

# The **Billboard**

AUGUST 19, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

**GENERAL NEWS**

## **IXNAY HOME TELE FOR B.O.**

**AMUSEMENT MACHINES**

### **Radio Set Mfrs. Hot On Platter Business**

**COCKTAIL COMBOS**

### **Windy City Cocktail Units Collect 2 Million Bucks**

**MUSIC**



**XAVIER CUGAT**  
*Top Latin-American Maestro*  
(See page 4)

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NEW YORK 20, N. Y.

# GI Peace Needs OK for Showbiz

## Fire Guts N. Y. Luna; Damage Set at 500G

### Disaster Halts Operation

NEW YORK, Aug. 12.—Coney Island suffered its greatest disaster in years this afternoon when Luna Park was practically wiped out by a spectacular five-alarm fire which was under control but still burning at 8 o'clock tonight. Fortunately it appears that no lives were lost. Damage is estimated to be \$500,000.

The fire started shortly after 3:30 this afternoon in the structure of the old scenic railway, Dragon's Gorge, one of the oldest rides in Coney Island. This ride was about midway along the western side of the park and flames spread to the double row of wooden structures adjoining this ride and raced along to the rear of the park, bringing down everything clear to the rear walls of the park. Even the Boardwalk and sidings of the water chute pool were burned and the heat was so terrific that the water in the big pool was actually steaming. Water chute structure damaged but still standing.

Fortunately there were very few people in the park when the fire broke out and park policemen and employees quickly cleared spectators from the grounds. Three alarms were sounded immediately after the discovery of the fire and as soon as the first fire squads arrived two more alarms were turned in, bringing fire apparatus from all parts of Brooklyn. Heavy forces of police were rushed to Coney Island and fire lines were quickly established to hold in check the curious onlookers, Coney Island being jammed with heat-dodgers. Two whole blocks along Surf Avenue, the main stem of Coney Island, were roped off, from the Stillwell Avenue terminal of (See FIRE GUTS LUNA on page 55)

## Ringling "Blue Heaven" Tour Launched With Okay of Public

By Nat Green

WITH the advent of what Murray Powers, Sunday editor of *The Akron Beacon-Journal*, aptly dubbed the "Blue Heaven Circuit," the Ringling Brothers and Barnum & Bailey Circus finds itself in a new sort of business, with many new problems to face. Showing in football stadiums, under the blue sky (blue if they're lucky), is considerably different from giving a performance under the big top, and lining up stadium contracts is not as simple a matter as renting a lot.

So far the show has taken these new problems in stride and has met them without too much difficulty. The advance has a route pretty well set, the physical set-up of the show has been completely revamped and the performance has been nicely whipped into shape to meet the new requirements. From the results of the initial stand (Akron), played under several handicaps, the indications are that the new order will work out satisfactorily and possibly may

bring some much needed innovations to circus business.

If the reaction of the public to the show, as evidenced in Akron, may be taken as a criterion the open-air performance must be considered a success. The Rubber Bowl is seven miles from downtown, with no transportation facilities but intermittent bus service. An epidemic of polio developed during show week, 27 cases being reported, and health authorities advised parents not to allow their children to go where there were crowds. To top it off, there was rain or threatening weather on each of the three days the circus showed. In spite of this more than 5,000 people attended the first night performance, sat thru two down- (See Public Okays New RB on page 38)

## Pop Concert Sked Set for Fall at Twin City Spot

MINNEAPOLIS, Aug. 12.—Minneapolis Auditorium will be the scene of a series of popular concert appearances sponsored by the newly created Greater Twin City Attractions, headed by Charles C. Milkes.

Already booked for the fall and winter are such names as Jose Iturbi, Rudolph Friml, Jeanette MacDonald, Oscar Levant, Fortune Gallo's San Carlo Opera, and the Philadelphia Opera Company. Milkes said he is negotiating for appearance of the Tommy Dorsey ork for a matinee concert and evening dance if TD goes on tour before his October engagement in New York.

Milkes is a medically discharged army vet who published *The Playgoer* for Lyceum Theater, legit house, before going into the army. He has been active in theatrical circles for years and has come on the scene as an impresario at a time when new blood is needed.

## London Showbiz Hits "Buzz" Low

LONDON, Aug. 5.—With only 11 of London's 35 West End legit theaters open and all but six of London's 26 vaude houses dark, show business in the English capital is hitting a new low. This follows three years of top business during which time most managements and producers made plenty of coin.

Contrasts in the present theater crisis are remarkable. For instance, in the vaude section, the Grand, Clapham, 1,400-seater neighborhood house, opened its doors to only four people at one evening show and the eight acts in that week's engagements. Yet, on the other hand, Golder's Green Hippodrome, 2,400 (See LONDON BIZ BUZZED on page 30)

## World Army Needs Morale

### More USO-CSI units to go overseas and more special service boys will work

NEW YORK, Aug. 12.—The outlook for post-war employment of show people, contrary to that faced by many industries and crafts, is exceedingly bright. And the demand for wartime employment which might be thought likely to fold will be stronger than ever for some time after the war. The army will require more entertainment—an increase in personnel rather than a decrease.

