing plenty of musical humor in their novelty needling, Spike Jones and His City Slickers maintain a snappy and peppy rhythmic beat thruout to make it all the more inviting for the phono play. Moreover, the side has the advantage of an important picture tie, the Jones boys featuring the musical dish for their bit in the all-star *Thank Your Lucky Stars* movie, which is bound to give it a big boost in the music boxes.

BIM BAM BUM XAVIER CUGAT (Tito Rodriguez) ... Columbia 36681

Plenty of musical excitement in the Latin tempos is beat out for the guaracha rhythms of this contagious ditty. Originally stemming from Cugat's participation in the *You Were Never Lovelier* movie of an earlier day, this item, with its riotous and exciting rhythms, packs all the appeal of *Chiu-Chiu* from the same picture. Where the Latin rhythms find favor among the phono fans, music operators have a sure-fire side in *Bim Bam Bum*. Moreover, the vocals by Tito Rodriguez are as strong in appeal as the music itself.

IN MY ARMS PETER PIPER (Vocal refrain) Hit 7055

Altho it is the all-vocal interpretation of Dick Haymes that is way out in the lead for this increasingly popular waltz novelty, the Peter Piper entry, with an instrumental background, is bound to enjoy some measure of play in the music machines on the strength of the song title alone. Moreover, the entire side is turned over to the unbilled male voice, singing all the various verses created by the lyricist for the song, with the music makers merely providing a lively accompaniment.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By ELLIOTT GRENNARD

YOU probably read in last week's Music Department that the possibility of a separate peace between AFM and Decca is in the offing. If it materializes, that may mean a swift conciliation with other major diskers. . . . If the Decca deal is consummated that firm will doubtless jump the gun on other record firms even if the others do follow suit and settle, which will mean that waxings of new tunes on the Decca label by Jimmy Dorsey, Bob Crosby, Guy Lombardo, Woody Herman, Charlie Barnet, Glen Gray and a long string of other top coin-catchers will be spinning their way merrily on coin machines. . . . It will also relieve Decca vocalists of any obligations they may have had to AFM, and platters by Bing Crosby, Dick Haymes, Judy Garland, Ink Spots, Kenny Baker and other chipers (perhaps even the Mills Brothers if the settlement comes before the draft breaks them up) will be filling up the

slots. . . . Even if the major diskers start recording, the shellac shortage will still keep production down, and the smaller firms will still be heard. Releases like Beacon's latest, *When We're All Back Together Again*, sung by Carl Landt, and Savoy's *I Don't Stand For That Jive*, by Bonnie Davis, and *Johnny Doughboy Polka* may still come in handy to fill the empty spaces. . . . Speaking of the shellac shortage, Benny Goodman's press agent announces that the king of swing will be the first to record on the new plastic disks readied for use in juke boxes. It may be something more than publicity.

Territorial Favorites

PHILADELPHIA:

You Took My Love. Tommy Dorsey.

This is the latest release by TD and it's the first of the recent ones that doesn't have a Frank Sinatra vocal. This time it's Jo Stafford who handles the torchy tune, and Philly fans are grabbing it up. The record is pretty new and may not have reached all cities yet. Where ops have not yet received it, it's a safe bet to slip into the slot as soon as it arrives, with Dorsey on the title strip.

ST. LOUIS:

My Ideal. Maxine Sullivan.

This is an old waxing of a tune made popular about a decade ago in a Maurice Chevalier picture. Tune was revived recently on a Capitol record waxed by Billy Butterfield and has been drawing a good number of plays on the strength of that disk. Citizens of St. Louis, however, give their vote to the old Maxine Sullivan version.

DES MOINES:

Home in San Antone. Bob Wills.

It's an old story by now that folks all over the country, even those as far from the hills as New Yorkers, are swinging their partners to the tune of hillbillies.

So it's no surprise that Des Moines gives a hearty okay to this mountain tune. That was one of the first cities to pick *Pistol Packin' Mama* as a winner, so start placing your bets, boys.

Note

For a listing of songs played most often

over the radio for the week ended Thursday, September 16, see the Music Popularity Chart in the Music Department. Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of the seplan best sellers under Harlem Hit Parade.

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Unusual bar room version of
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Hitler and Mussolini catch plenty of Hell
Backed by
a Twentieth Century tear jerker
"DON'T FORGET TO WRITE TO MOTHER"
Frank Hill and his Hilltoppers do the honors.

No. 110
BONNIE DAVIS'
(The Don't Stop Now Girl)
Double Decker Recording of
"I DON'T STAND FOR THAT JIVE"
"NO LOVE BLUES"

Also No. 112
**"GET IN TOUCH
WITH ME"**
Novelty Blues
by Bonnie Davis
The Don't Stop Now Girl
Backed by
"SO LONG"
A real tear-jerking heart throb

No. 116
**"PUT YOUR ARM
AROUND ME"**
With the Mixed Afo Quartette and the
Whiskey Tenor
another Frank Hill and his Hilltoppers hit
Backed by
"AND SO IT GOES"
Featuring Ross Leonard and Buddy
Klein's Savoy Eight

No. 510
**"JOHNNY DOUGHBOY
POLKA"**
"GAY VIENNA"

No. 500
ALL STAR HOT JAZZ SERIES
"SUGAR-FOOT STOMP"
"BLUE RHYTHM"
by Fletcher Henderson
Featuring Coleman Hawkins, J. C. Higginbottom, John Kirby, Rex Stewart, Edgar Sampson and others.

Due to limited production No. 115 and No. 116 are available to our regular customers only

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Polkas
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NEWLY RELEASED RECORDS

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1328 Broadway New York City

AMERICAN FOLK TUNES and TUNESTERS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column of comment designed to keep readers informed on what's doing in the hillbilly field. Address all communications to Folk Tunes Editor, The Billboard, 155 N. Clark Street, Chicago 1.

Tunester Tattle

Bob Atcher, now in the army at Camp Ellis, Ill., writes that servicemen at the camp are putting on a musical show titled *By the Numbers*, in which Bob has a chance to interpolate some of his most popular hillbilly songs.

Ken Treach, of the Hoosier Hot Shots, made his first hole in one recently on Glencoe Country Club course near Chicago.

Lew Mel, Brooklyn, has had a hand in writing a number of folk tunes, among them *Cowboy Joe From Idaho*, *My Dog Rookie*, and *Keep Your Hands Up, Stranger*.

Several years ago when Judy Canova was appearing on a radio program with Paul Whiteman she had forgotten her low-heel shoes. Her brother Zeke loaned her his, and Paul Whiteman thought it was a good gag. When Judy appeared with the huge shoes the audience howled with glee, so the shoes have become a permanent part of her make-up.

Likes Ginny and Billy

George Descho, Allentown, Pa., writes: "A few months ago I noticed Eastern Pennsylvania night spots featuring on their floorshows a new hillbilly team, Ginny Lou and Billy Wilson. When I caught the act I discovered Billy was the chap who led the Lazy K Wranglers until they disbanded because of the gasoline shortage. He has shed the boots and Stetson for homespun backwoods garb, has discovered a swell partner in Ginny Lou, and has whipped up a swell song and patter duet. The gal is a swell looker with heaps of personality. During the past summer the duo was featured

with an act called Broadway Buccaneers. I understand they will work again as a separate act next winter." Continuing, Descho says: "Let me congratulate you on your American Folk Tunes column. It makes *The Billboard* complete. Our section of Eastern Pennsylvania has been a haven for lovers of folk music, what with C-Bar-G Ranch, Sleepy Hollow, Himmelwright's Grove, Sally Ann Park and a host of others playing leading hillbilly groups regularly. Keep the column filled with news of our favorites."

Boyd Does Good Job

Bill Boyd, Bluebird record artist and star of radio, screen and stage, recently completed his 12th week of the West Coast Treasury tour with repeat appearances at Sacramento and Napa, Calif., registering heavy bond and stamp sales. Boyd is returning to his home State, Texas, for a few days and then will assist in the Third War loan drive in the Midwest, then expects to tour Northern California, Oregon and Washington.

Curly Williams, heard on *Grand Ole Opry* at regular intervals over NBC, calls his band the Georgia Peach Pickers, because he is an old peach picker himself from that State. Curly owns a good farm down in Georgia, and says his wife is constantly after him to return there.

"I just can't do it," Curly says. "The music business has got into my blood. My farm is too far away from the Opry House for me to get back and forth. Maybe sometime, but not now."

Location Comment

The same six hillbilly numbers that have held the spotlight for weeks continue to predominate in the choice of public and ops, with *Pistol Packin' Mama* still way out in front and *No Letter Today* a strong second in the 19 cities reporting this week.

Baltimore: First choice by ops here is PPM, demand for which far outstrips all others. Second choice is *No Letter Today*; then comes *Born to Lose*, good at all spots but especially strong in colored locations.

Bridgeport: Best selling hillbilly songs are PPM (Dexter), *Rosalita* (Dexter), *No Letter Today* (Daffan), *Home in San Antonio* (Wills) and the *Honey Song* (Louise Massey). Al Dexter going strongest with his *Mama* song, which seems to have caught on greatly during last couple of weeks.

Buffalo: Results of checking same as

last week, with PPM way out in front for general popularity and *No Letter Today* and *Rosalita* (reverse side of Al Dexter's PPM) runners-up for hillbilly standouts.

Chicago: PPM going strong according to ops 2 and 3; gaining popularity according to op 1. *No Letter* gaining in popularity according to op 3.

Ops Want New Numbers

Des Moines: Ops are crying for new numbers. *No Letter* has slipped during past week, but PPM still is going strong, and this spot was one of first to report its popularity. *Home in San Antonio* going strong according to op 2.

Detroit: Ops 1 and 2, PPM going strong. Op 1, *No Letter* going strong.

Erie: Op 3, PPM going strong. Ops 2 and 3, *No Letter* gaining in popularity.

Fort Worth: PPM continues to get an average run that keeps it near the top at many spots. Going strong according to ops 1 and 2. Op 2, *No Letter* going strong; op 3, *No Letter* gaining.

Minneapolis: Op 1, PPM going strong. *No Letter* gaining, according to all three ops.

"Same Old Story" New Entrant

That Same Old Story (Ernest Tubbs) got its first mention in ops' reports this week, being listed as one of the top tunes in Dallas. Other Dallas favorites are *No Letter Today* (Daffan), PPM, *Rosalita* and *No Letter in the Mail* (Roy Acuff).

Cincinnati: *Rosalita* and PPM are still one-two. *No Letter Today* is moving up. Op 1 and 3, *Rosalita* going strong; *No Letter* gaining. PPM going strong according to all three ops.

Memphis: Hillbilly tunes becoming increasingly popular, even in locations formerly closed to them. Op 3, PPM going strong; op 2, PPM gaining. Op 2, *Rosalita* gaining. Op 3, *Honey Song* (Louise Massey) gaining.

Miami: Op 3, PPM going strong; op 2, PPM gaining.

Milwaukee: Op 2, PPM going strong. Op 3, *No Letter Today* going strong. Ops 2 and 3, *Honey, I'm in Love With You* (Louise Massey) gaining in popularity.

New Orleans: PPM and *No Letter* neck and neck here. *Home in San Antonio* (Wills) and *I Hung My Head and Cried* (Autry) are contenders, and first week of Autry's PPM shows good results at Decca.

Philadelphia: PPM (Dexter) going strong according to all ops. Op 1, *No Letter* (Daffan) gaining.

San Francisco: Ops 2 and 3, PPM (Dexter) going strong. Op 2, *At Home in San Antonio* (Wills) gaining.

St. Louis: Op 2, PPM going strong; *Born to Lose* (Daffan) going strong.

Salt Lake City: PPM (Dexter) off slightly but still way out in front, with *Born to Lose* right behind and *No Letter Today* coming back for a second run at the target. *You'll Be Sorry* (Autry) still strong. Play on *New San Antonio Rose* (Bob Wills on Okeh). PPM going strong according to all ops. Op 2, *Born to Lose* (Daffan) gaining; *No Letter Today* (Daffan) gaining.

Toronto: PPM going strong according to all three ops.

Girl with Johnny (Scat) Davis and his ork and *Melody Parade* with Anson Weeks and Ted Flo Rito have already started making the rounds of the nation's theaters. *Spotlight Scandals* featuring Henry King and Herb Miller is set for release on September 24 while *The Sultan's Daughter* with Freddy Fisher and his crew in the cast will be out in a couple of months. First film featuring three bands to come from this studio is *Sweethearts of the U. S. A.*, which has Phil Ohman, Jan Garber and Henry King. Ops should check local playdates of these films and try slipping in waxings by these bands.

News Notes

Betty Rhodes and Johnnie Johnston will head the cast of Paramount's *You Can't Ration Love*. . . Golden Gate Quartet set for *Incendiary Blonde* stemming from the same studio. . . Guy Lombardo added his name to the six other name band leaders signed to contracts with MGM. . . Lena Horne added to the cast of *Two Sisters and a Sailor* by MGM. . . Perry Como's first film under his 20th-Fox contract will be *Blue Skies* instead of *The Bowery After Dark*. . . UA working on *Song of the Open Road* featuring Sammy Kaye. . . Bob Haymes gets the lead in Columbia's *Rhapsody in A Flat*.

MUSIC IN THE NEWS

(Continued from page 62)

equipment on the ship, but that on his own he would send a piano.

"The writer," Baker said, "has practically taken the bull by the horns and ordered a small upright, used piano, similar to the one in the dining salon, from a very reliable dealer. The piano is now being shipped, billed to you—price \$325."

Purser Vogler was to make delivery. Baker felt good about having sent a piano to a music lover on Adak. Vogler felt good, too, about delivering the piano to Buck. There was just one hitch. Buck was transferred to the mainland some days ago. Vogler is looking for another music lover—with \$325.

FLASH!—The following item is reprinted in its entirety from a recent column by Walter Winchell in *The Chicago Herald-American*: "They tell you not to be amazed if Petrillo declares a moratorium on the recording ban. He's in Washington, or was, trying to get the musicians off the non-essential list. . . One paw washes the other as the saying goes."

LIFE STORY—Al Dexter, whose phenomenally popular song, *Pistol Packin' Mama*, is currently gathering more nickels in the nation's juke boxes than any Tin Pan Alley tune, is no Brooklyn hillbilly. He's an East Texan, according to *The Dallas Times-Herald*, and talks like one.

Dexter is described as a lanky fellow who hails from down around Troupe, Jacksonville, Longview and other sections of East Texas. Furthermore, he's genuinely surprised at the success of his tune.

"How come?" he said. "I dunno. Just got to thinkin' and it come out. Folks seemed to like it and I put it on a record with *Rosalita* about a year ago."

Dexter has been foolin' round with music since he was 15. He played French harp and banjo and learned to finger an old reed organ the folks at Jacksonville used to have. He got to singin' and kind of kept it up.

"Used to be a painter and decorator," says Al. "Got in the habit of singin' while I worked stid o' whistlin'. Folks would gather round and listen. Kind of encouraged me, I guess, and that's the way it happened."

He made himself a git-tar from some sweet-gum strips he picked up around a box factory and a white-pine drain board from a dismantled kitchen sink. He accompanied himself with it. His first radio job—with the git-tar—was at Station KFJZ, Fort Worth. Since then he has toured round and about.

Scheduled to go to New York soon, he's due for a tryout with Horace Heidt. During the last several years he has recorded more than 200 tunes for Okeh—and there will be others.

MEXICAN HEPCATS—*The Billboard's* Mexico City correspondent has been sending enthusiastic dispatches about the popularity of North American music with our Southern neighbors. Going thru our own files, we found advance warning of this trend in an article which appeared some time ago in *The Chicago Daily News*.

DON'T BUY ANY RADIO TUBES UNTIL YOU COMPARE THESE PRICES!!!

01A	\$.75	48	\$2.00
1A5GT	.95	50	1.00
1B5-25S	1.20	55	.50
1H4G	.95	56	.75
1N5	1.25	57	.75
1Q5	1.25	58	.90
1R5	1.25	59	.65
1LE3	2.25	75	.55
1S5	1.25	78	.80
1T4	1.25	77	.85
1T5	1.25	78	.85
1V	1.10	79	1.50
105GT	1.25	80	.70
2A5	1.40	81	1.75
2A6	.95	83	1.20
2Q5	1.25	85	.70
2A7	.75	89	.65
3S4	1.25	6K8GT	1.15
5T4	1.10	6K5, Metal	.95
5U4G	.95	6L6G	1.75
5V4	1.50	6L6, Metal	1.40
5W4GT	.95	6N7	1.45
5Y3GT	.69	6SD7, Improved	
5Y4G	.75	6SK7	1.00
6A3	1.75	6SJ7GT	.95
6A4	1.50	6R7Q	1.10
6AC7-1862	1.50	6SF5GT	.95
6A6	1.60	6SH7, Improved	
6AQ7, Television	1.25	6SJ7	1.00
6AD7GT	.95	6SK7GT	.95
6AB8	1.30	6SR7	.95
6AE5GT	1.20	6V6GT	.95
6C5GT	.95	12A8	.90
6E5	1.25	12F5GT	.95
6F5GT	.90	12K8	1.10
6G5	1.10	Substitute for 12K7	
6F6G	.85	12SF5GT	1.00
6F8GT	1.25	12SJ7GT	1.00
6F7	1.60	12SK7GT	1.00
6F8G	1.25	12Z3	1.45
6G6	1.75	12SR7, Same	
6H6	.95	A-12SQ7	1.25
6J5, Metal	1.15	(Super Sensitive Repl. for 12SQ7)	
6J5G	.85	25Z5	.90
6K7GT	.95	25Z6	1.30
6L7	1.50	25L6G	1.80
6SC7GT	1.35	Please include your	
27	.65	L265 limitation order!	
30	.95	CONDENSERS	
31	.75	8-8, 2 1/2" Can,	
32	1.25	450 V.35¢	
34	1.15	8-16, 2 1/2" Can,	
36	1.25	450V.49¢	
38	.75	8-450V, Tubular	
41	.75	Filter.29¢	
42	.75		
43	1.05	100 Assorted Carbon	
45	.75	Resistors, 1/2 &	
46	.50	1 Watt. \$1.75	
755 or 44, Panel Lamps, Mazda, 10' for 65¢.			

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Ready Musicals

In reviewing the 1943-'44 production schedules of film companies, *Motion Picture Herald* states "The swing away from war pictures to so-called escapist entertainment is sharply manifested in the studios with almost every producer swinging to musicals." The *Herald* goes on to list 110 musicals just completed, in production, or to go before the cameras shortly. For operators, this means scores of new opportunities to get together with local theaters for joint campaigns. Many of these films feature name bands and other recording artists. Some use songs that are available on records. In almost every case, operators can work out tie-ups to help exploit the limited waxings at their disposal. Each of the 110 films will be discussed individually in this column as they near completion.

Platters and Pix

Universal's *Crazy House*, which is

scheduled for national release October 8, features Count Basie and his ork playing *Get on Board Little Chillun*. Tune is available on Capitol record done by Freddie Slack and Ella Mae Morse of *Cow Cow Boogie* fame. . . *Hotcha Cornia*, played by Spike Jones in Warner Bros.' new musical, *Thank Your Lucky Stars*, has been made available on a Bluebird disk, waxed by Spike Jones. . . *Put Yours Arms Around Me, Honey*, oldie featured in 20th-Fox's *Coney Island*, gets a new recording by Clayton McMichen on the Decca label. . . *Rhapsody in Blue* done by Glenn Miller has just been released by Victor. Song will get pie plugging in the Warner Bros.' film version of George Gershwin's life, entitled *Rhapsody in Blue*.

Orks at Monogram

Monogram Pictures is currently working on a string of musicals, all of them featuring one or more bands. *Sarong*

ARCADE NEWS

Arcade Men May Organize

Resort operators find vandalism a major headache; consider group action

ATLANTIC CITY, Sept. 18.—An association of operators of amusement machine arcades here and at other resorts is in the offing. Need for a mutual association among the arcade operators and the increasing organizational talk is the result of the increasing acts of vandalism and the numerous attempts made to victimize the arcade operators.

The last weeks of the summer found a wave of vandalism striking at the many amusement places here. Not the workings of any organized gangs or rackets, it is merely another manifestation of the growing juvenile delinquency problem that appears to be spreading thruout the country. Big headache facing the arcade operators is the loss of the special rubber balls used for the playing of the Pokerino machines. Youngsters have been running off with them, either keeping them as souvenirs or merely throwing them away.

However, what has brought most concern to the arcade operators is that individuals call upon them each morning, offering to sell them rubber balls for their machines at \$1 a ball. Since this attempt to make the operator pay back \$1 for each stolen ball, the arcade operators, in informal session, have decided to curb this racket at its source. They agreed among themselves not to buy back any of the balls and when an offer is made to exact the \$1, to call a policeman instead.

This organized move proved quite effective. Acting on the complaint of Harold Gorman, Wildwood Boardwalk operator, Judge Byrne fined a 16-year-old youth \$25 for removing rubber balls from Gorman's arcade machines. The practice soon stopped, the youngsters realizing that the arcade operators now mean business.

Co-operation of all the law enforcement officials has been assured, including the magistrates and judges, who have declared that they will deal harshly with violators. In addition, a public plea is being made to parents and citizens, pointing out that it is up to everybody to see that this type of crime stops. In many instances where damage has been done to machines the arcade operators complain that parts cannot be obtained. While it is mainly pure devilment on part of the youngsters, the operators are convinced that it will take organized efforts to keep them in check and steps are expected to be taken soon to get a co-operative organization started.

Federal Tax Outlook . . .

WASHINGTON, Sept. 18.—When Congress reconvened this week, the 1943 tax bill was regarded as one of the pressing subjects. Early developments, however, indicate that other big questions relating to the war will probably take precedence. The House Ways and Means Committee began its work this week, but the chairman announced September 15 that the committee had decided to postpone indefinitely the opening of hearings on a new general tax law. The hearings had been set to begin September 20.

Many conferences on tax subjects are being held here by members of Congress, Treasury department officials and others. Reports in general this week said there had been no real agreement on a definite tax program. The chairman of the House Ways and Means Committee still insists that the 1943 tax bill should be passed before next January 1.

Gwynn Oak Park Arcade Reports Excellent Season

BALTIMORE, Sept. 18.—A remarkable arcade season at Gwynn Oak Amusement Park is reported. Some 200 coin machines made it possible for throngs to play the various games. With the exception of Saturday and Sunday afternoons and on days when large organizations had their annual picnics, the best business done by the arcade was at night. The wide range of coin machines installed in the arcade offered coin machine players an excellent selection. The large numbers of servicemen on leave or on furlough found the arcade a favorite spot.

While a falling off among civilian players was noted about the time the withholding tax became effective, the takes at the arcade held up well, for the servicemen's playing offset the decline among civilian players.

Early Philly Arcade Op To Move to Atlantic City

PHILADELPHIA, Sept. 18.—Max Brown, veteran arcade operator here, is planning to move his operations to Atlantic City where he will take over the arcades of his army-bound brother. He intends disposing of his Philadelphia arcade, which was established two years ago and is one of the largest in the city. It contains more than \$8,000 worth of equipment. He will still maintain his interest in the two other arcades here which are operated under a partnership.

Arcades Report Thriving Holiday Period Business

BALTIMORE, Sept. 18.—Arcades at Carlin's, Gwynn Oak and Bay Shore amusement parks registered thriving business over the Labor Day week-end.

The holiday crowds came early and stayed late and tried their hands at the coin machines in the large arcades operating at each of the parks. Arcade business was much better than during the other two holidays periods, Decoration Day and Fourth of July.



Industry Mentions Magazines -- Newspapers -- Radio

Juke in USO

It's not that a juke box and a USO center are a rare combination that we mention a report in *The Pittsburgh Press* September 7 about clubs for servicemen. This is a slightly different kind of club in that servicemen and women may bring their own dates for an evening of fun. The newspaper claimed that sleepy Philadelphia has been wide-awake enough to beat other communities to what has proved to be a very swell idea. Most of the USO clubs all over the country provide hostesses to dance with the boys, to play ping-pong and cards, and the men seldom bring their own dates. The news item stated that dancing is the most popular pastime, sometimes to a professional orchestra, but more often to juke box jive. It's not at all unlikely that other cities will follow Philadelphia's lead in setting up such date clubs and so provide another outlet for music machines.

Victory Jackpot

A little old now, but still worthy of a mention, is the cartoon by Howard Fisher that appeared in Portland's *Oregon Daily Journal* on August 9. The sketch showed a jubilant soldier kicking up his heels before a slot machine which turned up with three "V's," one for the Russian front, one for Sicily and one for the Solomons. The player was holding his helmet under the cash tray while waiting for the payoff.

Apparel Promotions

Within two days we saw department store advertisements featuring juke boxes in their displays of college and high

school outfits. Wieboldt's in Chicago in *The Daily News* of August 27 sketched a juke box in its ad with musical notes scattered around the title "The Happiest Clothes of Your Life." Copy pushing school togs was in jive talk. *Women's Wear Daily*, of August 25, reported on Saks-Fifth Avenue store in New York, which had two college floors showing campus styles for '43. One of the shops, it was reported, had a juke box and pennant-hung soda fountain.

"Five-Cent Contraptions"

That's what William Leonard writing for *The Chicago Journal of Commerce*, September 10, called the amusement machines in a "game room" section of Helmsing's *Vodvil Lounge* in the Windy City.

Leonard said a crowd from the swing shift arrives about 4 o'clock in the morning to bowl and "to shoot enemy planes out of the skies in a 'game room' full of those 5-cent contraptions that test ones' skill and temper, or to make a phonograph record in an automatic booth." We like that idea of machines being temper-testers, tho. Next thing you know someone's going to advertise target guns and other amusement machines as "personal escape valves" for war nerves and overtime jitters. "Don't blow up at your foreman—don't go home and kick the dog . . . come in and shoot Hitler, knock down his planes and blow up his subs!"

Coinman in a Column

Ted Ashby, columnist for *The Des Moines Tribune*, gave an industry member some free advertising lineage on August 30. He reported that Irv Sandler, Mayflower Distributing Company, had 30 or 40 juke box cabinets (no mechanism) someone might find useful. He even gave Sandler's phone number and place of business, and said those interested in "empty" juke had better hurry. We haven't heard whether or not there was a rush for these but wonder what is happening to all the cabinets whose innards have been broken up for spare parts. Ashby gave Sandler a nice hand too by saying he has "livened servicemen's and service women's recreation rooms with gifts of automatic phonographs."

Cash and Carry?

Kicking around our files for a long time has been an article published in *Liberty* magazine last May called *Boom Town With a Sombbrero*. The story is about Las Vegas, Nev., which never felt the Great Depression because of the building of Boulder Dam, and now is booming with the biggest magnesium plant in the world. The author, Alyce Canfield, calls the town a 1943 edition of the Wild and Woolly West and explains that the town is "wide open" because Nevada has no sales, inheritance or income tax, and so must provide schools, hospitals and public works out of gambling revenue. One paragraph of the article we didn't like so much includes these two lines: "The revenue from gambling goes into the millions. There are slot machines even in grocery stores." Granted the two statements are absolutely truth, we who have never yet won a bet will wager that the State takes in more revenue from other forms of gambling than slots. Now is there anything (See INDUSTRY MENTIONS on page 71)

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2c Cigarette Tax Passed

St. Louis mayor gets bill; effective 30 days after his approval

ST. LOUIS, Sept. 18.—The city cigarette tax, of 2 cents on a package of 20 cigarettes, was passed by the Board of Aldermen Monday (13) and will go to Mayor Aloys P. Kaufmann, who is expected to sign the bill at the end of a 10-day period fixed by its terms. It will become effective 30 days after signing, an emergency clause in the original bill having been stricken out. The tax is expected to yield \$750,000 a year to municipal revenue. The vote was 22 to 2.

As enacted the bill provided that wholesalers and jobbers, rather than retailers, shall buy and affix the stamps, which are to be sold at 10 per cent discount to compensate them for this trouble. Retailers complained, when the same tax was in effect previously, of having to go to city hall to buy the stamps.



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Sales of Candy in 8 Southern States Increase Over '42

ATLANTA, Sept. 18.—Philip P. Gott, of Chicago, president of the National Confectioners' Association, told a regional meeting of Southeastern candy manufacturers here that confectionery sales in Georgia for the first six months of this year showed an increase of 27 per cent over the corresponding period in 1942.

"Sales during that period also increased 27 per cent in Virginia and North and South Carolina, and those in Kentucky, Mississippi, Tennessee and Alabama showed a gain of 40 per cent. This compares with a nationwide average increase of only 23 per cent," Mr. Gott declared.

"Peanuts, a leading crop in the South, rank as the fourth most important ingredient in candy manufacture," he continued. "In 1942 candy manufacturers purchased approximately 200,000,000 pounds of shelled peanuts at a cost of more than \$20,000,000. Based on the use of peanuts during the first six months of 1943, candy manufacturers will purchase this year—provided the supply is available and no unwarranted limitation orders are imposed—approximately 250,000,000 pounds at a cost of over \$30,000,000."

OPA Refuses Growers' Request for Price Raise

WASHINGTON, Sept. 18.—The Office of Price Administration has rejected a request by growers of three States to increase the maximum price of the 1943 crop of tied and graded fine-cured tobacco.

Delegations from Virginia, and North and South Carolina requested the price increase, which the OPA said it had studied thoroly.

The growers had urged a boost of at least 4 cents a pound, contending that production costs had increased tremendously since last year.

The growers also had charged that an OPA order specifying a differential in price between their tied tobacco and the Georgia untied crop had been issued so late the Georgians had received 41 cents for most of their output, instead of the specified figure of 38 cents.

In its decision the OPA said the 41-cent price was the highest to growers in many years and "more than meets the requirements stated by Congress in the price control act as to returns to growers."

The congressional requirement, asserted the OPA, is that the maximum price must reflect to the farmer the higher of either: (1) parity or (2) the highest price received by the farmer during the period January 1 to September 15, 1942.

Canadian Tobacco Stocks Exceed 128 Million Pounds

MONTREAL, Sept. 18.—Unmanufactured tobacco stocks on hand in Canada at June 30 totaled 128,476,272 pounds and set an all-time high for stocks at that time of the year. The decrease of 13 per cent from the March 31 aggregate of 148,829,475 pounds, which figure was an all-time record for any period of the year, was mainly seasonal. The increase over the total at the corresponding date of last year of 122,903,933 pounds was 4.5 per cent.

Available figures, published by the Dominion Bureau of Statistics, have shown a decline in tobacco stocks during the quarter ended June 30 from the previous three-month period for the past nine years with the exception of 1940, in which year stocks at 117,213,986 pounds at June 30 compared with 115,651,643 pounds at March 31.

Empty Venders

To the Editor:

Every now and then I read an article in the Merchandise Vending Machine section of how someone is expanding his route of candy machines and increasing sales.

I have all my machines in 100 per cent war plants. I have written to all the candy manufacturers and I go to Chicago and make personal contacts every month. I have even taken the assistant manager of one of the plants (employing over 3,000 war workers) with me. Still I have never seen a month since December, 1942, that my machines have not stood empty at least a week straight. I cannot get junk, let alone nationally known bars.

Would it help if I went to Washington and called on Eleanor, or do I have to stoop to bribery?

Yours very truly,
Z. W. R., Wisconsin.

OPA Warns Soft Drink Dealers on Overcharging

PHILADELPHIA, Sept. 18.—The Office of Price Administration has moved to take some of the effervescence out of the fizzing soda water and pop situation in the Philadelphia area. After receiving numerous complaints that some retailers were charging six and seven cents for the usual nickel bottle of soda pop; and 11, 12 and up to 15 cents for quart sizes which generally retail at 10 cents, the OPA uncorked this warning:

Dealers must not charge more for soda or pop than the price they received as of March, 1942. If soda sold for a nickel then, it must sell for a nickel now. Violators will be cited for prosecution, said the OPA.

The warning made a number of retail soda dispensers sizzle. Many admitted that they were charging six or seven cents for nickel bottles, but said that they were entitled to the extra charge for service. That service, said one dispenser, consisted of icing the bottles. In March, he said, many dealers didn't have to buy ice, because the temperature was chilly enough. But it is different in hot weather, he explained.

"Bunk," replied the OPA. In the past, weather has been both chilly and hot, an OPA spokesman said, but soda still sold for a nickel. It should now, he added. Meanwhile, it was reported that two nationally known soft drink manufacturers have notified Philadelphia dispensers they will lose their franchises if they sell those products over ceiling prices.

Most complaints, it is understood, concerned the overcharges for Coca-Cola. Always retailing at five cents a bottle, the soft drink began selling at six and seven cents. Moreover, dealers refused to sell the packaged six bottles for a quarter altho the distributors still left such packages with the dealers. Overcharges resulted from the fact that there is an acute shortage of all soft drinks here. The supply dealers get once a week or every two weeks, is hardly enough to meet the demands of a single day. In fact, the shortage is so great that operators of drink vending machines found it necessary to store their equipment away until the emergency is over.

15 Merchandise Venders Licensed in Baltimore Co.

BALTIMORE, Sept. 18.—A total of 15 vending machine licenses were issued operators in Baltimore County during the fiscal period of October, 1942, to July, 1943.

Of the 15 licenses 11 were issued to licensees vending merchandise from 2 cents to 5 cents, the remaining four licenses issued were for machines which vend merchandise costing over 5 cents.

Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., Sept. 18.—The War Food Administration has just issued Food Distribution Order Number 78, allocating to various uses that portion of the 1943 peanut crop to be used by the edible trade. The same quantities as used in the calendar year 1942 will be allocated for the making of edible peanut products, and for salting, frying and roasting. Manufacturers of peanut butter will be permitted to use 140 per cent of the quantity of peanuts used in corresponding calendar quarter of 1942. Of the total 1943 peanut crop about 700,000 tons will be used in the edible trade.

New crop peanuts have begun moving to market in an increasing volume during the past week in the Southeast and Southwest. It will be around the middle of the month, however, before movement will become active in either of these sections. Weather conditions continue favorable for digging and curing in the Southeast. In a few areas hot, dry weather during recent weeks has caused some deterioration of the runner crop. Digging has been active in Georgia and Alabama. Labor shortage has interfered with harvesting operations in some sections. Picking is expected to become heavy during the coming week. In some areas farmers are having difficulty in getting peanuts trucked. Yields in this area have been unusually good and quality generally good, ranging mostly above 70 per cent mature kernels on deliveries of Spanish reported so far.

In the Southwest the drought continues to be serious. Yields of peanuts in South Texas have been extremely disappointing. In Central Texas many of the peanuts so far dug have been baled with no attempt to thresh them. The crop for this area as a whole is being reduced daily by the continued hot dry weather. Early rain will be needed to mature a crop in many districts in the Southwest.

In the Virginia-Carolina area the crop is now at a critical stage. Growing conditions were very favorable during early and midsummer and the crop progressed better than normally. However, the past few weeks have been hot and dry and some additional moisture will be needed to mature a crop as large as was earlier anticipated.

Less Apple Sirup Seen As Result of Poor Crop

WINCHESTER, Va., Sept. 18.—Users of apple sirup to replace glycerin are worried because, according to Walter S. Hough, entomologist in charge of the Winchester Research Laboratory, the yield of apples in commercial orchards of the Northern Virginia area will not be as large as indicated last spring, and roughly estimated, will be off a third, as compared with last year.

In Frederick County, largest producer in Virginia, a normal yield is around 1,800,000 bushels. Somewhere in the neighborhood of 600,000 bushels appears indicated as a result of the protracted drought. The dry spell has also brought about an increase in damage by codling moths. There are fewer apples for the moths to attack and as a result they have "ganged up" on those available, Dr. Hough said, but he considered the crop fair in quality.

The dry weather has reduced the size of the apples and hastened the harvest of midseason varieties. The Grimes and Jonathan apples, usually picked about September 10, are being harvested in some orchards and indications are that Delicious apples will mature for picking earlier than normal.

Growers report that relatively few apples are dropping, however. The new "stop-drop" sprays have been used to good effect in most orchards.

Virginia Drought Partially Relieved by Light Rains

RICHMOND, Va., Sept. 18.—Helpful but far from sufficient rains during the past week in most of Virginia's drought area has caused a shift of the acute drought to the Southwestern section of the State, agricultural officials reported here. The peanut crop was said to be suffering severely from the lack of rain.

VENDER SUPPLY NOTES

Peanut crop harvesting continues active in the Southeast and the Southwest, and the volume of new crop Spanish peanuts moving to market from these sections is gradually increasing. Sales of new crop peanuts, however, continue light. In the Southeast the Spanish crop has been largely dug and picking is actively under way. Recent scattered rains have interfered to some extent with picking. These rains have been beneficial to those digging the Runner crop. In the Southwest scattered rains over the past week-end will doubtless prove of benefit to the crop in some sections. In South and Central Texas harvesting has been active, but in North Texas harvesting has been slowed somewhat by recent rains. Lack of labor is retarding harvesting, and picking operations in all sections and some shellers report they are having difficulty in securing sufficient labor to operate their plants. The crop in the Virginia-Carolina area is still suffering somewhat from drought conditions, altho scattered showers during the last day or two have relieved this condition slightly.

In the Southwest new crop peanuts are being shipped as rapidly as deliveries of farmers' stock peanuts to shellers can be processed. Demand for immediate shipment continues ahead of the current supply. Most of the farmers' stock peanuts in this section are being purchased under the price schedule set up by the Commodity Credit Corporation.

Reports from the Southeastern section show a few cars of new crop Spanish peanuts moved during the past week. Many of the farmers' stock peanuts moving to market have been purchased under the schedule of prices established by the Commodity Credit Corporation. However, in order to meet the early demand many shellers have paid prices somewhat above those set up in this schedule. Demand for shelled Spanish grades continues good for spot shipment, but interest in future shipments has lagged somewhat. All future contracts are carrying the usual tax, allocation and ceiling clauses.

NEW OIL MARKETED.—An all-purpose oil of lemon for use by confectioners has been marketed by Standard Synthetics, Inc., of New York, manufacturers of essential oils and flavors. Other imitation products taking the place of increasingly scarce natural products are cinnamon, anise, citronella, java and many others.

TOBACCO TAXES.—Tax revenue has been seriously curtailed in many States as a result of gasoline rationing, but considerable slack has been taken up by additional taxes on tobacco, the federation of tax administrators reports.

The nation's tobacco tax revenue rose from \$85,000,000 in 1940 to \$103,000,000 in 1941 and \$118,000,000 in 1942.

PEANUT SUPPLIES.—The War Food Administration has announced that peanuts are now available in the same quantities as in 1942 for the making of edible peanut products, and for salting, frying and roasting.

The estimated production of farmers' stock peanuts this year is 1,493,000 tons, compared with 1942 production of 1,103,000 tons. About 700,000 tons of the new crop will be used in the edible trade. If the supply is properly distributed, WFA explained, the 1943 crop will be sufficient to maintain the 1942 level for such uses as in candy and bakery products.

"L" TRAVEL.—Chicago's "L" platforms have long been favored locations for machines vending candy, peanuts and chewing gum. Business for these machines should be brisk (when merchandise is obtainable), for latest reports are that a total of 14,067,055 revenue passengers rode the elevated during August. This is an increase of 9.7 per cent over the 12,817,573 carried in August, 1942. The total increase for the year to date is 6.74 per cent above last year.

SUGGESTION.—*Confectionery - Ice Cream World's* columnist Jack Goldberg recently ran the following item in his column:

"According to our friend Ed Kitchen, it would be a good idea, as a test, to load up the vending machine operators and jobbers selling to war plants with all the candy they can use. What kind of a test would that be? We all know that if these factories could get all they wanted, they could sell it without any

trouble at all. A vending man could load his machine 10 times a day and it would still be empty. That is the basic trouble with candy factories today. What good is all the raw material they can get if there is no help in the candy factory to produce the merchandise?"

"For example, take the New York and New Jersey area, where the bulk of the Eastern candy factories are located. The girls who formerly worked in candy factories for the average wage of \$20 a week are now working in defense plants for double those wages. Yet the OPA won't allow the candy manufacturers to pay these girls any more than they formerly did. I know one candy manufacturer who is willing to pay his girls \$1 an hour just to take the candy off the enrobing belt, but the OPA says, 'no soap. You cannot pay more than a war plant.' So there you have it. This is one of the most important reasons why there is such a delay in getting merchandise."

BET SUGAR DELIVERIES DECLINE.—Deliveries of beet sugar in the United States during July totaled 3,510,842 bags, against 4,055,863 bags a year ago, a decrease of 13.44 per cent.

July distribution, running counter to the usual seasonal expansion, was 261,482 bags, or 7.44 per cent under deliveries for June of this year.

The moderate decline in the July deliveries, compared with June this year, it is believed, marks the start of the trend toward a definite shrinkage in the volume of beet sugar distribution in the United States due to the short crop coming up this fall, which necessitated the narrowing of the marketing area for the industry. At the same time, stocks of sugar held by the Atlantic Seaboard and Southern cane sugar refiners have improved to such an extent that the Office of Price Administration has extended their area of distribution westward to practically pre-war limits at the expense of the beet industry, which has been serving areas in the East.

Since July the beet marketing zones have been further contracted, which should mean still lower delivery figures in August.

Part of the 545,018-bag decline from July, 1942, resulted from a sharp expansion in beet deliveries in the East at that time when cane sugar supplies were tight. For example, beet deliveries in New York, in July this year, totaled only 10,975 bags, whereas a year ago they amounted to 336,951 bags.