What makes the showbiz picture all the brighter is the fact that, while other businesses are undergoing a period of revision, two of the greatest wartime employment sources for showfolk, namely USO-Camp Shows and Army Special Service will continue to function. The tempo of those organizations will be increased as the time grows nearer for the final shot and will show a distinct upward curve after the cessation of hostilities.

Both of the aforementioned groups have formulated plans or are thinking along lines that call for increased use of showfolk for G. I. entertainment purposes. The thinking in both cases is logical enough for, when that last shot is fired and there are no more Nazis and Japs to eradicate, the need for entertainment to satisfy the fancies of the troops will increase. There is nothing worse than enforced idleness, "sweating it out" to use G. I. verbage, to cause restlessness. And the need for morale (See WORLD ARMY on page 30)

# IXNAY HOME TELE FOR B. O.

## Video for Dough A Long Way Off

### Plenty of theater aches and cocktail lounges and legit spots won't find air pix free

NEW YORK, Aug. 12.—Motion picture exhibitors, legit theater managers and night club owners who have been planning to take video shows off the air and use them as regular features, curtain raisers or cocktail lounge entertainment may be disagreeably surprised in the next few months. Within that time, it is expected, it will be officially announced that radio people pioneering in the medium have reached an agreement whereby other segments of showbiz will be forbidden to pick up the home video programs for profit. In a

quiet, unostentatious way, tele row has gotten its members together, it is reported, and decided to protect its interests against what it considers unfair competitive practices, unfair because all pic theater plans call for its tele entertainment to be used exclusively by the exhibitors.

### Ample Precedent

There is, it is said, ample precedent for such a move. Not long ago Muzak was accused by Station WOR of taking programs off the air, sans commercials, and piping them to clients. WOR took legal

action and an agreement was reached between the two firms whereby Muzak was allowed to use shows only with special permission and with unaltered commercials. At that time radio attorneys contend that the basis for property rights of stations in air shows was established. With this legal precedent secure, it is only a short step to prohibiting exhibits, legit and night spots from making a profit on home tele. If the video agreement remains in effect, the trade says, theaters and night clubs are (See IXNAY HOME TELE on page 13)

## In This Issue

Bands & Vaude Grosses . . . 28	Legitimate . . . . . 22-23	Reviews, Night Clubs . . . . . 26
Burlesque . . . . . 30	Letter List . . . . . 48	Vaude . . . . . 25
Carnival . . . . . 32-37	Music . . . . . 30	Rinks-Skaters . . . . . 44
Circus . . . . . 38-40	Merchandise-Pipes . . . . . 49-54	Roadshow Films . . . . . 45
Classified Ads . . . . . 46-47	Music . . . . . 14-21	Routes, Acts . . . . . 28
Cocktail Combos . . . . . 29	Music-Merchandising . . . . . 65-67	Carnival . . . . . 56
Coin Machines . . . . . 60-84	Music Popularity Chart . . . . . 17-21	Circus . . . . . 56
Corral . . . . . 40	Night Clubs . . . . . 24-27	Dramatic & Musical . . . . . 23
Fairs-Expositions . . . . . 42-43	Parks-Pools . . . . . 41	Ice Shows . . . . . 4
Final Curtain, Births, Marriages . . . . . 31	Pipes for Pitchmen . . . . . 54	Sponsored Events . . . . . 37
General Outdoor . . . . . 55-59	Radio . . . . . 6-13	Television . . . . . 12-13
	Repertoire . . . . . 45	Vaudeville . . . . . 24-27
		Vending Machines . . . . . 68

# Amusement News Up Nationally

## Wire Services Show Demand

Readers from coast to coast find escape in showbiz news in daily newspapers

NEW YORK, Aug. 12. — The average newspaper reader is amusement-news hungry. Wire services and feature outfits, particularly the AP, report that the demand for news of showbiz, particularly night spots, Broadway, legit and Hollywood, is way up, out where the tall corn grows as well as in the big cities.

A recent survey conducted by the AP among its members shows that 60 per cent of the small-town sheets want more amusement copy and 40 per cent of the metropolitan dailies want more, too. As a result, the AP has increased its nitery coverage 100 per cent in the past six months. AP feature copy averages 250 words to morning sheets and 400 to 500 words in the afternoon. INS has not yet pepped up its coverage, but Bob McCormick, city editor, reports that the papers it serves are using more of the showbiz stuff it sends.

North American Newspaper Alliance has added two Hollywood columns and a Main Stem dope sheet to its service. NANA expressed surprise at the demand for amusement stuff at this time, because summer, with people away on vacation, is generally a slack time for showbiz copy.

The reason for the upswing, newspaper row says, is probably the war-time escape motive. With war news crowding the headlines, it is felt that the average reader turns to the back pages and its light material with relief. After spending a hard day in a war plant, the reader wants to relax. He can best do it via the feature news in his paper. It requires little energy, is cheap, and can be done in the home, on bus or train. By that the editors don't mean that newspapers are replacing flesh amusements, but are supplementary to them.

Altho it has been pointed out that readers may be interested in getting additional details about amusements they can now afford to attend, interest out in the hinterlands seem, to most editors, to eliminate that idea. There are few night spots in Oshkosh.

### Ad Space Up, Too

Amusement advertising space, coincidental with the copy increase, has soared. Radio seems to be played down (See AMUSEMENT NEWS UP on page 30)

## Xavier Cugat

Top Latin-American Maestro

HAVING topped all records, Xavier Cugat is now out to prove that a hot Latin fiddler with a band can do things symph just as he does things with disks, ptx and key vaude-pic house like the Paramount in New York. Yes, the comedian - caricaturist - emcee-batonist is even now leading the Mexican Symphony Orchestra in Mexico City as guest conductor. He is doing it to start his 1944-'45 season differently.

With longhair behind him, he goes to the Orpheum, Los Angeles, and the Golden Gate, San Francisco, and then to Ciro's in Hollywood; then two pix for MGM, the first of which takes him back to his home grounds in *Week-End at the Waldorf*. He airs for *Dubonnet* again this fall, just as he will be back on Park Avenue—at the Waldorf.

Even while the ban stops him from turning out new platter hits, his *Amor* and album for Columbia are hitting the best selling disks ranks. There is one solid seller of Latin American music. Cugat is his name.

## No Busses, So Stock Folds Up

BOSTON, Aug. 12.—The need and demand for summer theaters and the manner in which wartime restrictions prevent their operation was never better illustrated than by the recent failure of a summer stock season at Ocean-side Summer Theater, Magnolia, Mass.

Russ Offhaus, Hub radio personality who successfully produced stock at the Joy Street Playhouse on Boston's Beacon Hill last summer, abandoned the air waves for a couple of months to set up a stock company in this hifalutin summer resort. His plan was to present shows four nights a week (Monday, Tuesday, Thursday, Friday) because films occupied the 300-seat house the other nights. A fine, seemingly fool-proof, plan. With five shows planned, he opened July 17 with *Accent On Youth* and played to 96 per cent of capacity, or \$1,960 the first week, with prices set at \$2, \$1.50 and \$1.

But the customers were caught in the middle. Most of them came to the theater by bus, and they discovered at the end of each performance that the busses had stopped running and that they had no way to get home. The theater has been unable to make a deal with the local transportation company to have busses wait late.

*Goodbye Again* opened July 24 and played the week at \$640. The customers (See *No Bus; Stock Folds* on page 23)

## "Goose" Closes, Lands in Court

CHICAGO, Aug. 14.—Joseph Swanson, son of Gloria Swanson, star of *A Goose for the Gander*, filed suit in Superior Court Thursday (10) to force an accounting of the show's operating fund and to prevent the producer, Rudolph Allen, from disposing of props and assets. Swanson has a \$5,000 interest in the show, which opened at the Blackstone Theater July 11 and closed Saturday (12).

Suit alleges that the producer failed to establish a \$7,500 sinking fund to carry show thru summer and also failed by \$6,000 to raise the full nut of \$35,000. Harold J. Kennedy, author of the farce, asserts that the trouble started when Allen tried to force Miss Swanson to meet certain demands and ordered closing of the show. Kennedy claims at least two persons are interested in taking over as producer.

## Strike Cuts Dell Attendance 6,000 Below 1943 Pull

PHILADELPHIA, August 12.—Closing its 15th season of outdoor pop and classical concerts last Saturday (5), the seven-week summer series of the Robin Hood Dell attracted a total of 180,000 music lovers for 28 concerts. Season would have topped the 1943 count of 196,000 but the transportation strike the last week of the series, plus bad weather breaks thruout the run, made this summer only 6,000 less than last year.

Interesting to note that the season's biggest turnout went to a longhair rather than a shorthair feature, with fiddler Jascha Heifetz out in the lead with 15,000 persons (July 3). The al fresco Dell seats 6,500, with the rest overflowing on the wooded banks. Marlan Anderson brought out 13,000, the Negro nightingale sharing the attendance mark with Sigmund Romberg, whose all-Romberg night had Jan Peerce and Margaret Speaks as soloists.