The beet sugar crop coming up this fall is tentatively estimated in the trade around 1,100,000 to 1,200,000 short tons, against production last season of 1,730,000 short tons.

A special subcommittee of the Food Advisory Committee, in a report to Secretary of Agriculture Wickard, has recommended reduction in beet acreage to 600,000 acres in 1944 and 465,000 acres in 1945, by cutting acreage one-fourth in irrigated areas and eliminating the crop altogether in non-irrigated areas.

Beet acreage this fall is the lowest since 1922. Factors involved include a shortage of labor, a government program considered inadequate in beet trade circles, and the competition of other war crops.

For the first seven months of this year beet sugar deliveries totaled 17,948,610 bags, against 15,862,318 bags in the similar period of 1942, an increase of 2,086,312 bags, or 13.15 per cent, according to the United States Beet Sugar Association.

Agricultural Dept. Revises Estimates on Peanut Crop

WASHINGTON, Sept. 18.—Because of inadequate rainfall in the Virginia-Carolina and Southwestern areas, prospective peanut production declined 6 per cent during August, the Department of Agriculture reports.

September 1 conditions indicated a total production to be picked or threshed this year at 2,801,515,000 pounds compared with 2,206,935,000 harvested last year and the 10-year (1932-'41) average of 1,214,777,000 pounds.

Indicated 1943 production as of September 1 by States and areas: North Carolina, 307,650,000; South Carolina, 41,250,000; Georgia, 979,200,000.

Venders Will Continue To Get Wrappers on Cigarettes

PHILADELPHIA, Sept. 18.—Altho cellophane wrapping has virtually disappeared from the retail counters, local representatives of the cigarette companies have assured the cigarette vending operators here that they will continue to receive cellophane-wrapped cigarettes. Because of the change problem operators were much concerned for a while.

The cigarette firms have advised that all cellophane-wrapped packs have been put away expressly for vending machine use and will be so indicated on the cartons when shipped to the local cigarette jobbers and distributors. Phillip Morris has advised that a special tissue-paper wrapping will be used for cigarettes to be shipped for vending machines. All the other cigarette companies assured regular cellophane-wrapped packs.

INDUSTRY MENTIONS

(Continued from page 69)

one from Utah who can prove that statement?

Hit Tunes

We have two newspaper stories about songs that are currently occupying top spots in juke boxes all over the country. *The Austin (Tex.) American-Statesman* early this month published a feature on Al Dexter, composer of *Pistol Packin' Mama*, who says he "just got to thinking and it comes out." Dexter has

recorded more than 200 songs for Columbia in the last several years.

An article in *The New York Daily Mirror*, September 1, started out like this: "The kid putting a nickel in the juke box might be 18 years old. He might be in the high school corner restaurant or in a USO clubroom in Australia." The story is about *Paper Doll* and its composer, Johnnie Black, who never lived to see his song a success. Written 28 years ago and bought in 1922 by Edward B. Marks, head of the oldest publishing firm doing business in New York, the song has been kicking around for years. After the Mills Brothers recorded it in 1942 it made a hit as a juke box tune and now is right up there with the favorites.

Female Vanity, Humph!

Two recent newspaper mentions prove that the vanity of the distaff species doesn't measure up to man's at all. We caught the "Mr. and Mrs. —" syndicated comic strip in *The St. Louis Globe-Democrat* a couple of weeks ago, when Mr. was fretting all day about a haircut—did he need one or didn't he? Why on his way to the office he even stopped in front of a gum vending machine mirror for another look.

And the following, titled "Pet Peeve," appeared in Arch Ward's "In the Wake of the News" column of *The Chicago Tribune* September 3:

"To be late in the morning, put on my make-up haphazardly with the thought of beautifying myself at the 'L' weight machine mirror and finding a man standing before it straightening his tie, combing his hair, adjusting his hat, and have the 'L' come along before my turn. JANE E. ADELL."

Price Ceiling Report . . .

Another week has passed without any specific developments reported in relation to the price ceilings on used coin machines. It was understood that OPA officials were trying to select an industry advisory committee altho no official announcements were made during the week.

The entire OPA organization seemed to be occupied with making necessary amendments in hundreds of price control orders to make them conform with the Taft amendment. This amendment kept the OPA busy on technicalities at a time when other matters were more pressing.

Even the preamble to MPR-429 which covers used coin machines had to be changed to read as follows:

"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."

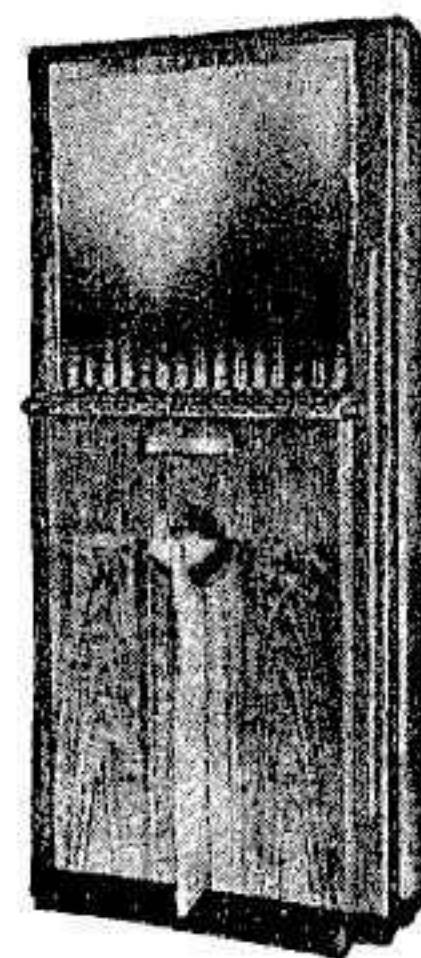
Important meetings are being held by OPA committees to discuss price control, and a meeting has been scheduled in New York for October 19-20 to be attended chiefly by the retail trade.

U-NEED-A-PAK Cigarette Machines

Brand New in the Original
Cartons.
15 Column-Dual Capacity.
Free Match Unit and
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G & G CO.

10308 Superior, Cleveland, O.



CLEVELAND COIN OFFERS:

- 2 Four Bells, Serials Over 2400 Write
- 1 Fast Time, F.P. \$ 65.00
- 2 Jumbo Parades, F.P., Each 85.00
- 1 High Hand, Combination 139.50
- 4 Beulah Parks, Each 85.00
- 1 5¢ Bally Club Bell, Comb. 237.50
- 1 25¢ Bally Club Bell 285.00
- 1 Paces Races, Bl. Cabinet 95.00
- 1 Paces Saratoga with Brass Rails 125.00
- 1 Keeney Triple Entry 150.00
- 6 Jennings Cigarolas, XV Model, Each 85.00
- 1 Paces Royal, 5¢ & 25¢, Comb. Club Bell Slot 295.00
- 2 Double Safes, Front Door Only, Each 65.00
- 7 Double Safes for Small Slots, Each 45.00
- 1 Wurlitzer 24 165.00
- 3 Rockola Imperial 20s, Each 95.00
- 3 616 Wurlitzers, Each 85.00
- 2 71 Wurlitzers, Each 135.00
- 2 81 Wurlitzers, Each 75.00
- 2 National 8-30 Cig. Machines, Each 89.50
- 1 Rowe 10 Col. Cig. Machine 85.00
- 1 Rowe 8 Col. Imperial Cig. Machine 65.00
- 2 Bean the Japs, Each 105.00
- 3 Genco Playballs, Each 140.00
- 4 Mills Punching Bags, Each 165.00
- 2 Late Series Panorams, Each 325.00
- 1 Watling Tom Thumb Scale 85.00
- 5 Chester Pollard Golf Machines, Each 85.00
- 3 Keeney Submarine Guns, Each 210.00
- 1 Poker and Joker 119.50
- 1 Skeeballette 85.00
- 3 New Supreme Tokyo Guns, Each 330.00
- 3 Deluxe Buckley Diggers, Each 75.00
- 3 Treasure Island Buckley Diggers, Each 65.00
- 3 Electro Holsts, Each 50.00
- 4 Holly Grippers, Each 10.00

20 U SELECT IT 54 Capacity 5¢ Candy Bar Vendors, each \$ 35.00

1 Set of FOUR UNITS 10¢ COMPLETELY AUTOMATIC COIN OPERATED PACE 45 FT. DUCK PIN ALLEYS, IN EXCELLENT SHAPE, SLIGHTLY USED, ALREADY CRATED FOR SHIPMENT. COMPLETE \$1,200.00

WRITE, WIRE OR PHONE US YOUR REQUIREMENTS IN SLOTS.

Deposit with ALL orders, Balance C. O. D.

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Machines Ready for Immediate Delivery

- 3 Mills 25¢ Orig. Chromes, 2-5, #483202, 462913, 465580
 - 6 Mills 25¢ Gold Chromes, 2-5
 - 1 Mills 50¢ Gold Chrome
 - 1 Mills 50¢ Goosenek, J.P.
 - 2 Jennings 50¢ Chiefs
 - 1 Mills 25¢ Club Console
 - 1 Mills 10¢ Club Console
 - 7 Mills 25¢ Brown Fronts, C. H. Knee Action
 - 10 Mills 25¢ Blue Fronts, C. H. Knee Action
 - 1 Mills 10¢ Brown Front, C. H. Knee Action
 - 2 Mills 10¢ Blue Fronts, C. H. Knee Action
 - 6 Mills 5¢ War Eagles, 3-5
 - 5 Mills 25¢ War Eagles, 3-5
 - 7 Mills Blue & Gold 5¢ Vest Pockets
 - 6 Mills Four Bells, Serials Over 2,000
 - 2 Mills Three Bells
- Program Strips in 5,000 Lots, \$2.65 M. WRITE FOR PRICES. WE HAVE A LARGE STOCK OF ALL KINDS OF COIN OPERATED MACHINES.
- WE CARRY A COMPLETE LINE OF MILLS PARTS
- Terms: 1/3 Certified Deposit, Bal. C.O.D.

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- LIKE NEW
- 5 '39 Rock-Ola DeLuxe, Ea. \$200.00
 - 4 Seaburg 20 Rec. Concert Grands, Ea. 200.00
 - 5 New Rock-Ola Commandos, Ea. 600.00
 - 4 Rock-Ola Monarchs, Ea. 150.00
 - 4 Bally Rapid Fires, Ea. 225.00
 - 4 Bally Bulls, Ea. 125.00
 - 1 Seaburg Hi-Tone 8800, R.O. 450.00
 - 4 Chicken Sams, Ea. 125.00
 - 1 Keeney Super Bell, Two Way, 5¢-5¢ 400.00
- Also All Types of Radio Tubes at List Prices. All Types of Machines Wanted.
- Bally Bulls wanted, pay \$50.00 Each.
- TURCOL & SONS**
1008 Union St. WILMINGTON, DEL.

JAR DEALS AND TICKETS

1836 Write
2280 for
2520 Prices

TIP BOOKS OF ALL KINDS. ALSO RED, WHITE and BLUE JAR DEALS. 1/3 Deposit With Order, Balance C. O. D.

Ace Novelty Co.
638 Hoyt Ave. MUNCIE, INDIANA
Ph. 2-5713

NEWS OF **PRIORITIES and MATERIALS**

Developments of the Week in All Industries

NEW USE FOR SAFETY GLASS.—A group of chemists have been at work on the plastic filler in modern safety glass and have developed a new use for it. Sandwiched between two layers of camouflaged cloth, it is helping keep marines snug and dry when they bed down for the night or crouch in dripping jungle underbrush waiting for a shot at enemy snipers.

The plastic is Monsanto Chemical Company's saflex, one of the family known technically as vinyl acetals. Its new job is to replace rubber in ponchos for the Marine Corps. The poncho, which serves as a raincoat or as half of a two-man pup tent, is camouflaged on one side to blend with jungle foliage and on the other to match desert or winter landscape. It is made from two sheets of lightweight, water-repellent fabric printed with the camouflage design and bonded with waterproof saflex.

To fit saflex for this and similar war jobs, Monsanto chemists rearranged the plastic's chemical structure into what amounts to a new and promising synthetic rubber. In its new form the plastic has many of the same characteristics as rubber, can be cured or vulcanized much like rubber and is handled on the same types of machinery. As a result manufacturers of waterproofed fabrics need no new equipment and no additional training for labor is necessary.

While the new saflex formulations are not suitable for tires, they can be molded into many articles, such as heels, which were formerly molded from rubber, and they can also be shaped into tubing. All available supplies are now being used only for direct military applications.

RECONVERSION NOTE.—Zenith Radio Corporation will be able to reconvert to production of civilian radios within 60 days after the war. E. F. McDonald Jr., president and general manager, told stockholders at the annual meeting Tuesday (15). The reason for this, he explained, is that Zenith's radio production is 100 per cent in the field of radionics.

The company's first new civilian product will be a new type of wearable, self-fitting hearing aid, he said. Because of the nation's acute man-power shortage the new device will be put into production within 30 days, so that the 10,000,000 hard-of-hearing persons in this country may form a new supply of industrial man power. The price will be about one-fourth that of quality hearing aids today.

Stockholders were told that altho the improvement in household radios after the war will be marked, television is

around the corner for stock salesmen only. However, McDonald said, it will be possible to install frequency modulation devices in radio sets.

An immediate and tremendous post-war demand for new radios was predicted. In normal times the volume of replacement business due to junking of old sets is about 10 per cent of the radios in use, but the acute shortage of servicemen in the past 18 months has caused the scrapping of many sets which would normally be serviced.

NICKEL SUPPLIER.—The war has made the Sudbury (Ont.) area one of the most strategically important places in the world in the production of airplanes, engines, tanks, guns and the hundreds of other instruments of war needed to equip the United Nations' armies.

No weapons are actually produced at Sudbury, but 90 per cent of the world's nickel comes from its mines. Without this nickel, which is alloyed with steel to give it hardness, strength and toughness, arms productions in a thousand factories in the United States would be paralyzed.

Present nickel output from the Sudbury mines probably is not far from 300,000,000 pounds a year, or from 30 to 40 per cent larger than when the war started. Biggest user is the United States, which takes about two-thirds of the entire world production. Great Britain also is a very large consumer.

Cooper also comes from the same mines that produce nickel. Actually they produce more copper than nickel, but in relation to the total world output of copper their yield in this metal is relatively not so important as their nickel output.

Both metals have been on the critical list of the War Production Board for months and it has been impossible to get enough of either to satisfy wartime needs. Nickel production has fallen off 10 per cent in recent weeks. Copper output is off, but not as much.

Reasons for lowering of output are insufficiency of the local labor supply to fully man the mines, a high rate of absenteeism and lowered per-man efficiency of workers because of inexperienced labor. So great is the need for additional miners that the biggest operator in the field has issued a statement that at least 1,400 more men must be put to work immediately if production is to be maintained.

EMPLOYMENT DROPS.—Employment has just about reached its wartime peak, Secretary of Labor Frances Perkins stated in a monthly report which showed that

(See Priorities on opposite page)

Marco Values READY FOR LOCATION

- 2 Bally Club Bells, Cash or F.P. \$229.50 Ea.
- 2 Keeney Super Bell, Cash or F.P. 219.50 Ea.
- 3 Keeney Skill Time, '38, Clean, A-1 99.50 Ea.
- 2 Keeney Track Time, '38, Clean, A-1 99.50 Ea.
- 2 Jennings 10¢ Fast Time, Perfect Cond., 30 Days on Location. 119.50 Ea.
- 10 Jennings 5¢ Fast Time, Perfect Condition 95.00 Ea.
- 2 Saratoga, Rails 124.50 Ea.
- 5 Jumbo Free Plays, A-1 69.50 Ea.
- 3 Charlie Horses, 5¢ & 10¢ Play, Fruit Reel 129.50 Ea.
- 3 Saratoga Skill Fields, Clean... 69.50 Ea.
- 1 Jenn. Parlay Races, Gold Award 64.50
- 3 Kentucky Clubs 94.50 Ea.
- 1 Skillfield 59.50
- 1 Keeney Track Time, '36 Round Head 69.50
- 2 Stanco Bells, Clean, A-1 62.50 Ea.
- 1 Evans Bangtail 59.50

FIVE BALL FREE PLAY GAMES \$10.50 each

- Vacations
- Blondies
- Speed Demons
- Limelights
- Scoops
- Airliners

\$14.50 each

- Beautys
- Formations
- Cadillacs
- Red Hots

\$24.50 each

- Paradise
- Skylines
- Belle Hop
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- Dude Ranch
- Three Score

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WANTED FOR CASH
KEENEY
5¢ SUPER BELL
CHICAGO COIN HOCKEY
State Quantity and Condition
Wire or Write
ATLAS NOVELTY CO.
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WANTED
2 A-1 MECHANICS
Must be draft exempt. One to work on Guns and one to work on Phonographs. Steady work—top salary. No floaters wanted. None but first class need apply.
IDEAL NOVELTY CO.
2823 LOCUST ST. ST. LOUIS, MO.

JAR DEALS
1836 Count SPECIAL PRICE \$36.00 Doz.
50 Seal Cards \$1.00 to \$10.00
Open Jack Pot, while they last...\$0.95 Ea.
One-Third Deposit, Balance C. O. D.
AUTOMATIC AMUSEMENT CO.
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MECHANICS AND ROUTE MEN
WANTED **WANTED**
Experienced Route Man, will pay good salary. Also three first-class all around Mechanics on Phonographs and Slot Machines, \$75.00 per week.
CONSOLIDATED AMUSEMENTS
135 West Second South Salt Lake City, Utah



THE ETERNAL FEMININE. Three members of the Rock-Ola girls' softball team, one of the best teams in the country, "pretty up" in the dugout. The players, left to right, are Clara Holder, Twila Shively and Irene Kotowicz.

Bally Makes Gift to Navy

Donates special communication system — suggests trade start a benefit fund

CHICAGO, Sept. 18.—Bally Manufacturing Company is helping the eager dedication of one great navy crew to make it tougher for Tojo and Adolph by donating one important unit of the recreational equipment for their new carrier now being commissioned.

The unit given is a special communication system—speakers, amplifier, microphone, record changer, converter, etc., complete—for broadcasting recorded music thruout the various crew living quarters on the ship.

Details as to other urgently needed recreational material for this ship have been supplied to several other Chicago manufacturers and their announcements are expected as soon as procurements can be accomplished.

In compliance with wartime information restrictions, no details concerning the ship itself, even her name, are available. All arrangements were handled thru proper naval officers. It is anticipated that this information may be released for publication after the war.

In announcing the gift today, Bally's president, Ray Moloney, stressed the desirability that the entire industry—manufacturers, distributors and operators—join immediately in raising an "Adopt a Fighting Ship" fund to furnish similar recreational material for as many more of our new ships as we can.

He suggested that due to present war-

time conditions, the coin-machine trade journals would be the best medium for putting this over. His proposal is that the publications unite in sponsoring the drive and, since Chicago is the normal trade center, set up a Chicago "fund headquarters." He feels certain that if the industry responds in its usual thorough fashion, Bally can arrange for proper navy application of the fund collected.

Valuable Morale Builder

Moloney reported that the idea developed thru friendship with the commander of one of the new ships, who pointed out that altho recreational equipment—as music, record supplies, athletic gear, card and checker-type games—is a valuable morale builder, it naturally cannot be provided as basic ship equipment. In moving to supply one such item for this ship, the greater idea of an industry-wide project was born.

He said: "The main point is that here's a most fitting way for our industry to do something extra and directly personal for some of our boys out there. Of course, we're all doing an all-out job now—we manufacturers in vital war production and every member of the distributing-operating fraternity in every way he can best serve.

"But all these efforts have concentrated on stark war needs—so it would be a great kick to tie right back to our peacetime livelihood by serving at least a part of these fighters' amusement needs.

"Naturally the big reward is in doing something personal for the boys now. However, it ought to be a fine good-will effect for our post-war industry, too. After all, one of our ways of life these boys are fighting for is the right to go on dropping that nickel to hear a pet juke tune, to pick a favorite soft drink or to enjoy the thrill and exasperation of trying to put that ball in a scoring pocket.

"Knowing the instant, wholehearted way this industry does things, I know we can make this 'Adopt a Fighting Ship' idea a great thing."