Next was Alec Templeton, just short of 11,000. The *Salute to the Composers of America's Songs*, a Tin Pan Alley cavalcade staged by the Songwriters' Protective Association, brought out

## Miami Smiles Again; Big Biz Seen for '44-'45

MIAMI, Aug. 12.—There's a great winter season in store for this area, according to those in the know, even if the Axis don't crack before snow flies in the North. If the enemy capitulates, release of gasoline and tires, together with the desire to celebrate, will send an influx of visitors the like of which has never been seen.

The popular playground is ready to entertain as never before. Three race tracks, Hialeah, Tropical and Gulf Stream, are taking on stable reservations, and the cream of the ponies will run in Florida this winter.

All the dog tracks are being readied and dates for the various openings have been set. The longest season possible has been accorded the canines.

Night spots are jubilant in anticipation of boom times which spells spending on a bigger scale than ever, and some new ones are in the making, if priorities will permit construction.

Name bands will continue to bring biz to the ballrooms, where capacity crowds have ruled all summer. Several bookings are set but are being kept under hat because of competition.

The removal of army officers' training at the beach has released numerous hotels, apartments and rooming houses, providing thousands of rooms for winter guests, who for several seasons have found it difficult to locate.

A new amusement park may be completed in time for the winter season. The "go" signal has been given and all businesses should benefit. The great New Year's Eve carnival and parade has been restored to the winter calendar.

## USO-CSI Wants Plenty Girls

NEW YORK, Aug. 12.—Additional try-outs for the girle lines in new USO-Camp Shows to be sent overseas will be held in the near future to supplement those concluded yesterday.

With plans calling for several musicals to trek across the pond in the fall, Harry Krivet, USO-CSI producer, is on the lookout for chorus cuties to satiate GI Joe's appetite for the good old American girl. Out-of-towners desirous of auditions here can contact Krivet at the USO-CSI offices, 8 West 40th Street.

## Hi, Yank OK at Dix With Some More GI Spit and Polish

FORT DIX, N. J., Aug. 12.—The second "blueprint" show, *Hi, Yank*, was produced here last Monday (7) under the direction of Special Service Officer Capt. Hy Gardner, who lost 10 pounds doing it. It isn't, by far, as good a job as the first blue-printed show produced some time ago at Camp Shank but it has its points—albeit a few low ones.

Inspired by *Yank* magazine and featuring the now famous Sad Sack caricature from that GI magazine, it was directed by Corp. David E. Fitzgibbon who did some nice dance routines in both the opening and *Sports Section* numbers. Fitzgibbon has been a professional dance director and dancer all his life and he trained the boys in between their other jobs, so that several of the dances were more amusing than the blackouts.

What was missing for the most part were high spots. The run-of-the-camp stuff was amusing but not sock, and so it required the type of lift that was given the production (but not often enough) by Bobby Evans's dancing and (See "HI, YANK" OKAY on page 23)

## Radio Contrib To Fifth Bond \$11,000,000

WASHINGTON, Aug. 12.—Unprecedented promotional barrage to the tune of \$24,981,670.55 by radio-press-outdoors display put Fifth War Loan drive over top, U. S. Treasury said today.

Radio industry and its advertisers contributed time and talent amounting to \$11,000,000. Individual station originations totaled \$5,100,000.

Newspaper industry and advertisers contributed \$10,160,709.66; general magazines, \$1,578,682.50; outdoor display, \$1,076,838.39; business publications, \$789,990, and farm mags, \$375,450.

Drop of \$1,800,000 by radio as compared with Fourth War Loan was attributed to new style compilation. Use of former methods would have shown gain.

Over-all contrib was up \$305,149.44.

TALK ABOUT MUSIC FOR INDUSTRY

How music is being used to increase production in the nation's factories will be completely covered in the 6th Annual Edition of The Billboard Music Year Book (to be published as a separate volume for the first time in 1944). And both the music pipers and the platter pressers will be talking about the '44 MYB.