Arcade Machines	Counter Games
Evans Ten Strike ... \$49.50	Wings, New ... \$9.95
Parachutes ... 119.50	Klix, New ... 9.95
Chicago Coin Hockey ... 195.00	Pok-o-Reel, New ... 9.95
Chicken Sams ... 110.00	Yankee, New ... 9.95
Genoa Play Ball ... 149.50	Imps, New ... 9.95
De Lux Baseball ... 75.00	Races, New ... 9.95
Texas Leaguer ... 35.00	Imps, Used ... 6.00
ABT Model F ... 27.50	Cubs, Used ... 6.00
ABT Challenger ... 27.50	Acos, Used ... 6.00
Red, White & Blue ... 15.00	
Kicker & Catchers ... 25.00	
Pikes Peaks ... 17.50	
Elec. Shockers ... 10.00	
Phonographs	Vending Machines
Model 71 Counter with Stand ... \$150.00	U-Need-a-Pak, 5 Col. Candy Vendors with Stands ... \$49.50
Model 41 ... 100.00	40 Bar Selective Candy Bar Vendor ... 12.50
Rockola Counter ... 89.00	Model V Nut Vendors, New ... 8.50
Send for Complete List of Other Machines. 1/3 Deposit With Order. Send Full Amount and Save C. O. D. Charges. Orders Under \$10 Must Be Paid in Full. RUSH YOUR ORDER.	Silver Kings, New ... 7.95 (10 or More, \$7.50 Each)

RAKE COIN MACHINE EXCHANGE
2014 Market Street
PHILADELPHIA 3, PA.

FOR QUICK ACTION!
4 Scientific Baseball, Each ... \$105.00
1 Submarine, Keeney ... 179.50
2 Chicago Sam, Each ... 110.00
5 Ten Strike, L.D., Each ... 34.50
MARCUS KLEIN
577 10th Ave., N. Y. C.
Lo. 5-8879 Lo. 5-4628

WHILE THEY LAST!



AFRICAN GOLF
The IDEAL COUNTER GAME
NO SLOT—NO TAX!

A complete Casino Game with top appeal and money-making power for counter play!

ALSO AVAILABLE:
HI-LO CHUCK-LUCK
MIAMI COLOR GAME
MONTE CARLO-CROWN & ANCHOR

H. C. EVANS & CO., 1520-1530 W. ADAMS STREET CHICAGO 7, ILL.

Chrome finish. Beautiful 5-color plate glass top. Perfect dice under glass. Sealed agitator affords perfect protection for location! Game size: 16"x36"x2".
Write for Free descriptive folder in full color

months new workers will no more than replace the number of men and women going into the armed forces and their auxiliaries.

Among the industries in which employment declined in August was shipbuilding, but the size of the decrease or of current employment was not disclosed. It was the first time since the wartime program of shipbuilding was inaugurated that employment in this field has declined.

EXPORT RESTRICTIONS TO BE EASED.—Restrictions on exports to Latin America will be relaxed October 1, Leo T. Crowley, director of the Office of Economic Warfare, announces. He said that beginning next month individual export licenses will not be required for shipment to Latin American countries of commodities which are in free supply. As at present, however, a shipping license will be required. Goods subject to quota allocations or release by the War Production Board will also continue under individual export licenses. Specific commodities which will not require individual licenses are expected to be announced within a few days.

GOLD, SILVER PRODUCTION.—Gold production in the United States during July aggregated 135,853 ounces compared with 112,709 ounces in June and

354,184 ounces produced in July, 1942, according to the American Bureau of Metal Statistics.

United States production for the initial seven months of the current year was placed at 884,337 ounces, contrasted with 2,296,668 ounces reported for the same period last year.

South African gold output was given at 1,090,000 ounces in July, against 1,065,000 ounces in June. Canadian gold production for June—latest month available—totaled 327,000 ounces, against 313,000 ounces in May.

Silver production in the United States, from domestic and foreign sources, totaled 9,948,000 ounces during July, the best monthly total since May, 1942, when 10,154,000 ounces were reported. The July total was derived 4,318,000 ounces from domestic and 5,630,000 ounces from foreign sources. This compared with 8,843,000 ounces produced in June this year, divided 3,664,000 ounces domestic and 5,179,000 ounces foreign.

For the first seven months this year silver production totaled 56,177,000 ounces, derived 24,920,000 ounces domestic and 31,257,000 ounces foreign. In the same period last year the total was placed at 69,118,000 ounces, of which 34,729,000 ounces were domestic and 34,389,000 ounces foreign.

MONARCH—YOUR BUY LINE!

1-BALL AUTOMATIC PAYOUT TABLES

Mills Spinning Reels \$125.00	Bally Grand Natl., JP \$115.00	Mills Clocker \$ 35.00
Mills 1-2-3, Bally	Gottlieb Daily Races. 35.00	Three Up 35.00
P.O. Unit 89.50	Keeney Winning Ticket 150.00	Bally Gold Medal, J.P. 65.00
Bally Hawthorne, JP 65.00	Bally Hi-Leah 35.00	Gottlieb Multiple Races 45.00
Bally Thistle-down, J.P. 75.00	Bally Preakness ... 35.00	Bally Stables 35.00

COMBINATION FREE PLAY AND PAYOUT CONSOLES

Bally Hi Hand ... \$150.00	Pace '41 Saratoga ... \$160.00	Mills Factory Rob. Jumbo Parade ... \$165.00
Keeney Super Bell ... 220.00	Bally Club Bell ... 220.00	

FREE PLAY CONSOLES

Jennings Silver Moon, 5c \$115.00	Bally Big Top \$ 95.00
Jennings Bobtail, 5c 115.00	Watling Big Game 65.00
Mills Jumbo, Brown 75.00	Jennings Fastime 50.00
Evans Jungle Camp 75.00	Mills Jumbo, Blue 95.00

AUTOMATIC PAYOUT CONSOLES

Jennings Liberty Bell \$ 30.00	Bally Ray's Track .. \$125.00	Pace Saratoga, Rails \$120.00
Mills Jumbo, Brown .. 85.00	Exhibit Tanforan .. 30.00	Galileo Roulette, 25c 250.00
Keeney Triple Entry. 135.00	Groetchen Sugar King 35.00	Jennings Good Luck .. 45.00
Evans '40 Dominos. 150.00	Keeney '38 Tracktime 125.00	Bally Bells, 5c & 25c 95.00

Mills Owl, 5-Ball Free Play, Fact. Reb. \$ 75.00
Exh. Rotary Merchandise, Chrome Claw Type 175.00
Mills Dewey Slot Machine, 7-Coin Head, Good Condition 125.00
Western 7-Flashers, 1-Ball, 6-Coin Multiple, Free Play 85.00

FOR IMMEDIATE SHIPMENT—WIDE VARIETY MILLS AND JENNINGS NEW AND FACTORY REBUILT SLOTS, 5c-10c-25c-50c.

New Cabinets for 4 Bells \$39.50	Backboard Glass for Jockey Club \$12.50
One Set of Five Glasses for 4 Bell 20.00	Backboard Glass for Longacre 9.25
Mills Jumbo for Jumbo Cash, Fr. or An. ... 7.50	Backboard Glass for Pimlico 9.25
Top Glass for Jennings Silver Moon 7.50	Backboard Glass for Sport Event 9.25
Top Glass for Mills Square Bell 14.50	Backboard Glass for Jumbo Cash 4.50
Top Glass for Jennings Bobtail 7.50	Backboard Glass for '41 Derby 9.25
Top Glass for Jumbo Free Play 5.50	New Cabinet for Jumbo Cash 27.50

NEW MILLS SAFE STAND, ORIGINAL CARTONS, LIMITED QUANTITY 29.50

WANTED TO BUY!

Mutoscope Photomatic	Exhibit Kiss o Meter	Bally Racer	Evans Super Bomber
Mutoscope Drivemobile	Exhibit Love Meter	Bally Baskets	Evans Tommy Gun
Mutoscope Ace Bomber	Exhibit Whatzis	Bally Sky Battle	Chicago Coin Hockey
Mutoscope Love Analyst	Exhibit Vitalizer	Bally Defender	Keeney Anti-Aircraft
Mutoscope Sky Fighter	Exhibit Punching Bag	Bally Kingpin	Keeney Air Raider
Exhibit Speed Bike	Exhibit Strikette	Bally Convoy	Kirk Blow Ball
Exhibit Fist Striker	Exhibit Screen Test	Bally Torpedo	Kirk Night Bomber
Exhibit High Ball	Baker Sky Pilot	Bally Blow Ball	Western Major League

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.

SPECIAL—SHOOT YOUR WAY TO TOKIO WITH THE NEW SUPREME GUN—\$330.00

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

Rockola World Series \$ 94.50	Radio Love Messages, Pair \$25.00
K. O. Filter 165.00	Pikes Peaks 19.50
Bally Bull Gun 89.50	ABT Challengers & Model F's 22.50
Bally Rapid Fires 229.50	Card Vendors, Floor Size 24.50
Exhibit Streamline Digger 89.50	Mercury, Cigaret Token P.O. 12.50
West, Super Grip 50.00	Deluxe Texas Leaguers 44.50
Gottlieb 3-Way Grippers 17.50	New 1c Bulldog Coin Chutes 2.75
Gottlieb Single Gripper 9.50	Used F.P. #500 5c Coin Chutes 1.75
Shoot the Chutes 135.00	Photo Cells, Seeburg-Bally 3.50
Hi-Dial Ten Strikes 69.50	1-Ball Escalator Belts 1.00
Kicker and Catchers 19.50	Keeney Anti-Aircraft Screens 9.50

WE REPAIR BALLY 1-BALL AND 5-BALL MOTORS, OPEN TYPE, \$5.00; SEALED, \$12.50

PIN GAMES

WAT. BIG GAMES, New, in Orig. Crate, Cash P.O. \$150.00	Big Game, Reb. at Factory by Watling, OPO \$130.00	Gal. Domino, '40 \$149.50
Four Diamonds 49.50	5-10-20, Like New 109.50	Jenn. FP Bobtail 89.50
Belle Hop 54.50	Four Roses 49.50	Genco Slugger 49.50
Home Run of '40 27.50	Sport Parade 39.50	Miami Beach 57.50
Wild Fire 39.50	Air Circus 114.50	Sea Hawk 44.50
Big Chief 38.50	Horseshoe 47.50	Twin Six 49.50
Strat-o-Liner 39.50	Monicker 84.50	Knockout 109.50
Gun Club 59.50	Majors of '41 49.50	Argentine 64.50
Broadcast 39.50	Sky Line 32.50	Sky Blazer 69.50

WANTED—EXH. DO RE MI, SUN BEAMS, WEST WINDS AND DOUBLE PLAYS \$40.00 EACH
ONE-HALF WITH ORDER, BALANCE C. O. D.
EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Avenue, Chicago 47, Ill.
PHONE: HUMBOLDT 8288

ROTOR TABLES

Coin-operated game rotates under glass top while players sit with drink, food, etc. 5c play. Every Restaurant wants a table. Games are in first-class condition, ready to operate.

ONLY A FEW LEFT, \$69.50

NATIONAL NOVELTY COMPANY
183 MERRICK ROAD, MERRICK, L. I., N. Y.

BONA FIDE QUALITY BUYS
FACTORY RECONDITIONED AND REFINISHED
MILLS BLUE FRONTS---KNEE ACTION---CLUB HANDLES
 5c--Like New.\$165.00 | 10c--Like New.\$185.00 | 25c--Like New.\$245.00

MELON BELLS	BROWN FRONTS	GROETCHEN
Knee Action--Club Handles 5¢, Very Clean ... \$185.00 10¢, Very Clean ... 200.00 25¢, Very Clean ... 275.00	5¢, C.H., Knee Act. \$225.00 10¢, C.H., Knee Act. 250.00 25¢, C.H., Knee Act. 275.00	1¢-5¢-10¢-25¢ COLUMBIAS CRACKLE FIN., D.J. \$49.50 CHROME, A-1, D.J. 89.50 CRACKLE GOLD AW. 39.50

REFINISHED GOLD GLITTER WARE EAGLES---CLUB HANDLE
 RECONDITIONED MECHANISMS, GUARANTEED LIKE NEW, 3-5 or One Cherry 2-5 Payout.
 5¢ Knee Action ... \$145.00 | 10¢ Knee Action ... \$165.00 | 25¢ Knee Action ... \$235.00

MILLS---BUYS

5¢ VEST POCKETS, Blue & Gold ... \$ 49.50	1¢ Q.T., Ref. Gold Glitter ... \$ 35.00
5¢ VEST POCKETS, Chrome ... 60.00	5¢ Q.T., Ref. Gold Glitter ... 85.00
5¢ FUTURITY, 3-5 PAYOUT ... 125.00	5¢ WAR EAGLE, Ref. Brown Crackle, 20 Stop, 3-5 P.O. ... 125.00
10¢ FUTURITY, 3-5 PAYOUT ... 150.00	5¢ ROMAN HD., Ref. Blue, 3-5 P.O. 125.00
5¢ EXT. REF. BROWN, 3-5 P.O. ... 135.00	5¢ BLUE FR., Drill Proof, C.H., Knee Action, #481058 ... 250.00
5¢ CHERRY BELL, 3-10, Knees ... 195.00	10¢ BLUE FR., DRILL PROOF, C.H., Knee Action, #452466 ... 275.00
25¢ CHERRY BELL, 3-10, Knees ... 275.00	
5¢ BONUS, Knee Action, 20 Stop, 3-5 ... 250.00	
10¢ CLUB CONSOLE, C.H., Knee Act. 300.00	
1¢ Q.T., Late Blue ... 39.50	

SPECIAL REBUILT MILLS CLUB CONSOLES
CLUB HANDLES---CAN'T BE TOLD FROM NEW---KNEE ACTION
 5c\$325.00 | 10c\$350.00 | 25c\$400.00

JENNINGS CHIEFS

5¢ Silver Chiefs ... \$169.50	5¢ Century, D.J., 2-4 \$45.00	5¢ Redskin ... \$139.50
5¢ Silver S.P. ... 189.50	10¢ Century, D.J., 3-5 75.00	10¢ Redskin ... 149.50
10¢ Silver Chiefs ... 189.50	25¢ Century, D.J., 2-4 75.00	10¢ Club Special ... 149.50
5¢ Sky Chief ... 149.50	5¢ Dixie Bell, 3-5 ... 99.50	5-10-25¢ Triplex ... 119.50
10¢ Sky Chief ... 169.50	10¢ Club Console ... 149.50	1¢ 4 Star Chief ... 49.50
5¢ Four Star Chief ... \$100.00	10¢ Four Star Chief \$110.00	25¢ Four Star Chief \$185.00

WATLING ROLOTOPS

5¢ 3-5 PAYOUT ... \$ 65.00	5¢ Comet, 3-5 ... \$57.50	ROUND DBLE. JACK POT 5¢ 3-5 PAYOUT ... \$45.00
10¢ 3-5 PAYOUT ... 75.00	5¢ DeLuxe S.P. ... 99.50	10¢ 3-5 PAYOUT ... 50.00
25¢ 3-5 PAYOUT ... 135.00	5¢ Club Console ... 125.00	25¢ 2-4 S. J. ... 50.00

ALL STAR COMETS, 3-5, P. O. | PACE DELUXE COMETS, A-1
 5¢ .. \$70.00 | 10¢ .. \$75.00 | 50¢ .. \$300.00 | 5¢ .. \$99.50 | 10¢ .. \$109.50

CONSOLES---PAYTABLES	MISCELLANEOUS
BUCKLEY JUMBO PARADE, Late ... \$125.00 TURF KING, A-1 ... 500.00 JOCKEY CLUB ... 475.00 KENTUCKY ... 395.00 LONG SHOT ... 375.00 SANTA ANITA ... 285.00 ROYAL DRAW ... 100.00	JENN. TOTALIZER ... \$ 95.00 '38 TRACK TIME ... 75.00 SARATOGA AUTO-MATIC PAYOUT ... 85.00 SARATOGA AUTO. PAYOUT RAILS ... 185.00 SARATOGA COMB. AUTO. PAYOUT & F.P. RAILS ... 165.00

1/3 Deposit, Balance C. O. D. Write, Wire, Telephone.
TWIN PORTS SALES CO., 723 E. Superior St., DULUTH, MINN.

Booklet Outlines Post-War Plans To Expand Business

WASHINGTON, Sept. 18.—The response from business and the press has been very favorable to the recent 72-page booklet sent out by the Department of Commerce. The title of the booklet is *Community Action for Post-War Jobs and Profits*. It is especially devoted to encouraging the use of local business surveys based on plans which the department will furnish business firms and trade associations.

The booklet also discusses plans for boosting business after the war. The coin machine trade will be interested in such chapters as those devoted to building up the distributing trades, service establishments and recreational facilities in the various towns. Special attention is given to the smaller towns and cities. One chapter is devoted to trade association work.

The department says it is expected that at least 2,000 of the smaller cities will be using the program by the end of this year.

UNIVERSAL'S ORIGINAL BINGO BASEBALL
 Latest Box-O'-Do Candy Box Style.



Takes in (1,600 tkts.) \$80.00
 Pays out (Average) 49.62
 Profit (Average) \$30.38
 73 Winners Guaranteed
Price \$2.50 Each
 (In Lots of 50 or More)
 \$3.00 EACH in Single Lots
 Complete with Tickets, Jackpot, Cards and Candy Boxes.

LOOK! LOOK!
 1,000 BINGO TICKETS ON STICKS
\$1.25 Each
 (In Lots of 100 or More)
 1/3 Deposit with Orders, Balance C. O. D.
ARROW NOVELTY CO.
 2852 SIDNEY ST. ST. LOUIS, MO.

WANTED
25 SCIENTIFIC
X-RAY POKER
MACHINES
 Latest models only. Must be in good condition.
 Write Quantity and Best Price
 Box 471, care The Billboard, 1564 Broadway, New York 19, N. Y.

CONSOLES

15 Bally High Hands, Comb. \$122.50	3 Rowe Presidents ... \$102.50
5 Jumbo Parade, F.P., A-1 ... 72.50	10 Du Grenier Champions, 11 Col. ... 92.50
5 Jennings Silver Moon, Totalizer ... 99.50	2 Rowe Royal, 10 Col. (Like New) ... 57.50
1 Bally Big Top ... 89.50	2 Rowe Imperials ... 39.50
ONE BALL PIN GAMES	2 U-Need-a-Pak 500, 9 Col., Floor ... 129.50
5 Mills '40 One-Two-Three, Like New \$ 89.50	2 U-Need-a-Pak, 1939, 9 Col., A-1 ... 42.50
2 Mills '39 One-Two-Three, A-1 ... 29.50	ARCADE
1 Record Time ... 102.50	2 Chicago Coin Hockey, A-1 ... \$219.50
1 Sports Special ... 122.50	1 Bang-a-Deer ... 79.50
CIGARETTE MACHINES	1 Genco's 1941 Baseball Game ... 169.50
3 Rowe Presidents ... \$102.50	5 Ball Free Play
10 Du Grenier Champions, 11 Col. ... 92.50	Reference: Baraboo National Bank, MEYERS COIN MACHINE COMPANY 232 Water Street Baraboo, Wis.
2 Rowe Royal, 10 Col. (Like New) ... 57.50	WANTED TO BUY---KEENEY SUPER BELLS AND WURLITZER 850 WITH ADAPTER
2 Rowe Imperials ... 39.50	
2 U-Need-a-Pak 500, 9 Col., Floor ... 129.50	
2 U-Need-a-Pak, 1939, 9 Col., A-1 ... 42.50	

WANTED
SOBER MECHANIC
 For music and marble table repairs. Must be over 38 or draft exempt. No floats. Prefer family man seeking permanent position. Give references and past experience in first letter. Salary \$60.00 guarantee and commission. Car furnished.
Shreveport Novelty Co.
 Route 4, Box 11A Shreveport, La.

FOR SALE---MILLS

5¢ Blue Front ... \$100.00	Scorealene ... \$23.50
5¢ Cherry Bell ... 150.00	Star Attraction ... 32.50
5¢ War Eagle ... 80.00	Stars ... 45.00
5¢ Q.T. Glitter (Like New) ... 100.00	Topple ... 75.00
5¢ Q.T. Blue ... 50.00	Velvet ... 33.50
5¢ Chrome Vest Pockets ... 52.50	Victory ... 68.50
5¢ Blue-Gold Vest Pockets ... 42.50	Wildfire ... 23.50
10¢ Silver Chrome ... 200.00	1-2-3 1939 Model ... 35.00

Want to Buy Bally King Pins and Cigarette Machines.
PETER HRONIS
 301 E. Main St. ENDICOTT, N. Y.

WANTED
MECHANIC
 for small music route. Route easy. Prefer married man interested in permanent position. Route located in New Jersey.
Salary \$75.00 to \$100.00
BOX D-128
 The Billboard Cincinnati 1, O.

WHILE THEY LAST
120 COMBINATION TIP TICKETS
 WITH SEAL CARD
 \$25.50 PER GROSS SETS. SAMPLE SET 30c. These Tickets were purchased when Price was low, and we pass the saving on to the first orders while our supply lasts. Guaranteed Perfect Tickets.
LOWEST PRICES ON BINGO TICKETS
 Write
V. P. Distributing Co.
 2934-36 OLIVE ST. ST. LOUIS, MO.

WANT TO BUY
WATLING FORTUNE TELLING AND ROCK-OLA LOBOY SCALES
 In Route Form or Off Location. WE ARE ALSO INTERESTED IN BUYING PHONOGRAPHS---SEEBURG AND WURLITZER PREFERRED.
BOX 288
 Care The Billboard, 390 Arcade Bldg. St. Louis 1, Mo.

BANKRUPT STOCK
NEW 3-16 BALL BEARINGS
FOR A.B.T. RIFLE RANGE
 100,000 for \$150.00
 Address BOX 293, care The Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

WANTED
 First-class Phonograph Mechanic. Must understand Wurlitzer Phonographs and remote control.
WOLF SALES CO., INC.
 1932-34 Broadway DENVER, COLO.

FOR VICTORY IN '44
BUY MORE BONDS
MIDDLETON VENDING CO.
 BELLEVILLE 9, NEW JERSEY

PIN GAMES---CLEAN---GUARANTEED

ABC Bowler ... \$29.50	Flicker ... \$24.50	Scorealene ... \$23.50
Attention ... 29.00	Landslide ... 22.50	Star Attraction ... 32.50
Battle (Rev.) ... 78.50	Majors '41 ... 37.00	Stars ... 45.00
Broadcast ... 27.00	Punch ... 19.50	Topple ... 75.00
Bordertown ... 19.50	Repeater ... 27.50	Velvet ... 33.50
Champ ... 37.50	Rotation ... 19.50	Victory ... 68.50
Crossline ... 19.50	Silver Skates ... 23.95	Wildfire ... 23.50
Clover ... 67.50	Sluggo ... 37.50	1-2-3 1939 Model ... 35.00
	Spot Pool ... 48.50	

All Our Games Are Ready for Operation. Terms: 1/3 Deposit, Balance C. O. D.
GLOBE GAMES COMPANY 1228 WALNUT STREET CINCINNATI, OHIO

TIP TICKETS AND JAR GAMES
 Closing Out All My Stock. 25% Must Accompany All Orders.
 New Five-In-One Tip Book ... \$20.00 Per 100
 1838 Combination Tickets ... 2.50 Per Bag
 2052 Combination Tickets ... 2.75 Per Bag
 2280 Combination Tickets ... 3.00 Per Bag
 2520 Combination Tickets ... \$3.25 Per Bag
RED, WHITE & BLUE JAR DEALS
 1930 ... \$2.50 Per Bag
 2040 ... 2.75 Per Bag
BLISS NOVELTY CO.
 GREENVILLE, OHIO

NOTICE TO USERS OF 6SC7 AND 5Z3 TUBES
 6SC7 are next to impossible to secure. We have an adapter to make the changeover to 7F7 that requires no change in your amplifier. All that you have to do is plug your 7F7 in adapter and then plug adapter in your amplifier and you are ready to go. We also have an adapter for the changeover from 5Z3 to 5U4G that works same way, no worry, anyone can make the change. Carry these in your service kit as standard equipment. Price \$3.00 each lots of six. One-third cash deposit, balance C. O. D.
HERMITAGE MUSIC CO.
 416 A Broad Nashville, Tenn.

---FOR SALE---
 Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.
L-C SALES CO.
 855 Pearl St., P. O. Box 2988 Beaumont, Texas

MARKEPP VALUES

SLOTS

25c CLUB BELLS, Serials Over 415,000, Fac. Rebuilt \$435.00

25c MILLS BLUE FRONT, 446,000, KA, OH Drillproof 279.50

25c MILLS EXTRAORDINARY, A-1 199.50

10c MILLS MELON BELL, 420,000, C.H., Metered J.P. 199.50

5c MILLS ROMAN HEAD, 3-5, P.O., Factory Rebuilt 129.50

10c MILLS ROMAN HEAD, 3-5, P.O., Factory Rebuilt 139.50

5c SILVER CLUB CHIEF 169.50

10c SILVER CLUB CHIEF 179.50

ARCADE EQUIPMENT

Chicoin HOCKEYS \$209.50

Keeney SUBMARINE GUN, A-1 184.50

KEEP PUNCHING, F. S. 89.50

SHOOT THE CHUTES 119.50

SLAP THE JAP 124.50

TEN STRIKE H. D. 59.50

TEN STRIKE L. D. 49.50

KICKER & CATCHERS 17.50

Half Certified Deposit.

THE MARKEPP CO.
3908 Carnegie Ave. Cleveland 15, O.

Herbert M. Faust To Direct Salvage Division of WPB

WASHINGTON, Sept. 18.—Reaffirming the urgency of salvage as a major government effort, Donald M. Nelson, War Production Board chairman, has announced the appointment of Herbert M. Faust, Philadelphia, advertising manager of Curtis Publishing Company, as director of the Salvage Division of the WPB. He succeeds Paul G. Cabot, Boston, who recently resigned.

In making the announcement Nelson stated: "It would be impossible to over-emphasize the importance of collecting iron and steel scrap, tin cans, waste household fats, wastepaper and other items of salvage. All are highly essential to the conduct of the war effort."

Today the nation is facing a shrinking inventory of iron and steel scrap, and may need to put on another all-out drive for this metal, Nelson said. "A sufficient scrap inventory is one form of insurance protecting steel output. We must, at all costs, make sure of an adequate quantity at all times," he added.

As director of WPB's Salvage Division, Faust heads an organization of nearly 1,000 government employees, and more than 16,000 volunteer salvage committees throught the country, embracing the activities of over 500,000 volunteer workers.

PIN GAME PARTS

FOR PRACTICALLY EVERY TYPE PIN GAME BUILT DURING 1935 TO 1941

OVER 1000 GAMES WITH BACK GLASSES BEING STRIPPED FOR PARTS.

WHAT DO YOU NEED?

WANTED
Pin Games and Slots for CASH. State Quantity, Price and Condition.

Don't Junk That Camell
We Have the Part You Need.
WRITE—WIRE—TELEPHONE
WINNER SALES CO.
3400 Armitage Ave. CHICAGO, ILL.
Telephone: Belmont 5400

Machines Are Guaranteed

To Be in Perfect Condition
Ready for Location

SLOTS Each

3 5¢ Mills Melon Bell, Serial Nos. 435708-434932-433044 \$150.00

3 5¢ Mills Blue Front, two with S.J., one D.J., Ser. Nos. Around 400000... 135.00

5¢ Watling Cherry Bell, D.J. Head, No. 2038069, Unrated But Brand New 75.00

2 5¢ Columbus, Gold Award Front and Rear Payout 42.00

1 5¢ Mills Smoker Bell 35.00

2 5¢ B. & G. Vest Pockets 40.00

4-5¢ F.P. Jennings Silver Moon Totalizers, Used Three Weeks 75.00

6 5¢ F.P. Mills Jumbo Parade 60.00

3 1 1/2 Used Wurlitzer Bar Boxes, Perfect Condition 25.00

PIN GAMES, FREE PLAY

Zombie \$20.00

Paradise 30.00

2 Sea Hawks 30.00

1 Entry 30.00

1 Star Attraction 40.00

1 Gott. Champ 35.00

4 Bally Mystics, Each 20.00

Terms: 1/3 Certified Deposit, Bal. C.O.D.

ROYAL AMUSEMENT
M. T. Duff
WINCHESTER, VA.

WURLITZERS

616 \$ 75.00

61 75.00

24 150.00

800 250.00

500 275.00

750 450.00

750E 475.00

950 595.00

CONSOLES

Dominette \$150.00

Jumbo Parade, Convertible, 275.00

Jockey Club \$150.00

Mills Four Bells (4-5¢) 700.00

25¢ Baker's Pacers 700.00

Exh. Races 150.00

Keeney Track Time 150.00

Skill Time 175.00

Ray's Track 150.00

Big Games, F.P. 125.00

P.O. 150.00

Will Trade for Arcade Equipment.

O'BRIEN MUSIC CO.
89 Thames Street NEWPORT, R. I.

CENTRAL OHIO QUALITY BUYS

"There Is No Substitute for Quality"
MISCELLANEOUS QUALITY COIN OPERATED EQUIPMENT



Wolf Solomon

- 14 PANORAMS, Late Serials, Auto. Wipers.....\$299.50
- 1 ROCK-OLA 39 Standard, New Marbleglo..... 189.50
- 1 ROCK-OLA 40 Counter, Stand & Speaker..... 129.50
- 4 TWO WAY SUPERBELLS, 5c & 5c, C. P., Like New.. Write
- 3 ROWE ROYALS, 6 Column..... 59.50
- 2 ROCK-OLA SPECTRAVOXES, With Playmasters..... 235.00
- 45 ROWE ROYALS, 8 Columns, All Colors..... 79.50
- 5 ROWE ROYALS, 10 Columns, 1st Class..... 99.50
- 12 DuGRENIER CHAMPIONS, 11 Col., King Size..... 119.50
- 2 ROWE PRESIDENTS, 10 Column, King Size..... 119.50
- 35 NATIONAL 9-30's, 9 Column, A-1..... 79.50
- 2 UNEEDA PAKS, 1940, 15 Columns..... 85.00
- 2 UNEEDA PAKS, 1939, 12 Column..... 72.50
- 25 JUMBO PARADES, Late Heads, C. P..... 99.50
- 10 JUMBO PARADES, Free Play, A-1..... 89.50
- 2 BOBTAILS, C. O., First Class..... 99.50
- 2 BOBTAIL TOTALIZERS, Free Play..... 99.50
- 5c BLUE FRONTS, Over 400,000, C. H., Knees.... Write
- 10c BLUE FRONTS, Over 400,000, C. H., Knees.... Write
- 25c BLUE FRONTS, Over 400,000, C. H., Knees.... Write
- 5c BROWN FRONTS, Rebuilts, Orig., C. H., Knees.. 225.00
- 4 SUPERBELLS, Comb. F. P..... Write
- 5 SILVER MOON TOTALIZERS, F. O., Late..... 109.50
- 5 JENNINGS SILVER CHIEFS..... 179.50
- 5 BALLY HIGH HANDS, Comb. F. P., Late Serials... 149.50
- 3 JENNINGS CIGAROLLAS XV, Like New..... 109.50
- 1 KEENEY SUBMARINE GUN, Like New..... 199.50
- 1 KEENEY SUPERBELL, Comb. F. P., Like New..... 249.50

WE HANDLE ONLY TOP GRADE COIN OPERATED EQUIPMENT. ALL EQUIPMENT RECONDITIONED AND REFINISHED, READY FOR LOCATION. CRATED SAFELY SO THAT YOU GET IT IN A-1 SHAPE.

"BUY WITH CONFIDENCE!"

FOR SALE: PARTS FOR MILLS SLOTS; 5¢ SLIDES, 3-5 P.O.; 5¢ and 10¢ ESCALATORS, JACKPOTS, ROCKER ARMS, CLOCKS, CHECKS FOR JUMBOS and FOUR BELLS, PARTS and GLASSES FOR FOUR BELLS and OTHER PARTS TOO NUMEROUS TO MENTION.

PIN BALL MACHINES

SPOT POOL \$ 49.50

SHOWBOAT 49.50

BROADCAST 32.50

VICTORY 82.50

KEEP-EM-FLYING, 149.50

CROSSLINE 32.50

BOLOWAY 59.50

BANDWAGON 29.50

KNOCK OUT \$109.50

DUDE RANOH 27.50

BIG PARADES 119.50

SPORT PARADE 42.50

GOTT. LIBERTY 149.50

GOTT. 5-10-20's 119.50

CAPT. KIDD 49.50

SEVEN-UP 37.50

HOME RUN, '42 .. \$ 69.50

ALL AMERICAN .. 37.50

DOUBLE PLAY .. 52.50

SNAPPY 49.50

SPARKY 37.50

DIXIE 27.50

REPEATER 39.50

STRATOLINER ... 35.00

1/2 CERTIFIED DEPOSIT WITH ORDER.
CENTRAL OHIO COIN MACHINE EXCHANGE, INC.
514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

OLIVE'S SPECIALS FOR THIS WEEK

1 BALL FREE PLAYS

1-2-3, 1940 \$ 85.00

Blue Grass 175.00

Longacre 485.00

Thoroughbred 485.00

Victorious 1943 167.50

SPECIALS

Used Five & Ten \$ 97.50

Factory Rebuilt Five & Ten Write

WRITE FOR OUR COMPLETE PRICE LIST.

Terms: 1/3 Deposit, Balance C. O. D.

OLIVE NOVELTY CO.
2625 LUCAS AVE. ST. LOUIS, MO.
(Phone: Franklin 8620)

MUST CUT DOWN ON ROUTES

HAVE APPROXIMATELY 250 7 COL. STEWART-McGUIRE MODEL S's

ALSO ABOUT 300 6 & 8 COL. ROWE IMPERIALS

All in A-1 Operating Condition.

WHAT WILL YOU OFFER

IN LOTS OF 10 OR MORE, F. O. B. ST. LOUIS, PLUS \$1.00 PER MACHINE FOR PACKING?

P.S.: If you wish the Shift Container for the Stewart-McGuire Model S's, which will hold 350 Packs, add \$10.00 to each machine. These can be easily installed in about 30 minutes.

AUTOMATIC CIGARETTE SALES CO.
2208 LOCUST ST. ST. LOUIS, MO.

DON'T CUT DOWN YOUR ROUTE—

Till You've Read This

Two personable, responsible, sober men with aggregate 30 years' experience in coin machines. One expert mechanic—radio and arcade—also capable route and arcade manager. One capable manager. Open to proposition to operate route or arcade on percentage or partnership basis anywhere. Can get additional mechanics for larger proposition.

BOX 473
Care The Billboard
1564 Broadway New York 19, N. Y.

WANTED

MILLS VEST POCKETS
Green-Blue and Gold-Chrome. Any quantity — any condition
CASH WAITING

VALLEY SPECIALTY CO., INC.
1061 Joseph ROCHESTER 5, N. Y.

SALESBOARDS

ALL ORDERS SHIPPED SAME DAY RECEIVED

400 HOLES LUCKY BUCKS, SPEC. THICK, 5c, DEFINITE PROFIT \$7.00 \$.85

850 HOLES TICKER TAPE, A. SPEC. THICK JUMBO HOLES, 5c, AVERAGE PROFIT \$24.63 PROT. 2.75

1000 HOLES GET YOUR PIECE, Spec. Thick, 5c, AVERAGE PROFIT \$29.45 PROT. 3.10

1200 HOLES TEN BIG FINS, THIN JUMBO HOLES, 5c, AVERAGE PROFIT \$35.20 2.50

1200 HOLES VICTORY BELL, SPEC. THICK "C." 5c, AVERAGE PROFIT \$38.57 PROT. 3.60

1800 HOLES LULU, SPEC. THICK, 5c, DEFINITE PROFIT \$24.75 3.25

1000 HOLES J.P. CHARLEY, SPEC. THICK, 25c, 30-HOLE JACKPOT, AVERAGE PROFIT \$52.00 PROT. 2.50

1200 HOLES HAPPY CHARLEY, 25c, SPEC. THICK, AVERAGE PROFIT \$77.00 PROT. . 3.00

1000 HOLES CIGARETTE BOARDS 10 OR 20 SEC. ANY PAYOUT FROM 26 PKG. TO 40 PKG. 1.00

LARGE STOCK PLAIN, TIP and JACKPOT BOARDS. WRITE FOR PRICE LIST, STATING YOUR REQUIREMENTS. 25% DEPOSIT WITH ALL ORDERS—BALANCE C. O. D.

MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA

WANTED
NEEDED IMMEDIATELY
TOP PRICES PAID

Late Slots, 25¢, 50¢ & \$1.00

Late Bally One Ball Machines

Mills 3 & 4 Bells

Keeney 3 & 4 Way Super Bells

Mutoscope Voice-o-Graph

Scientific Pokenos

Photomatic Photo Frames

Eastman Direct Positive Paper

Late Phonos

Kirk Night Bomber

FOR SALE

ALL EQUIPMENT COMPLETELY RECONDITIONED

Bally Rapid Fire \$210.00

Bally Rainbow Penoll

Vender 80.00

Bally Alley 50.00

Exh. Muscle Builder, Late 95.00

Exh. Foot Ease, Late 75.00

Jenn. Roll in the Barrel 150.00

Jungle Dodger 45.00

Keeney Anti-Aircraft .. 54.00

Mills Pneumatic Puncher 70.00

Mills Strength Tester .. 70.00

Internat'l Ticket Scale \$ 90.00

Muto. Strength Tester. 275.00

Muto. Pistol Sniper, Late 265.00

Muto. Lift-o-Graph, Late 200.00

Rock-Ola Juniors 60.00

Rock-Ola World Series. 100.00

Scientific Batt. Practice 145.00

Seeburg Jall Bird 145.00

Seeburg Chicken Sam .. 135.00

Seeburg Jungle Dodger

Ray Gun 60.00

Shipman Peak Machine 35.00

500 Other Machines Not Listed.

STEWART NOVELTY COMPANY
133 East Second South (Phone 3-5055) Salt Lake City 1, Utah

MILLS GOLD CHROME BELLS, 5c-10c-25c

MILLS CHERRY BELLS

MILLS BROWN FRONTS

MILLS BLUE FRONTS

NEW COMBINATION CASH AND FREE PLAY MILLS JUMBO PARADES

NEW COMBINATION CASH AND FREE PLAY KEENEY SUPER BELLS

JENNINGS SILVER MOONS, FREE PLAY

JENNINGS SILVER MOONS, CASH PAY

NUMEROUS OTHER SLOTS AND CONSOLES

CONTACT US FOR YOUR NEEDS

JONES SALES COMPANY
1330-32 TRADE AVE., HICKORY, N. C. 31-33-35 MOORE ST., BRISTOL, VA.-TENN.
Tel. 107 Tel. 1654

HARLICH

A NAME TO REMEMBER NOW MORE THAN EVER FOR SOUND PROFIT MAKING SALESBOARDS

For Victory—Buy War Bonds

HARLICH MFG. CO.
1413 W. JACKSON BLVD.
CHICAGO 7, ILL.

Machine Operators In Ft. Worth Area Pleased at Outlook

FORT WORTH, Sept. 18.—Coin machine operators are well into their fall business with no complaint, a check reveals. They had a summer without any let-up in business. They are well pleased with the fact that so far they are able to keep their machines in operation.

"Mechanics are scarce, of course, but we manage to keep the machines in good condition," said Jack Maloney, operator of the Panther Novelty Company.

In this district there are many trained mechanics engaged in war work who pick up a few extra dollars, when they have spare time, doing repair work.

Pay rolls are at a new all time high level in Fort Worth. Despite shortages of labor, food and drinks free spending has caused the eating, drinking and pleasure establishments to keep open. Instead of coin machine locations folding up, a few new ones have opened recently. A large bar has opened on Fort Worth's main street. One of the biggest drive-in spots that closed because of the gasoline rationing scare has reopened.

While gas rationing hurt coin machine business here, it has been more than offset by increased business brought by the influx of war plant workers and soldiers in this vicinity.

Parking Meter Receipts Decline in Texas Capitol

AUSTIN, Tex., Sept. 18.—August parking meter revenue in Austin continued the 1943 decline which officials attribute largely to gasoline rationing.

Nickels taken from the coin devices last month totaled only \$4,435 as compared with \$4,706.49 in August, 1942, and \$5,148.84 in August, 1941, the city finance department announced. This year's eight months' total of \$33,117.07 was \$4,244.57 below that for the like period of 1942 and \$8,167.22 under the revenue for the first two-thirds of 1941. In only one month, July, did the monthly total exceed that of the comparable 1942 month.

At the present rate of collections the full year's parking meter business here will approximate \$50,000 or some \$6,000 below the 1942 total of \$56,391.70, and approximately \$12,000 below the \$62,822 collected in 1941.

Operator Keeps Up With The World; Finds It Pays

SPOKANE, Sept. 18.—Keeping up with the world, one Spokane coin machine operator capitalized on the fall of Italy. That very day, he searched his library for Italian records, such as *Neopolitan Nights* and put them on his machines. Some of the machines did record business for the week.

For **Brand New and Used SLOT MACHINES and AMUSEMENT GAMES**

Write **MOSELEY VENDING MACHINE EX., Inc.**
OO Broad St., Richmond, Va.
Phones: Day, 3-4511-12; Night, 5-5328

WE HAVE ON HAND

Used MILLS Chromes, Brown and Blue Fronts, and Q. T.'s; JENNINGS, PACE and WATLING SLOTS in 1c, 5c, 10c and 25c Play. Also CONSOLES and other Coin Operated Machines of every type. Write us what you are interested in.

SICKING, INC. 1401 Central Parkway, Cincinnati, O.
927 East Broadway, Louisville, Ky.