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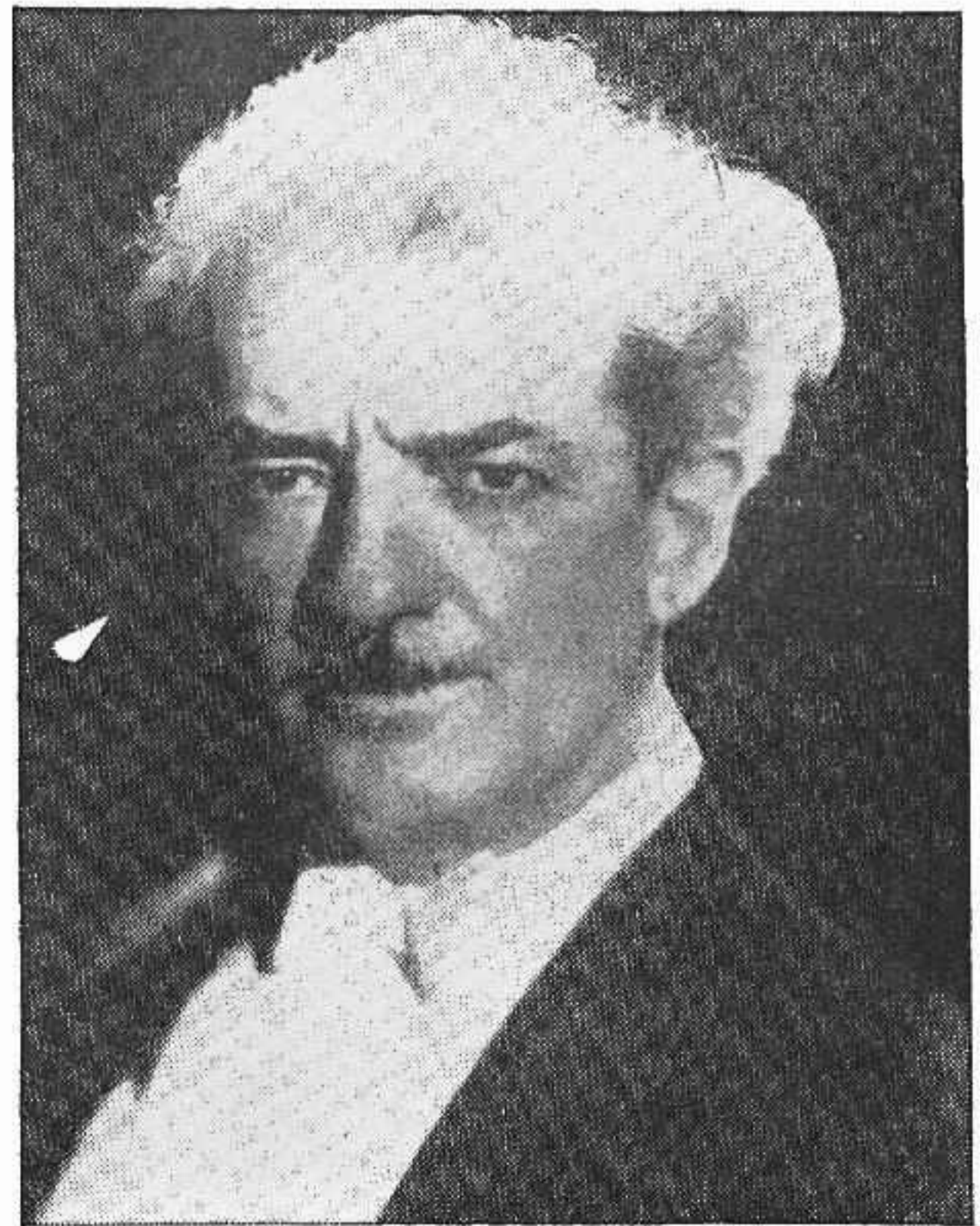
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Appears in person and presents the largest necromantic extravaganza on earth. Featuring the Hindu Rope Trick—Girl From Mars—The Enchanted Garden—Chinese Fantasy—Sylvia—The Dream Bride—Phantom Soldier—Lady With the Lamp—Girls From Nowhere—The Famous Jack in Box, and 990 other Baffling Mysteries. Company of thirty people and two carloads of astounding effects. . . . OPENS MEMORIAL AUDITORIUM, DAYTON, OHIO, SEPTEMBER 8-9-10th.

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Columbus 5-3580

# Management, P. S. & Prestige Sells

## It's Proven In Milwaukee

Big and little percolators  
make dough in different  
ways in this Midwest spot

By Cy Wagner

CHICAGO, Aug. 12.—The three key-notes of successful radio station operation—smart management, public service programming and community prestige—are responsible for the unusual record of prosperity and public recognition, chalked up by WTMJ, 5,000-watt basic NBC outlet in Milwaukee. WTMJ's success, undeniably indicated by the fact that in 1944 it will have gross billings of more than \$1,200,000, is especially remarkable in view of the fact that it is only 90 miles from Chicago and therefore well within the coverage area of the five 50,000-watt network affiliates in the Windy City.

The signals of the Chicago 50,000-watters (WMAQ, NBC; WGN, Mutual; WBBM, CBS, and WENR-WLS, Blue) all come into the market area of Milwaukee's more than 600,000 inhabitants, but they have little effect upon WTMJ's ability to capture the Milwaukee audience. A recent telephone survey made by WTMJ proves this.

A total of 24,902 telephone calls were attempted one week, during which 18,423 were completed. Although the survey was made by the Radio Research Bureau of *The Milwaukee Journal*, newspaper which owns and operates WTMJ, no reference was made at any time to the *Journal* or WTMJ. Only two questions: (1) Is your radio set turned on? (2) To what station are you listening? were asked. Names were selected from the Milwaukee telephone directory in a manner which insured reaching a typical cross section of all families at all times. The results proved WTMJ's pulling power.