We are Wholesalers and Sell for Resale

WILL BUY ANY QUANTITY

1c Mills Blue Fronts. Mills Golf Ball Vendors—10c or 25c Play. Saratoga—Comb. War Eagle. Any Mills Slot with Escalator. Wire or write us your best quotation in first letter.

COIN MACHINE DISTRIBUTING COMPANY
5746 BAUM BLVD. PITTSBURGH, PA.
Hiland 7000



JENNINGS'

← *Symbol of Service*

CONTACT US ON ANY COIN MACHINE SUBJECT
37 Years' Experience

O. D. JENNINGS & CO., 4309 W. Lake Street, Chicago, Illinois.

Announcing BRAZIL

CONVERTED FROM (DO-RE-MI)

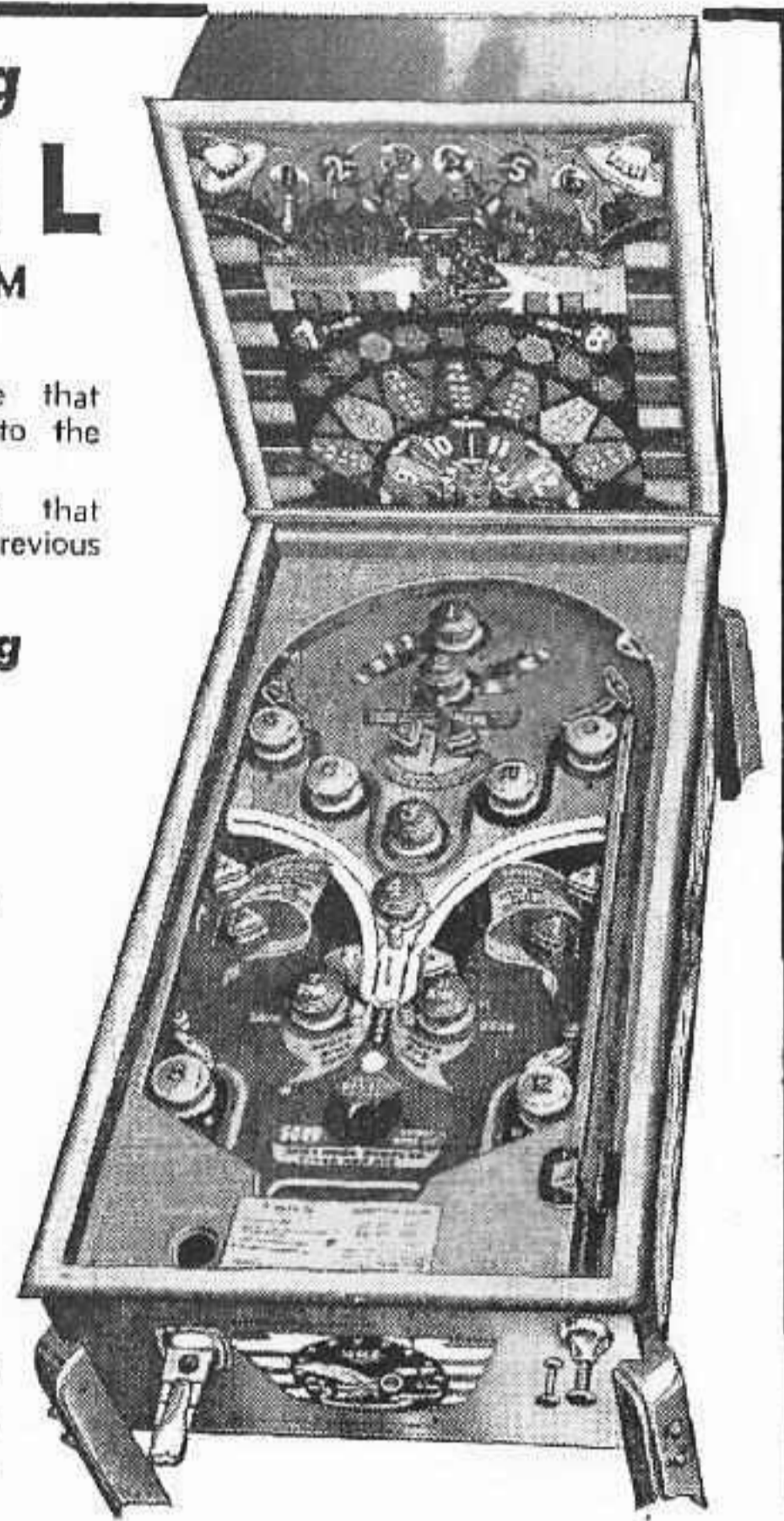
With Return Ball feature that creates last ball suspense to the Nth degree.

Location reports indicate that BRAZIL is out-earning all previous United conversions.

Also Revamping

- ★ MIDWAY from (ZOMBIE)
- ★ ARIZONA from (SUN BEAM)
- ★ GRAND CANYON from (DOUBLE PLAY)
- ★ SANTA FE (from WEST WIND)

IF YOU HAVE ANY OF THE ABOVE GAMES WHICH YOU DO NOT WANT CONVERTED, QUOTE US YOUR PRICES.



SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

United MANUFACTURING COMPANY
6123-25 N. WESTERN AVENUE CHICAGO

YESTERDAY-TODAY-TOMORROW

Square Dealings Friendly Service



GLOBE PRINTING COMPANY
1023-25-27 RACE ST. PHILADELPHIA, PA.

SELLING SURPLUS AT PRIVATE AUCTION

The following equipment is to be sold to the highest bidder up to October 10th

- Make your bid on ONE piece or a CARLOAD . . . NOW . . .
- | | | |
|---|--|---|
| PHONOGRAPHS | 1 41 Wurlitzer with stand | 1 Santa Anita |
| NEW | 1 71 Steel Stand | 4 Grand Nationals |
| 1 850 Wurlitzer, original crate | 1 41 Steel Stand | 1 Grand Stand |
| 2 750E Wurlitzer, original crate | 3 Rockola No. 2 | 5 Gold Award Col. Cigarette Reels |
| USED | 1 Panoram, late model | 8 Pace Slots, 3-5 comets, 5¢ pay out |
| 1 Symphonola, Mod. R.C., E.S. Cadet, Serial #75688, 116 vol., A.C., 60 cycle, 575 watt, 3 wall boxes, 1 organ speaker | NOVELTIES | 2 Melon Bells, 3-5, 5¢ pay out |
| 1 616 in Steel Cabinet, 7 5¢ Keeney Wall Boxes, 1 14-in. controlled speaker | 1 Merry-Go-Round, five ball | 4 Cherry Bells |
| 2 24 Mod. 42 Wurlitzer | 2 Fleet, five ball free play | 1 Brown Front slug proof 3-5, 10¢ pay out |
| 3 616 Wurlitzer | 1 Variety, five ball | 2 Jennings 3-5, 25¢ |
| 1 816 32-Vol. Wurlitzer | 1 Parker 3-Abreast, Ford engine, needs new top | 1 Jennings 3-5, 5¢ console |
| 1 Seaburg, 10 record, 32 vol. | SLOTS, PINBALLS & FLAT TOPS | 1 Jennings 5¢ console cigarolla |
| 4 Rockola Wall Boxes, remote, 5-10-25¢ | 1 Four Bell, late head, original crate, NEW | 1 Mills, 50¢ Cherry Bells |
| 1 32-Vol. Vibrator | 1 Four Bell | 1 Fast Time |
| 1 32,300 Watt Converter | 2 Three Bell | 1 Exhibit Racer |
| 3 Mills Thrones | 2 Spinning Reels | 1 5¢ Pace Reel |
| 2 Rockola Windsor | 4 War Admirals | 1 10¢ Pace Reel |
| 1 71 Wurlitzer with stand | 1 Challenger | 1 Reserve, Five Ball |
| | 4 Jockey Clubs | 60 1¢ Eagles |
| | 1 Long Shot | 5 5¢ Eagles |
| | | 2 5¢ View Scopes |
| | | 1 Ten Strike |

COE NOVELTY CO. Annandale, Minn.

FOR SALE PACKARD PLAYMOR Wall and Bar Boxes, Brand New and Used, in Original Cartons.

30 Wire Cable in Any Length. Limited Quantity.
3/16 Chromed STEEL BALLS for A.B.T. Target Rifles.
MANHATTAN Phonograph Co.
767 Tenth Ave. Phone CI 6-3385 New York City

Notice

War Production Board Order **STOPS**
Manufacturing of all Salesboards
OCTOBER 31st

PLACE YOUR ORDER NOW
WE CAN MAKE IMMEDIATE DELIVERY

NAME	HOLES	MAXIMUM PROFIT	NET PRICE
2¢ CIGARETTE BOARD	1000	\$12.00	\$1.50
5¢ Got Lucky	400 Thick	11.73	2.50
J-10¢ IT AIN'T HAY	440 Extra Thick	23.00	3.50
5¢ On the Fence	864 Thick	31.90	3.80
J-25¢ FAT PICKENS	600 Extra Thick	32.00	3.90
5¢ Lucky Punch	1000 Thick	23.05	3.35
J-25¢ QUICK JACK	210 Extra Thick	33.50	2.80
5¢ Big Catch	1000 Thick	30.00	3.40
J-25¢ BIG LEADER	300 Extra Thick	34.98	3.70
5¢ Baddle Up	1000 Thick	25.95	3.80
25¢ V NOTE	484 Extra Thick	41.00	3.10
5¢ Easy Money	1500	31.50	4.20
J-5¢ COME RIGHT UP	1050 Extra Thick	30.10	4.50

SPECIAL 5¢ 1000 Hole Boonamy Boom, 5¢ 800 Hole Hotel Bodlam, 5¢ 1600 Hole Silver Vendor, 5¢ 1664 Hole Laconga, 10¢ 480 Hole Little Deucer, 25¢ 1050 Hole Big Ben. Thick and extra thick boards. **\$23.50 FOR ALL**

J-10¢ BEST OF ALL	600 Extra Thick	32.88	4.20
5¢ Rough Riders	1080 Thick	30.80	4.40
J-25¢ PLAY TO WIN	500 Extra Thick	49.20	3.90
5¢ Trading Post	1200 Extra Thick	27.92	4.20
J-5¢ KING OF BELLS	1000 Extra Thick	27.60	4.40
5¢ Gobs of Dough	1200 Extra Thick	34.75	4.50
J-25¢ THE QUETER	600 Extra Thick	54.50	4.70
5¢ Little Sluggo	1200 Extra Thick	34.40	4.40
J-25¢ QUARTER JUMBO	600 Extra Thick	68.00	4.90
5¢ Eyes of the Fleet	1248 Extra Thick	34.40	4.50
J-10¢ LITTLE BEN	1050 Extra Thick	41.00	4.60
5¢ Net Results	1260 Extra Thick	36.95	4.90
5¢ DEAL ME IN	1280 Thick	39.75	4.80
5¢ Not Bad	1280 Extra Thick	40.25	4.80
J-25¢ O.T.	600 Extra Thick	68.00	4.00
5¢ Flowing Gold	1280 Thick	34.88	4.40

SPECIAL 5¢ 1000 Hole King of Bells, 5¢ 1050 Hole Sugar and Spice, 5¢ 1080 Hole Sweet Sue, 5¢ 1500 Hole Take-It-Easy, 5¢ 1000 Hole Good Pickins, 25¢ 120 Hole Swift Action. Thick and extra thick boards. **\$23.50 FOR ALL**

5¢ Caught in the Draft	1280 Thick	33.80	4.40
25¢ FAST PLAY	1000 Extra Thick	98.00	5.80
5¢ Side Pocket	1280 Extra Thick	37.25	4.80
J-5¢ BIG LIBERTY	1000 Extra Thick	27.12	4.30
5¢ Easy to Get	1650 Thick	39.35	4.20
J-10¢ LUCKY DIMER	800 Thick	31.00	4.10
5¢ T Formation	1664 Extra Thick	48.95	5.50
25¢ JACKPOT CHARLEY	1000 Extra Thick	56.89	3.70
5¢ Big Barn Dance	1680 Thick	49.60	5.80
5¢ GOLD PRINCE	2400 Thick	54.20	5.75
5¢ What's Stewing	840 Extra Thick	25.00	3.60
25¢ COCONUTS	1664 Extra Thick	140.00	7.20
5¢ Sure Winner	1000 Thick	24.50	3.95
5¢ FORWARD PASS	1280 Thick	38.00	4.80
5¢ Pennant Winner	1680 Thick	44.00	5.60

"J"—Jumbo Hole Board. Terms: 1/3 Deposit, Balance C. O. D.

SHERIDAN SALES CO. 4126 Sheridan Rd. Chicago 13, Ill.

**ANOTHER AMAZING CONVERSION
BOMB THE AXIS RATS**

(For STAR ATTRACTION)

A SURE-FIRE MONEY MAKER for that dead location.

Costs you **\$9.50** only Cash with Order F. O. B. Chicago

Only five minutes required to make this STARTLING CHANGE-OVER. No skilled labor or tools necessary.

Conversion consists of AN ENTIRELY NEW BACK-RACK GLASS with a NEW and FASCINATING SCORING PRINCIPLE. NEW GIANT SIZE BUMPER CAPS with ILLUMINATED FACES of the AXIS RATS, plus NEW INSTRUCTION and SCORE CARDS. Nothing extra to buy.

STILL GOING STRONG

SMACK THE JAPS..... FOR..... TEN SPOT
KNOCK OUT THE JAPS..... FOR..... KNOCK-OUT
SLAP THE JAPS..... FOR..... STRATOLINER
SINK THE JAPS..... FOR..... SEVEN-UP
HIT THE JAPS..... FOR..... GOLD STAR

Shipments made same day order is received.

WRITE-WIRE OR PHONE FOR YOURS TODAY

VICTORY GAMES 2140-44 Southport Ave. Chicago 14, Illinois

Telephone: DIVersey 5680-5681

Eastern Distributor LEADER SALES CO., 131 W. 5th St., Reading, Penn.

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. 450 Complete, Still Only \$7.50

CONTAINS Silver Points, Phosphor Bronze Leaves, Lifters, Switches, Bakelite Bushings, Separators, Contact Point Adjusters, Brass Rivets, Copper Pig Tail Wire, Fish Papers. Ask for our free Parts and Supplies Catalog!

No. 1100—NEW SERVICE KIT . . . \$9.50

This New Kit Contains a Very Handy and Useful Contact Switch Assembly Tool, Value \$2.00. Plus 60 Extra Assorted Genuine Phosphor Bronze Leaves, Value \$4.00, in Addition to the Liberal Assortment of Switch Parts Contained in Our Well Known Guardian Contact Kit.

BLOCK MARBLE CO. 1527 FAIRMOUNT AVE. PHILADELPHIA, PA.
GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

SIMON SALES

WANT TO BUY!

KIRK AIR DEFENSE
KIRK NIGHT BOMBERS
BAKER SKY PILOTS
MUTOSCOPE ACE BOMBERS

BALLY SKY BATTLES
BALLY CONVOYS
KEENEY DELUXE TEXAS
LEAGUERS (1c COIN CHUTE)

EVANS SUPER BOMBERS

Also any other Arcade and Amusement Machines in good condition.

Write, phone or wire our . . .

MAIN OFFICE: 152 W. 42nd STREET, NEW YORK 18, N. Y.
Phone Pennsylvania 6-9495

ACCLAIMED—FROM COAST TO COAST!

OUR SENSATIONAL . . . NEW . . . PROFIT-SHARING . . . PANORAM DEAL!!
AVAILABLE TO RELIABLE OPERATORS

Wherever you are located, in whatever State, here's the big deal of '43. Here's the most unusual opportunity for you to cash in with Mills Panoram—on a PROFIT-SHARING BASIS!! The Headache of BIG INVESTMENT IS REMOVED . . . YOU HAVE THE OPPORTUNITY

YOU HAVE ALWAYS BEEN LOOKING FOR TO MAKE MONEY ON SOMEONE ELSE'S INVESTMENT! GET IN TOUCH WITH US TODAY!!

THE GEORGE PONSER CO.
763 South 18th Street NEWARK, N. J.

We still have a number of PANORAMS FOR OUTRIGHT SALE Write today for prices!

BEST BUYS IN USED MACHINES

3 Seeburg Colonels, E.S.	\$295.00 Ea.	2 Wurlitzer 42-24	\$375.00 Ea.
1 Seeburg Hi-Tone 8200, R.C.	475.00	3 Wurlitzer Counter 71	125.00 Ea.
1 Envoy, R.C.	330.00	3 Stands for Wurlitzer 71	15.00 Ea.
2 Seeburg Rex	120.00 Ea.	3 Wurlitzer 125 Boxes, 5¢	27.50 Ea.
1 Seeburg Royal	125.00	5 Wurlitzer 125 Boxes, 6-10-25¢	27.50 Ea.
3 Wireless Bar-o-Matic	39.50 Ea.	3 Wurl. Sweetmusic Boxes, 5¢, #320	25.00 Ea.
2 Western Baseball	70.00 Ea.	3 2-Wire Adapters, #320	30.00 Ea.
1 Rockola DeLux	170.00	3 Fair Steppers	35.00 Ea.
1 Wurlitzer 616 Lite-Up	75.00 Ea.	3 Slow Steppers	18.00 Ea.

Terms: 1/3 Cash—Balance C. O. D.

DAVE LOWY 594 10th Avenue, New York City. Longacre 5-9495
"Let's Trade Together, Even If It's Ideas"

WANTED

KEENEY ANTI-AIRCRAFTS

Black or Brown. In Any Condition, Any Amount.

Write giving full particulars in first letter, including price and quantity.
SUPREME ENTERPRISES 557 ROGERS AVE. BROOKLYN, N. Y.

BLOCKBUSTERS

Our new 800-Hole Bookboard in both 5¢ Bingo and 25¢ Jackpot Charlie is the only really basically new idea of the last 25 years. Both have real possibilities as smash hits that make maximum profits. Take a look at something different—send \$1.00 per sample mailed prepaid. You'll come in on a new beam. Get your samples NOW.

Also Push Cards, such as 100, 150, 200, 240, 600-Hole. Profitable Put & Take Cards. Seal Cards with girls' names in all sizes to move merchandise deals. Also 1-29¢ to 1-99¢, both with and without Seals in both 12 and 24 holes. We have stocks of Salescards for you here. Anything you want. Just ask for it. Samples, catalogs free on request.

W. H. BRADY COMPANY

Manufacturers
EAU CLAIRE, WISCONSIN

Makers of Salescards, Push Cards, Bookboards

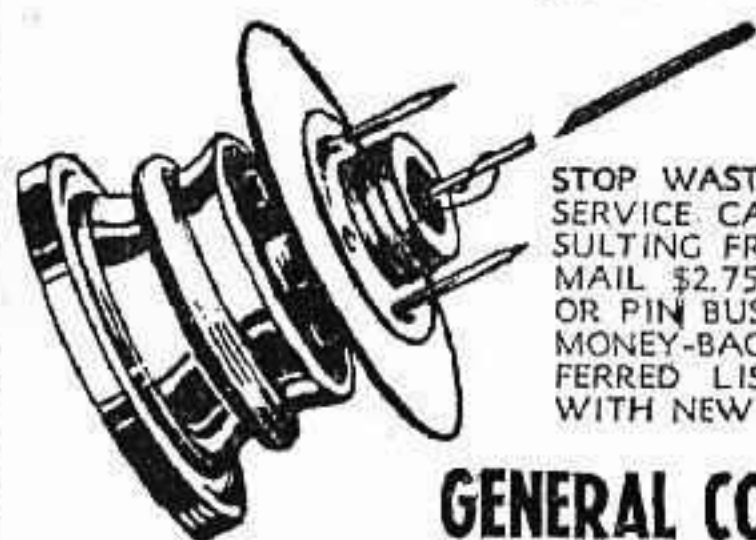
BUY WAR BONDS TO SPEED VICTORY

NEW!! IMPROVED!!