### Daytime Survey Results

Daytime programs survey results for Monday thru Friday, because in most cases they remain the same for various times during these days, were completed on the basis of a five-day average. WTMJ had the majority of the listeners each day at just about every time. Example: From 8:15 to 8:30 a.m. WTMJ has a local, participation program which is the property of the station. It is *Top of the Morning* and presents news, music and time. During this period 76 per cent of the homes contacted had people at home. Nineteen per cent had their radios on. WTMJ had 60 per cent of the audience; WISN (5,000-watt basic CBS in Milwaukee) had 21 per cent; WEMP (250-watt Milwaukee Blue affiliate) didn't even show; WGN had 2 per cent; WBBM 2 per cent; WLS, 4 per cent, and WMAQ had 8 per cent. About the worst showing made by WTMJ during the daytime week was made from 1:15 to 1:30 p.m. with *The Goldbergs* (NBC) they were able to get 27 per cent of the audience; WISN 18 per cent with *Joyce Jordan, M.D.* (CBS); WEMP, 8 per cent with a local program, *Sunshine Hour*; WGN, 12 per cent with its *Bond Wagon* program; WBBM, 15 per cent with *Joyce Jordan*; WLS, 2 per cent with *School Time*, and WMAQ, 17 per cent with *Today's Children* (NBC).

The nighttime picture was just about the same. Program by program, and not on a five-night average basis. On Sunday, for example, from 9 to 9:30 p.m., 72 per cent of those homes contacted had people at home, with 60 per cent of these having radios on. WTMJ, with *Hour of Charm* (NBC) had 50 per cent of the audience; WISN, 25 per cent with *Take It or Leave It* (CBS); WEMP, 3 per cent with a local *Sunshine Hour*; WGN, no per cent with news; WBBM, 20 per cent with *Take It or Leave It* (CBS); WENR, no per cent with *Listen, the Women* (Blue), and WMAQ, 2 per cent

## Intro to a Series

Management, P. S. & Prestige Sells—is the first of a series about Midwestern and other regional radio which *The Billboard* will present from time to time. Too often the industry believes the radio is not important if it is not centered in New York, Chicago or Hollywood. *The Billboard* is presenting this series in an effort to correct this impression. Broadcasting is not a three-pronged biz. It has as many points as it has stations. This series will prove that.

with *Hour of Charm*.

One final indication of WTMJ's pulling power: On Monday from 7 to 7:30 p.m., WTMJ got 50 per cent of the audience with *Cavalcade of America* (NBC); WISN, 14 per cent with *Vox Pop*; WEMP, 5 per cent with local news; WGN, 5 per cent with Cecil Brown (Mutual); WBBM, 11 per cent with *Vox Pop* (CBS); WENR, 9 per cent with local news, and *Lum and Abner* (Blue), and WMAQ, 5 per cent with *Cavalcade of America* (NBC).

### Two Reasons Tops

There are undoubtedly many reasons why WTMJ pulls listeners. But two seem to be most pertinent and illustrative. For one thing, WTMJ has an excellent position on the dial. At 620 kilocycles it's just about at the top of the dial, and thus, because of tuning habits of listeners in Chicago and surrounding territory, it is selected first when people start tuning at the top and work downward. This might account, to a great extent, for its ability to pull 50 per cent of the Milwaukee audience for *Cavalcade of America*, while WMAQ which lays a strong signal in Milwaukee at 670 kilocycles is able to pull only 5 per cent with the same show; WGN is at 720 kilocycles; WBBM at 770; WLS-WENR share 870; WISN 1150, and WEMP 1340.

Reasons for *The Milwaukee Journal* station's success brought to light facts which can be used by any station to bring about success of operation, no matter what the strength of competition.

### No Special Buys

Foremost of the second group of explanatory reasons, "most pertinent and illustrative" is General Manager Walter Damm's theory of never allowing an advertiser to dictate to him. He considers his principal job to be that of giving (See MILWAUKEE PROVES on page 11)

## State Dep't Suggests Four Master Broadcast Monitors To Police the World Air

### Speakers Blast Some IRAC Proposals

WASHINGTON, Aug. 12.—State Department, seeking post-war international communications policy, debated United Nations control of German airways and the setting up of four master monitors in Russia, Belgium, Australia and U. S. to police air.

Proposals, made by E. K. Cohan, worldwide broadcasting official, at Washington week-end conference, struck responsive chord within State Department, reports said today, and plan may be submitted to Churchill, Stalin, Chiang Kai-Shek in near future.

Control of German air plan highlighted gathering of 300 communications bigwigs in nation's capital last week-end to consider possible revision of International Telecommunications Convention, Madrid, 1932, and General Radio Regulations, Cairo, 1938.

Unprecedented action in calling in in-

## Philly Stations Trying for Full- Time Operation

PHILADELPHIA, Aug. 12.—Part-time stations in Philadelphia's radio scene will be a thing of the past if the FCC looks kindly on the applications in the offing.

WCAM, operating from Camden, N. J., has already applied for permission to strike out on a full-time wave length instead of having to share its spot on the dial, as it does now, with WHAT and WTEL.

WHAT has engineers searching for a suitable full-time wave length preparatory to filing its request with the FCC, which would leave WTEL free to carry on at the same spot on a full-time basis. Remaining seven stations in the city are all full-timers.

## WTCN Scooped By Own E. T.'s

MINNEAPOLIS, Aug. 12.—WTCN-Blue, which made an arrangement with other local stations here to record the hometown luncheon honoring Marine Pfc. Ricky Sorenson, one of two living marines to wear the Congressional Medal of Honor, got scooped on its own recording.

WTNC transcribed luncheon addresses by Governor Thyne, Mayor Kline of Minneapolis, Mayor McDonough of St. Paul, Marine Col. C. L. Fordney of Chicago, and Bob DeHaven, of WTCN, as well as response by Sorenson.

In addition to furnishing recordings to Col. Fordney and Sorenson, WTNC gave platters to WCCO-CBS, KSTP-NBC, WMIN and WDG, as well as to KATE, Mankato.

The e. t.'s were to be used whenever there was available time. WCCO aired the recording first, beating WTCN to the punch.

### Coleman to Free-Lance

HOLLYWOOD, Aug. 12.—Caryl Coleman is bowing out as assistant program manager of the Blue's Western Division to head his own writing and production set-up. Coleman took over the job in January, having previously been head of the NBC writing department here.

## It's an Idea

NEW YORK, Aug. 12.—A major comic, according to the trade, is trying to convince his agency, his sponsor and another well-known funnyman that it would be a brilliant idea if he and the other comedian were to go on the air over the same net, at the same time on alternate weeks. He says that it would mean less work for him, but what is really in back of his mind, it is said, is the money-saving gimmick.

It seems that this guy is one of those unfortunates who make a solid six cents out of every dollar he earns. Taxes eat up the rest. He figures that if he works half the time, he will, in the long run, make more dough.

What he hasn't thought of, the trade says, is the double work it would make for the agency.

Upshot dept.: The idea won't go thru.

## IRAC Wants FM Band Extended

WASHINGTON, Aug. 12.—Interdepartmental Radio Advisory Committee recommended yesterday (Friday 11) that the FM wave band be widened 25 per cent and that the new band be from 42 to 54 megacycles. This would permit 60 station channels of 200 KC width or 80 channels of 150 KC width.

The IRAC pointed out also that the present wave band and the one recommended may be too low in the spectrum and that when FM broadcasting really gets under way nationally it may be found that interference may develop under certain conditions between stations.

Certain representatives of broadcasters and other interests urged that no FM allocation be frozen at this time, since experience may prove that the entire FM band would have to be shifted higher to avoid the aches of standard broadcasting.

Manufacturers are disturbed by this talk, for it would mean that all existing FM sets and those sets that were to be made directly after the war, before any channel shift, would have to be junked upon a shift decision. The discussion indicated that FM might very well be in the same position that television would be if present standards are retained for a while and junked later. Since FM is forming a vital part in the peacetime plans of many radio manufacturers, the meeting threw a monkey wrench into their production plans. Unless something is done, several broadcasting execs point out, the public will be the goat again—with an expensive FM set—that won't get FM.

## Milk Hoist

NEW YORK, Aug. 12.—The day before the Ed Wynn show hits the air (Sept. 8), Young & Rubicam will throw a cocktail party for the press. Feature of the soiree will be a milk bar, where beneficial by-products of cattle will be served. They are guaranteed to freshen up sallow skin, put sparkle back into bleary eyes and otherwise put the writers into a healthful frame of mind.

Y & R wants it made known, however, that other forms of refreshment will be served as well. It is, of course, no coincidence that Wynn's sponsor is the Borden Company, which daily extracts gallons of the stuff from the critters.

Elsie, the Cow, will definitely not put in an appearance.

## WJR Sets Different Pigskin Sked

DETROIT, Aug. 12.— Cafeteria-style choice football games is being used by Leo J. Fitzpatrick, vice-president and general manager of WJR, in setting up his sked of football broadcasts for this fall. According to Fitzpatrick, the station is picking "what we think will be the most interesting game of the week from our listeners' standpoint," and putting this on the air, instead of following one school or tying in with other station broadcasts.

In fact, Fitzpatrick criticized the latter policy, which has been generally followed by WJR and other major stations in the past, saying: "One of the major complaints of football fans in this section has been on the practice of Detroit radio stations all carrying the same game each Saturday instead of at least one station featuring another standout contest."