PIN BALL BUMPER STEM REPAIR SLEEVES

"WORTH THEIR WEIGHT IN GOLD"

EASIER AND QUICKER TO APPLY



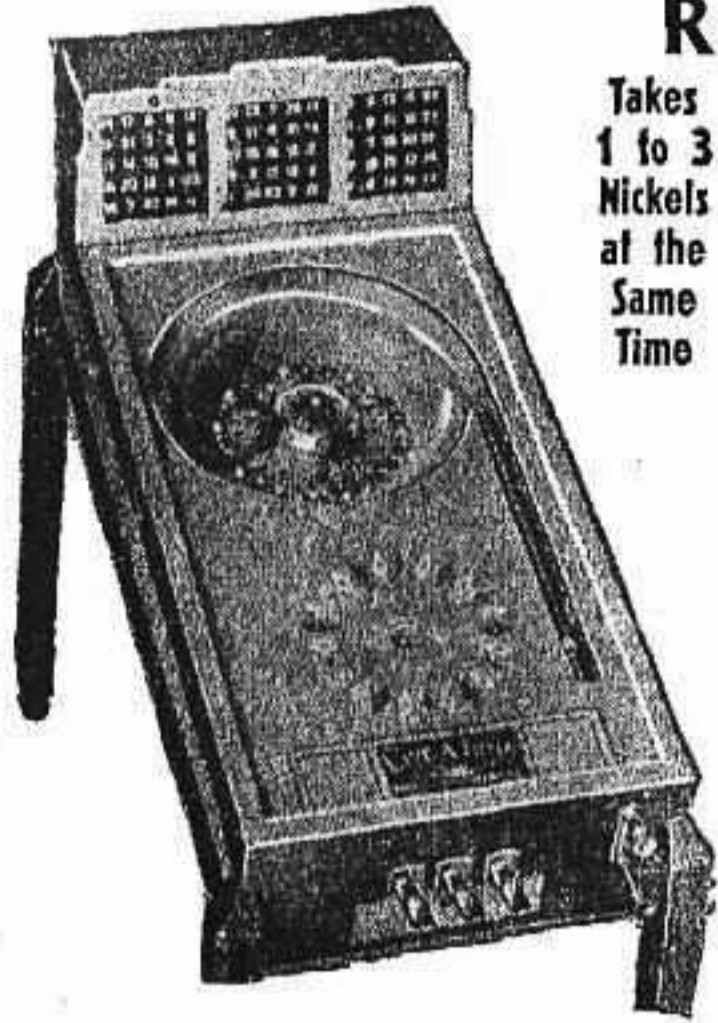
STOP WASTING MAN HOURS AND MONEY. END SERVICE CALLS AND BURNT COIL TROUBLE RESULTING FROM STEM WEAR.
MAIL \$2.75 FOR PKG. OF 25 FIRST-CLASS MAIL OR PIN BUSINESS CARD TO THIS AD FOR C. O. D. MONEY-BACK GUARANTEE. GET ON OUR PREFERRED LIST. BE FIRST IN YOUR TERRITORY WITH NEW EQUIPMENT.

GENERAL COIN MACHINE SUPPLY CO.
840 MICHIGAN AVE., BUFFALO 3, N. Y. Established 1930.

WE HAVE A VERY LARGE STOCK OF SALES-BOARDS FOR IMMEDIATE DELIVERY

- 400 Hole Win a Pin, 50c Jumbo Thick. Take-in is \$200.00. Definite payout \$120.00. Definite profit \$80.00. Price \$1.65 each.
- 400 Hole Pins and Bucks, 25c Jumbo Thick. Take-in is \$100.00. Definite payout \$70.00. Definite profit \$30.00. Price \$1.65 each.
- 500 Hole Charley Board, 25c. Take-in is \$125.00. Definite payout \$85.00. Definite profit \$40.00. Price \$1.28 each.
- 1000 Hole Charley Board, 25c. Take-in is \$250.00. Definite payout \$200.00. Definite profit \$50.00. Price \$1.65 each.
- 1000 Hole J.P. Charley, 25c, 30 hole J.P. Take-in is \$250.00. Average payout \$200.00. Average profit \$50.00. Price \$1.79 each.
- 1200 Hole Charley, 25c. Take-in is \$300.00. Definite payout \$232.00. Definite profit \$68.00. New Low Price \$2.03 each.
- 2000 Hole Charley Board, 25c. Take-in is \$500.00. Definite payout \$400.00. Definite profit \$100.00. New Low Price \$3.73 each.

1/3 deposit with order. Write for our latest circular on Salesboards. In this line over 20 years.



Takes 1 to 3 Nickels at the Same Time

RE-CONDITIONED

as Good as New Cabinet, Railing and Legs

Refinished in Attractive Color Lite-A-Line—The ever popular table. A 10-ball game that is faster than any 5-ball game. 3 coin chutes. 3 profits from 1 table. Electric Flash Number Boards. Spectacular Score Drome. Skill-Luck gets permanent play. Three incomes instead of one. Accepted at once by better locations everywhere. Nothing can compete with:

LITE-A-LINE

Lite-A-Lines are on the same locations since the day they were introduced. \$89.50 each, 1/3 deposit with all orders.

A. N. S. CO.

312 CARROLL ST., ELMIRA, N. Y.

A \$19.80 Kit of Necessary Ray Gun Parts Absolutely FREE With Every Order of a Jap Machine

The most thorough and complete "CHICKEN SAM"—Change-over to "JAP" Ray Guns—in the U. S. A.

"SHOOT THE JAP"

RAY-O-LITE GUNS

\$179.50 1/3 Deposit, Balance C. O. D. \$179.50

The most thorough and complete "CHICKEN SAM" Change-Over to "JAP" Ray-Guns in the U. S. A. "SHOOT THE JAP" Ray-O-Lite Guns. A MONEY-MAKER right from the start. 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.

WE RE-BUILD—Your old run down "CHICKEN SAMs" and RE-CONDITION—"JAIL-BIRDS" and convert them into RE-FINISH—"SHOOT THE JAP" Ray Guns.

For \$59.50 F. O. B. Chicago

We pride ourselves in turning out the most thorough and neat Ray-Gun Conversion in the U. S. A.

Above price includes re-conditioning of the Amplifier—Clean and Repaint entire Cabinet and Gun Stand with lasting lacquer—New Scenery is hand-painted by well-known artist—Tubes, Photo Electric Cells and all Mechanism will be thoroughly tested by factory trained mechanics before being shipped.

WE WANT YOUR BUSINESS and naturally our charges for any replacement of missing or defective parts of a mechanical and electrical nature will be at nominal charges.

Ship us your run-down "CHICKEN SAM" or "JAIL-BIRD" via Motor Truck and receive in return a "SHOOT THE JAP" Ray Gun that will give you a steady income for at least 5 more years.

"SEEBURG RAY GUNS ARE A LASTING INVESTMENT."

SIGN THIS

CONSUMER'S CERTIFICATE I hereby certify that the part(s) specified on this order are essential for presently needed repair of electronic equipment which I own or operate. Signature Date SEND WITH ORDER

If you find it necessary to REPLACE any TUBES in your coin-operated Machines, Phonographs, Ray-Guns, etc., we have on hand more than 50 numbers of hard-to-find TUBES at the following list prices only:

Table with 5 columns of tube types and prices. Includes items like 0Z4, 1B5/255, 1H4G, 1H5G, 2A3, 1Q5GT, 2051, 5U4G, 5V4G, 5W4G, 5Y3C, 5Y4G, 5Z3, 6A4, 6A6, 6A7, 6A8, 6B5, 6B8, 6B8C, 6C5G, 6C6, 6D6, 6F5G, 6F6G, 6F8G, 6H6GT, 6J5, 6J7, 6K7G, 6K8GT, 6L6G, 6L7, 6N7GT, 6Q7, 6Q7G, 6R7G, 6SC7, 6SF5GT, 6SJ7GT, 6SK7, 6SQ7G, 6SR7, 6V6G, 6V6GT, 6X5GT, 6Z4/84, 6L7, 7B5, 7B6, 7F7, 12SK7GT, 12SQ7GT, 24A, 25L6GT, 25Z5, 26, 27, 30, 31, 32, 35Z5GT, 37, 38, 41, 42, 43, 45, 47, 56, 57, 58, 75, 76, 77, 78, 79, 80, 83.

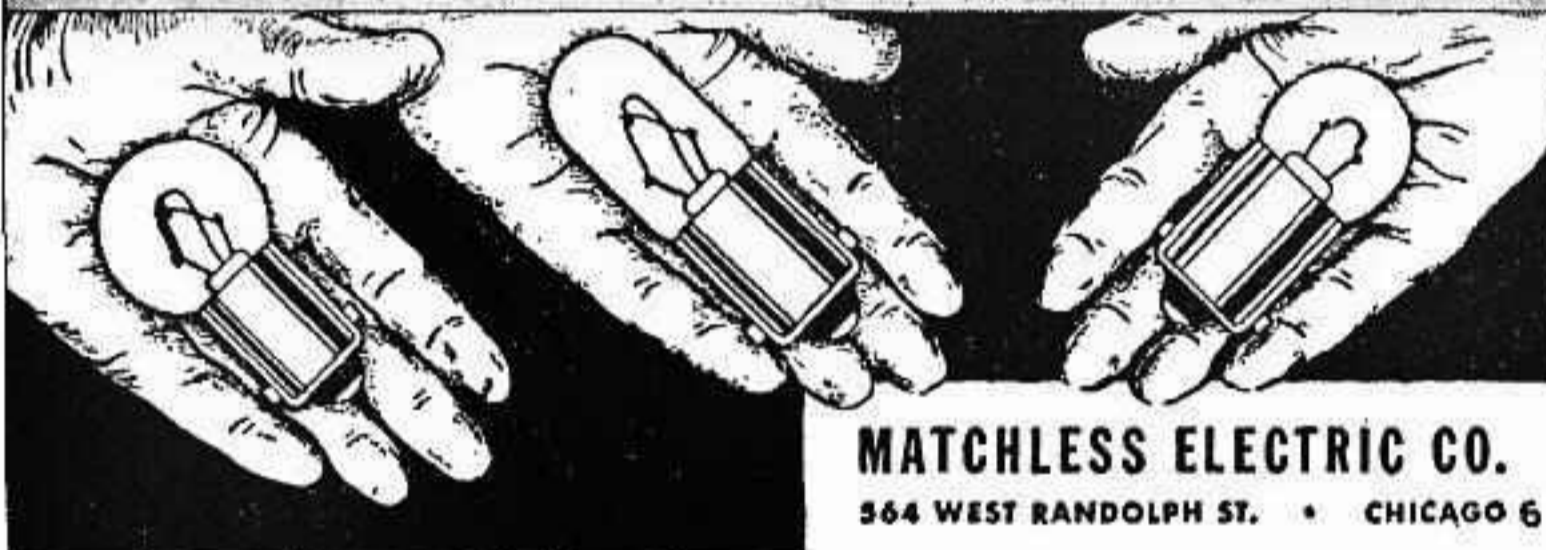
Every Order Subject to Prior Sale

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

THE COMPLETE LINE for all games, music and wall boxes MATCHLESS LAMPS



MATCHLESS ELECTRIC CO. 564 WEST RANDOLPH ST. • CHICAGO 6

WHIRLAWAY!!! WHIRLAWAY

ALL TIME TOP MONEY MAKER

SEND IN YOUR

BLUE GRASS, DARK HORSE, SPORT SPECIAL AND SPORT EVENT

WE WILL REBUILD THEM INTO "WHIRLAWAY," BEAUTIFUL NEW ONE BALL CONSOLE.

This machine has been re-designed by engineers who have had years of experience with operators' problems in the coin machine field, difficulties which the manufacturer does not foresee but which the operator in the past has had to overcome. Ship us your game today.

ROY MCGINNIS COMPANY

2011 MARYLAND AVE.

BALTIMORE, MD.

WRITE WIRE PHONE VISIT

MILLS

for coin machine information

VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

MILLS NOVELTY COMPANY 4100 Fullerton Ave., Chicago, Ill.

LOS ANGELES SEE BILL HAPPEL **BADGER'S BARGAINS** **MILWAUKEE SEE CARL HAPPEL**

VICTORY MODEL RAY-O-LITE GUNS, LATEST CHICKEN SAM CHANGE-OVER, AXIS RATS, NEW FIGURES, NEW SCENERY. Reconditioned & Refinished Like New **WRITE**

KEENEY'S ANTI-AIRCRAFT GUNS, LATEST CONVERSION "KILL THE JAP," RECONDITIONED AND REFINISHED RED, WHITE AND BLUE **WRITE**

GENCO PLAY BALL, LATE LITE-UP MODEL, REBUILT AND REFINISHED APPEARANCE AND CONDITION LIKE NEW **WRITE**

EXHIBIT'S ROTARY MERCHANDISERS, COMPLETELY REBUILT AND REFINISHED, GUARANTEED GOOD AS NEW **WRITE**

SEEBURG SHOOT-THE-CHUTES, LATEST CHANGE-OVER TO JAPS, REFINISHED IN NEW ROCK-O-LITE APPEARANCE AND CONDITION LIKE NEW **WRITE**

THE "SUPREME GUN," REVAMP SHOOT-YOUR-WAY-TO-TOKYO, BEAUTIFUL STURDY 8-COLOR CABINET, RED, WHITE, BLUE STARS **WRITE**

WESTERN DE LUXE BASEBALLS, REFINISHED IN NEW ROCK-O-LITE, RECONDITIONED, APPEARANCE AND CONDITION LIKE NEW **WRITE**

KIRK'S GUES-SER SCALES, COMPLETELY FACTORY REBUILT AND REFINISHED LIKE NEW. LIMITED SUPPLY AVAILABLE **WRITE**

20 WURLITZER MODEL 616—COMPLETELY REBUILT AND REFINISHED IN NEW DE LUXE MARBLGLO. SOLD ON MONEY-BACK GUARANTEE **WRITE**

5 SEEBURG REGAL—COMPLETELY REBUILT AND REFINISHED IN NEW DE LUXE MARBLGLO. GUARANTEED PERFECT **WRITE**

ROCK-OLA STANDARD — COMPLETELY REBUILT AND REFINISHED. NEW DE LUXE ROCK-O-LITE. GUARANTEED GOOD AS NEW **WRITE**

15 ROCK-OLA SPECTRAVOX WITH PLAYMASTER—COMPLETELY REBUILT AND REFINISHED. LOOK LIKE NEW MACHINES. SOLD ON SIX MONTH GUARANTEE **WRITE**

4 SEEBURG ENVOY, REMOTE CONTROL, REFINISHED IN NEW DE LUXE MARBLGLO, RECONDITIONED. GUARANTEED IN PERFECT CONDITION **WRITE**

3 WURLITZER VICTORY MODEL WITH 600R MECHANISM, COMPLETELY REBUILT. GUARANTEED LIKE NEW. USED ONLY A FEW WEEKS **WRITE**

"NEW ROCK-OLA COMMANDO"
NEW MACHINE IN FACTORY SEALED CRATES. WRITE FOR PRICE.

SPECIAL MILLS PANORAM SOUNDIES \$299.50
COMPLETELY RECONDITIONED AND REFINISHED, PERFECT CONDITION. LARGE STOCK OF SNAPPY SOUND FILMS IN STOCK.

BUCKLEY WALL BOXES, Late Chrome, Illuminated, 24-Record, Good as New ... \$19.50	PACKARD PLA-MOR BOXES, All Rebuffed and Refinished, Look Like New ... \$32.50
SEEBURG WALL-O-MATICS, Model WS-2-Z, Perfect Condition ... \$29.50	KEENEY WALL BOXES, 20 Record Boxes, Guaranteed Perfect ... \$7.50

SPECIAL BRAND NEW MILLS FOUR BELL CABINETS \$39.50
Modernize Your Old Mills Four Bells by Placing in New Cabinets. Re-establish Top Earning at Reasonable Cost With These New Mills Cabinets. Only a limited supply available.

WANTED—USED MACHINES—HIGHEST CASH PRICE PAID
ROCK-OLA Commando, new or used. WURLITZER 800, 700, 500, 600, 616. SEEBURG Colonel, Major, Envoy, Classic, Vogue, Regal, Gem. ARCADE MACHINES: Sky Fighter, Night Bomber, Super Bomber, Aco Bomber, Rapid Fire, Air Raider, Sky Battle, Chicken Sams, Torpedo. Consoles, Slots, Wall Boxes, all makes.

Send List of Machines you have to sell and let us quote prices we will pay for your machines. Send List to either office by airmail.

All Machines Reconditioned, Ready To Operate. 1/2 Cash With Order, Balance C. O. D. All Prices F.O.B. Los Angeles. Write Milwaukee for Special Price Quotations.

BADGER SALES COMPANY 1612 WEST PICO BLVD. LOS ANGELES 15, CALIF.

BADGER NOVELTY COMPANY 2546 NORTH 30TH STREET MILWAUKEE 10, WISCONSIN

STIK-TITE **GUARANTEED CEMENT**
For Phonograph Plastic Parts

What you needed for a long time is a plastic parts cement that will do a satisfactory job. Chances are you have tried everything from scotch tape to fish glue without much success.

We offer STIK-TITE, a new, fast selling, proven plastic parts cement that will repair broken plastic parts in a jiffy and make them as strong and as good as new.

"STIK-TITE WELDS LIKE IRON"
Supply Limited—First Come, First Served
1/2 Deposit With Order, Balance C. O. D., F. O. B. New York
Exclusively Distributed by

ETREB SALES CO. 147 W. 42ND STREET NEW YORK, N. Y.

\$7.50 Per Unit
No C. O. D. charges on full cash with order. Each unit contains enough Stik-Tite to repair dozens of plastic parts. The first plastic repaired more than pays for the unit cost.

CHROME COIN COMPANY
Rebuilding & Refinishing
!! ALL MODELS !!
MILLS & PACE
Machines are rebuilt to our 3/5 one Cherry Victory Pay-Out Model or to a late 3/5 two Cherry Pay-Out, as you desire.

Our rebuilt and converted machines double and triple their valuation. These machines will not only last for the duration, but will be working a long time after. Try a set and be convinced. Be first in line to have your machines taken care of.

TERMS: Send all machines prepaid. We will ship them back C. O. D.

For further information write, wire or phone
Phone Sheridan 8400
We specialize in rebuilding slot machines to one-cherry payout.

CHROME COIN COMPANY
CUDAHY, WISCONSIN

UNBREAKABLE!
ROCK-OLA PLASTICS
FOR TOP CORNERS OF
STANDARD, MASTER, SUPER

The above plastics are manufactured by us in either Red or Yellow and are guaranteed unbreakable!

Price \$17.50 Each

Plastic replacement parts and sheet plastic available for all makes and models. Write for price list.

1/3 Deposit, Balance C. O. D., F. O. B. New York. Checks Accepted.

ACME SALES CO. 414 W. 45th STREET, NEW YORK 19, N. Y.

WANTED TO BUY FOR CASH!

PHONOGRAPHS	5-BALL FREE PLAY GAMES
ROCK-OLA SUPERS, MASTERS STANDARDS DELUXES	SUNBEAM WEST WIND DO RE MI DOUBLE PLAY
WURLITZER 500 600 — 750E 800 — 850	

Send us your list for quick action! WE PAY HIGHEST PRICES!

WANTED—SMILE A MINUTE PICTURE MACHINE
Must be in good mechanical condition. Give Serial No.

ABT Challengers ... \$22.50	Mills Jumbo Parade, P.O., Late Model .. \$98.50	Jenn. Silver Moon .. \$115.00
ABT Model F .. 22.50	Mills Jumbo Parade, F.P., Brown .. 75.00	Wurl. Counter Mod. 61 75.00
Pikes Peak .. 19.50	Bally Hi Hand .. 135.00	Mills Empress .. 175.00
Keeneey '38 Tracktime 125.00		Rock-Ola Monarchs .. 125.00
Keeneey Kentucky Club 115.00		

5-BALL FREE PLAY GAMES

Flicker .. \$27.50	Broadcast .. \$37.50	ABC Bowler .. \$47.50
Pan American .. 32.50	Bombardier .. 37.50	Dhamp .. 47.50
All American .. 34.50	Silver Skates .. 37.50	Majors '41 .. 47.50
Sport Parade .. 37.50	Belle Hop .. 40.00	Texas Mustang .. 57.50
Stratoliner .. 37.50	Miami Beach .. 47.50	Capt. Kidd .. 57.50
Zig Zag .. 37.50	Hi Hat .. 47.50	Jungle .. 57.50
Big Chief .. 37.50	Torpedo .. 47.50	Knockout .. 89.50
7 Up .. 37.50	Sea Hawk .. 47.50	Gabs .. 95.00

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

BACK THE ATTACK WITH WAR BONDS!

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

ORIGINAL JAR O' DO
RED, WHITE & BLUE JAR DEALS

Tickets in Deal	Definite Profit	Per Dozen	Per Gross
1930	\$24.50	\$33.00	\$350.00
1990	\$27.50		
2040	30.00		
2100	33.00		

These Sizes at Best Prices. Wire, Write or Phone.

OPERATORS AND DISTRIBUTORS, WRITE OR CALL US FOR PRICES ON OTHER TICKET DEALS. WE HAVE WHAT YOU WANT AT THE BEST PRICES. LARGE LINE OF MONEY BOARDS, BOTH JACKPOT AND DEFINITE PAYOUT. 25% Deposit With Orders, Balance C. O. D.

FRIEDMAN-KLEIN SALES CO. 217 West 9th St., KANSAS CITY, MO. (Phone: Grand 0970)

RADIO TUBES for the COIN MACHINE BUSINESS

Sign and Return Certificate With Your Order

SUPPLIERS CERTIFICATE

I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order under the provisions of limitation order L265 with the terms of which I am familiar.

Signature

Date

1B5 \$1.45	6D6 \$1.05	6K7 \$1.15	6Y6 \$1.55	38 \$1.15
IN5 1.65	6A8 1.35	6K8 1.35	7B5 1.35	41 .90
2A3 2.00	6B5 2.00	6K7M 1.35	7B6 1.35	42 .90
2A4G write	6B8G 1.35	6K7G 1.15	7F7 1.65	45 1.20
3Q5 1.65	6B8M 2.00	6L6 2.00	12SF5 1.05	47 1.15
5X4 1.15	6C6 1.05	6L7G 1.60	12SJ7 1.15	56 .85
5U4G 1.05	6D8 1.65	6L7M 1.85	25B6 1.90	58 .95
5V4G 2.15	6F6G .95	6R7 1.15	25N6 2.30	75 .90
5Y3 1.00	6F6M 1.25	6S7 1.65	25Z5 1.10	76 .95
5Z3 1.60	6F8 1.35	6SC7 1.85	25Z6 1.35	77 .95
6A4 1.65	6H6G 1.15	6SQ7 1.15	24 .95	78 .95
6A6 1.65	6J5 1.20	6V6M 1.35	30 1.45	80 .95
6A7 1.15	6J7 1.35	6V6G 1.15	35L6 1.45	83 1.35
	6K6 1.15	6X5 1.05	35Z5 1.25	70L7 2.85
			37 .90	2051 3.50

18 Inch Lumiline Bulbs....\$1.35 \$55 Bulbs, Box of 10...\$0.65 box

#51 Bulbs, box of 10..... .65 #63 Bulbs can be used

instead of #81, box of 10. .75

Special Polish for Phonographs.....\$3.00 Gal.

No Order Shipped Under \$5.00 - 1/2 Deposit Must Accompany Order.

RUNYON SALES CO. 123 Runyon St., Newark, N. J.

PIN BALL MACHINE SALE

Leader	\$27.50	Silver Skates	\$ 27.50
All American	21.50	A.B.C. Bowler	38.50
New Champ	37.50	Fleet	17.50
Monicker	69.50	Texas Mustang	59.50
Topic	74.50	Silver Spray	37.50
Entry	24.50	Majors, 1941	34.50
Stars	29.50	Big Parade	109.50
Star Attraction	39.50	Sky Blazer	54.50
Dude Ranch	19.50	Short Stop	23.50
Ten Spot	34.50	Knockouts	109.50
Duplex	29.50	Home Run, 1942	69.50
Four Roses	37.50	Grand Canyon	139.50
Cadillac	24.50	Sport Parade	34.50
Sea Hawk	34.50	32 Seeburg Parachutes, Ea.	124.50
Target Skill	22.50	Genco Bankroll, 10 Foot	95.00
		Keeney Submarine, Like New ..	179.50

1/2 Deposit With Order, Balance C. O. D.

RUNYON SALES CO. 123 Runyon Street, Newark, N. J.

WE ARE READY TO PAY UP TO \$60,000.00 SPOT CASH

FOR YOUR ROUTE ON OR OFF LOCATION

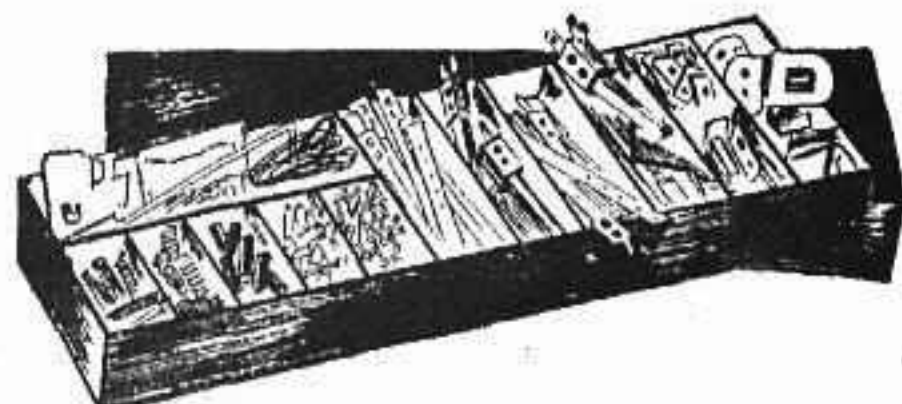
WILL ALSO BUY AND PAY TOP PRICES FOR

Rockola—Commando, 1940 Super Masters, 1939 Deluxe, Standards.
Mills—Throne of Music, Empress.
Wurlitzers—24, 500, 600 Rotaries, 600 Keyboard, 700, 750, 750E, 800, 850, 950.
Seeburg—8200 RC, 8800, Majors, Colonels, Vogues, Envoys, Gems, Regals, Mayfair, Plaza, Rexes, Cadet.
Arcade Equipment—Skyfighters, Ace Bombers, Night Bombers, Drivemobile, Sky Pilot, Defender, Rapid Fires, Convoys, Air Raiders, Tommy Gun, Super Bomber, Photomatics.
Also Consoles, 5 Ball Free Play Games and other types of coin-operated equipment.
"YOU CAN ALWAYS DEPEND ON JOE ASH ALL-WAYS!"

WRITE OR WIRE TODAY! DON'T DELAY!

ACTIVE AMUSEMENT MACHINES CO.
900 N. Franklin St., Philadelphia 23, Pa.

Act Quickly—NEW LOW PRICE



ECONOMY KIT

\$6.00 EACH

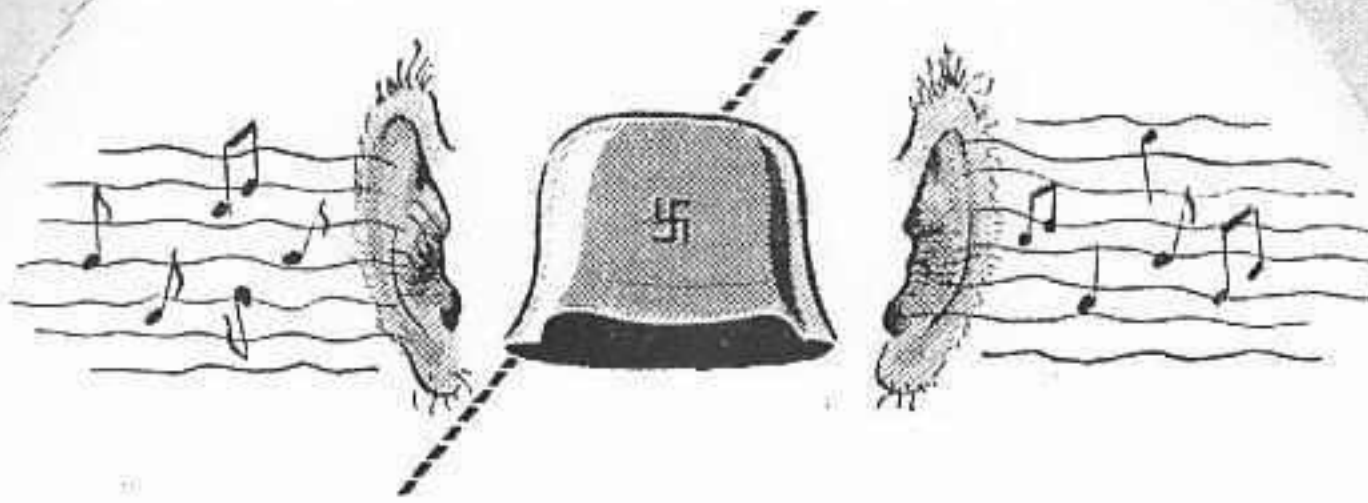
Order TODAY

Consists of silver points, armature plates, pigtail wire, tension springs, springs and fingers, bakelite tubing, fibre lifters, assorted brass rivets, contact blades, separators, L-shaped springs and holders and contact points.

Write for Parts Catalog — FREE

ECONOMY SUPPLY CO. 615 Tenth Ave. BRY. 9-3295-6 N. Y. C.

HOME FRONT OPTIMISM



IS MUSIC TO THE FOE'S EARS!

No..we can't slacken our war efforts one bit..nor can we tighten our purse strings one penny. Our country needs EXTRA effort and EXTRA money..more now than ever before. Let's play a different tune for the Axis—let's INCREASE our buying of War Bonds — — — Not 10% but MORE!

FOR THE DURATION A 100% WAR PLANT!

CHICAGO COIN Machine Company

1725 WEST DIVERSEY BOULEVARD • CHICAGO

When the story can be told

Everyone will be amazed to learn that Chicago Coin engineered and produced one of the most important, secret devices for the war effort.

RED, WHITE & BLUE TICKET DEALS

1930 RWB JAR DEAL
Full Size Craft Tickets **Most Popular Ticket** All Tickets Thoroughly Mixed
Dozen \$36.00 LESS THAN DOZEN \$3.50 EACH Gross Lots \$400.00
Immediate Delivery. 25% Deposit With Order.

NATIONAL MERCHANDISE CO. 1216 Walnut St. Cincinnati, Ohio

COMPLETE SERVICE ON PARTS AND GAMES

MISCELLANEOUS EQUIPMENT	PARTS
Exhibit Rotary Merchandiser, Claw Type, Nov. Candy Vend. \$149.50	ABT Coin Chutes, F.P. & Reg.\$ 3.75
Groetchen Columbia, G.A. 82.50	Seeburg & Wurlitzer Casters (4) 1.50
Chi Cole Hockey 229.50	Vest Pocket Coin Chutes 3.50
Batting Practice 129.50	Red Plastic Sheet (20x50) 10.00
Bally Bull's Eye 129.50	Aluminum Coin Counters 1.00
Tom Mix Gun 79.50	Steel Balls, 1", 1 1/2", 1 1/8"25
Banga-Deer 124.50	Seeburg W.O.M. & B.O.M. Locks 1.00
Kirk Guesser Scale. 124.50	Western Kicker Coil . 6.00
CONSOLES:	5 Wire Gun Cable (Rubber). Ft.25
Jenn. Golfarola, Latest Model, Like New. \$139.50	Contact Blades, Doz. . .50
Jenn. Cigarola, Mod. V 79.50	Collection Books (Trip)10
Jenn. Cigarola XXV. 169.50	Contact Fibres on Relay Magnet Arm for 3 Bells and 4 Bells, Ea. .25
Silver Moon, F.P. 89.50	Backboard glasses, motors, rectifiers, coils, fuses, award cards, reel strips, balls for Keeney Sub., rebound rubbers, amplifier and radio tubes.... Write
Bally Royal Draw, P.O. 89.50	
Silver Moon, P.O. 129.50	
Keeney Triple Entry. 129.50	
Hi Hand 154.50	
Pace Reels, 5c, P.O., Chrome Railing .. 132.50	
Pace Saratoga, Comb. F.P. & P.O., Chrome Rail 169.50	
Super Bell 239.50	

MILLS JACK POT GLASSES \$1.25

- Jenn. J. P. Glass ...\$1.25
- Wati. J. P. Glass ... 1.25
- Mills Escalator Glass. .75
- Mills Reel Glass50
- Title Strips, 2000... .50
- Curved Ten Strike Glasses 2.50
- Main Gear for Chicken Sam Motor 2.50
- Chicken Sam 3000-Ohm Variable Resistors .. 1.25
- Toggle Switches for Chicken Sam 2.00
- Chicken Sam Gun Stock (Only) 12.50
- Photo-Cells for Ray Guns\$2.50

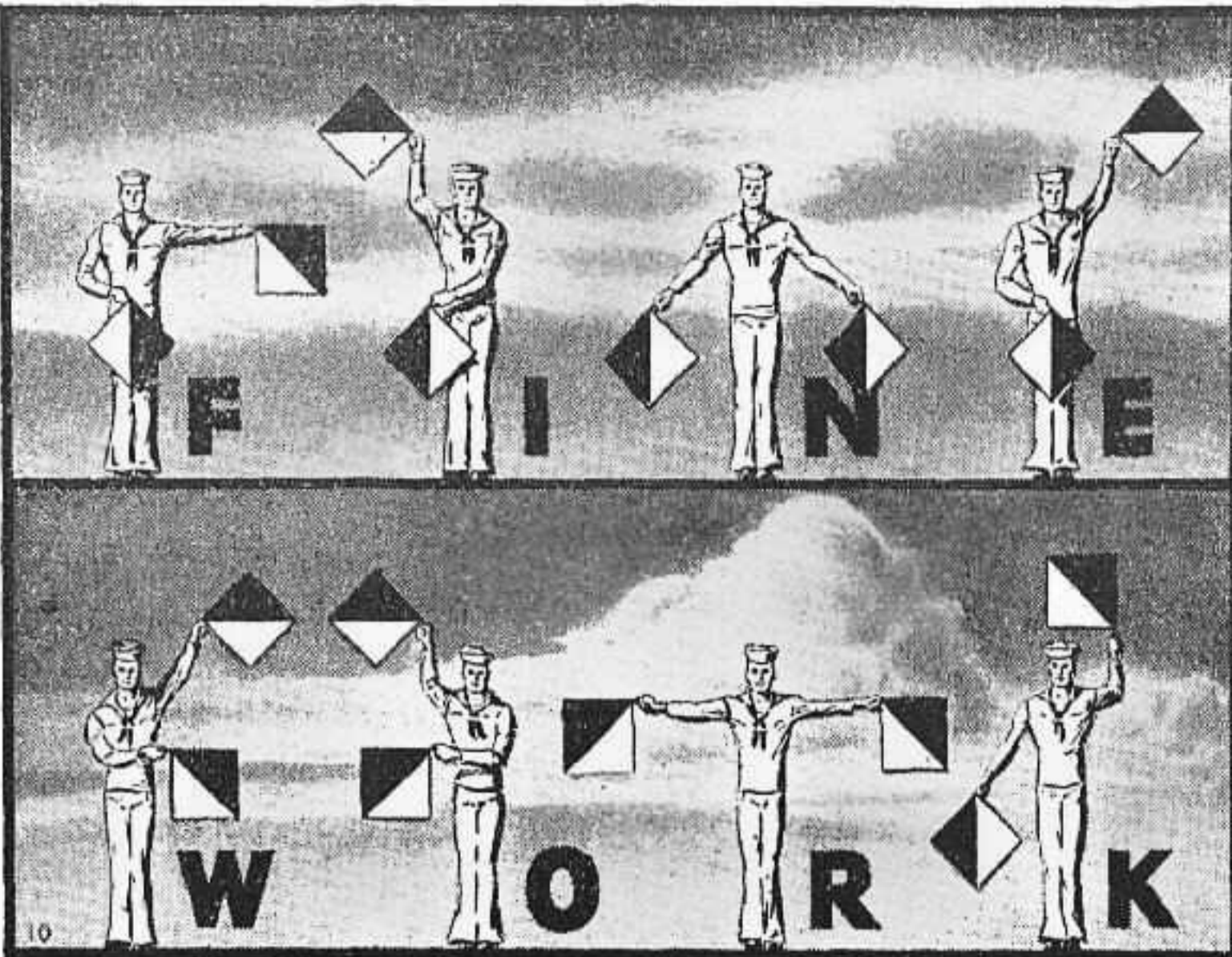
2051 TUBE \$2.55 Ea.

Please Send Check in Full for Orders Under \$10.00. 1/3 Deposit on Orders Over \$10.00.

PLEASE ADDRESS YOUR MAIL TO CHICAGO 47, ILL. TERMS: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES: ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG





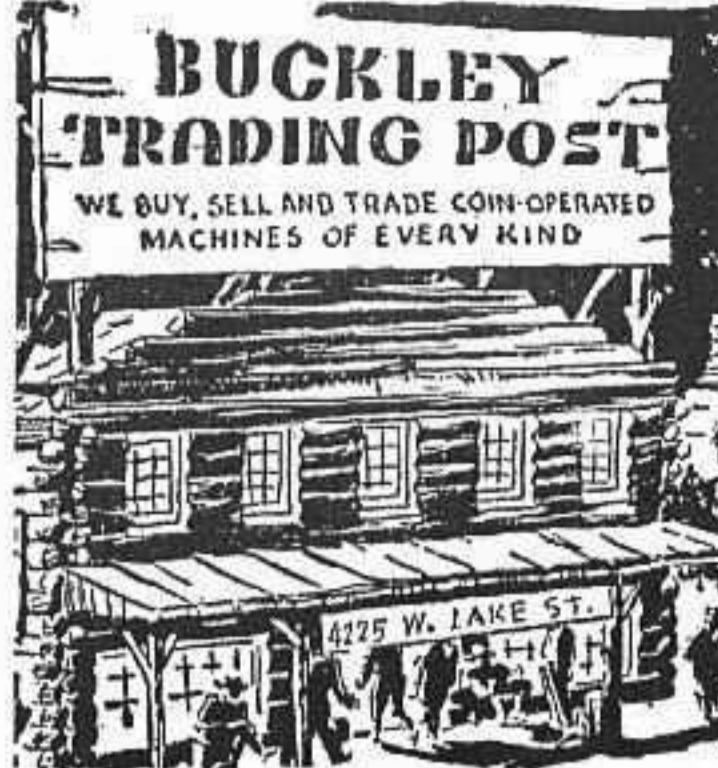
ON BEHALF OF THE MEN OF THE FLEET, WHO GREATLY NEED THE
 XXXXX YOU MANUFACTURE, I THANK YOU FOR THE SPLENDID
 PRODUCTION RECORD YOU ARE SETTING. I AM SURE YOU WILL
 MAKE EVERY EFFORT TO INCREASE EACH DAY'S OUTPUT; FOR THE
 MORE YOU MAKE THE BETTER THE NAVY CAN FIGHT. I ASSURE
 YOU THAT YOUR FINE WORK IS APPRECIATED AND NECESSARY—
 REAR ADMIRAL W. H. P. BLANDY, CHIEF BUREAU NAVY ORDNANCE,

Reproduced above is a telegram received by the Bally* organization . . . proof that the skill of Bally* engineers and workers, developed in the peace-time production of games and venders, is a valuable asset to America in time of war. Today the Bally* organization—which created *Ballyhoo*, *Airway*, *Rocket*, *Bumper*—is busy building battle equipment for Uncle Sam's Army and Navy . . . equipment which is helping to speed the day of glorious victory.

You, too, can speed the day of victory and hasten America's return to peace and prosperity . . . to the *Ballyhoos* and *Airways* of tomorrow, the *Rockets* and *Bumpers* of a brilliant future. Buy Victory Bonds today, tomorrow and every day—
 10 per cent plus!

* War products manufactured by the Bally organization are on contracts in the name of Lion Manufacturing Corporation, of which Bally Manufacturing Company is a division.

Bally MANUFACTURING COMPANY
 2640 BELMONT AVENUE • CHICAGO, ILLINOIS



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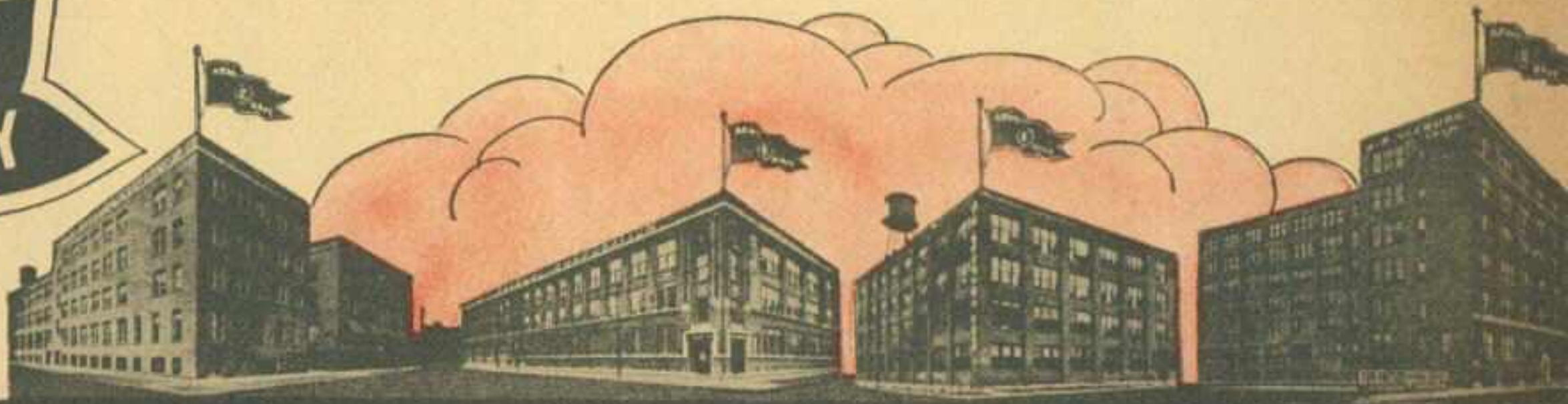
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