How widespread WJR's pick of games will be this year is indicated by its tentative 10-game schedule: September 30, Indiana at Michigan; October 7, Tulane at Notre Dame; October 14, Northwestern at Michigan; October 21, Wisconsin at Notre Dame; October 28, Notre Dame at Illinois; November 4, Notre vs. Navy at Baltimore; November 11, Pittsburgh at Ohio State; November 18, Northwestern at Notre Dame; November 25, Michigan at Ohio State, and December 2, Great Lakes at Notre Dame.

Program is being sponsored by MacGregor-Goldsmith, Dayton, O., sporting goods outfit. Dick Bray will handle the play-by-play description.

## Commentators Hear News of Labor

NEW YORK, Aug. 12.—Radio commentators and labor leaders met at a luncheon Wednesday (9) at the instigation of three newscasters to thresh out some of the rough spots in labor's alleged "unfair" deal from radio. Idea was originally suggested by Quincy Howe, CBS; Frank Kingdon, WQXR, and H. V. Kaltenborn, NBC. Morris Novik, director of New York's munny station, WNYC, acted as intermediary.

It was decided at the meeting that the labor men, Lee Pressman, general consul of the CIO; Richard Frankenstein, v.-p. of the United Automobile Workers, CIO, and Julius Emspak, secretary-treasurer of the United Electrical Workers, CIO, would give to the newsmen five-minute summaries of labor's point of view on controversial matters in the news, citing figures if desirable or necessary.

The labor men told the commentators who attended the luncheon, Bruno Shaw, WJZ; William S. Gallimore, WHN; Leland Stowe, WJZ; Leo Cherne, WOR; Johannes Steel, WMCA; John W. Vandercook, NBC; Alice Hughes, NBC, and Lehman Otis, John T. Madigan and John Whitmore of the CBS, Blue and Mutual newsrooms, respectively, how labor feels, and why, on the Little Steel Formula, the guaranteed yearly wage and government allotment of yearly sums to corporations during the post-war reconversion period.

Of the three men who originally started the idea only one, Quincy Howe, was able to attend, and he had to leave after a few minutes. Both Kingdon and Kaltenborn had to attend to pressing matters which came up unexpectedly.

## No Catchers or Hikers On Don Lee Come Sept.

HOLLYWOOD, Aug. 12.—Lewis Allen Wells, vice-prexy of Don Lee-Mutual, has banned "cowcatchers and hitchhikes" on the web, effective September 1. Don Lee follows its affiliate, Mutual, which has already voted a ban on the "thumbers" to take place January 1, 1945. NBC and CBS also have bans pending.

## NBC FM Commercial Okay

WASHINGTON, Aug. 12.—NBC's experimental FM station, W2XWG, goes commercial shortly, with FCC consent granted this week. Pending application for switch from experimental to commercial granted by FCC without comment.

## Rumor-Esque

NEW YORK, Aug. 12.—It being the dog days of summer, the air was heavily laden with rumors this week. Three of the rumors had to do with the heads of the public relations departments of NBC, CBS and the Blue. It seems that the gossipers were shifting John McKay, George Crandall and Earl Mullen out of their press relations departments to "greener" pastures.

Naturally, there was less than a drop of truth to any of the conversation pieces, and here is what the three p. a.'s had to say about them. George (CBS) Crandall avowed that it would be a good idea. He had been up on the job until 4 a.m. the day queried and back on the hand-outs at 8 a.m., so he'd like a rest. Did *The Billboard* know where his next CBS resting place would be?

Earl (Blue) Mullen wrinkled his seersucker a little more, and after Kintnering a bit (Robert E. Kintner will be the new vice-president come September 1), came to the conclusion that it would mean that he could stop paying bills for free-loaders. Anything can happen, said Earl, in the good old summertime, but Earl is going to stay with the Blue for a long, long time.

Final flack statement was difficult to obtain, John (NBC) McKay being in a meeting. But McKay previously stated that he's being shifted, in trade press rumors, to a different department every day, so one more rumor, of course, wouldn't disturb him. And, so, *The Billboard* told the little rumor man to go his way and riddle some other place.

## Fulton Lewis Runs Into Union Trouble For Umpteenth Time

NEW YORK, Aug. 12.—National Maritime Union, in a letter to Alfred J. McCosker, chairman of the board at Mutual, and FCC Chairman James L. Fly Thursday (10) demanded immediate retraction of a statement made by Fulton Lewis Jr., Mutual commentator, in which he said that merchant seamen from New York cast absentee ballots in the November election.

Lewis had said, the day previous, that Governor Dewey's soldier vote law covered merchant seamen, despite statements to the contrary made by leaders of the CIO and NMU.

This statement was called by the union a "deliberate falsehood." The NMU demanded that the remarks be retracted by Lewis and Mutual.

## UAW Still Fighting WHKC, Despite Votal Concessions

WASHINGTON, Aug. 12.—United Auto Workers' attorney, Ernest Goodman, said tonight that effort of the union to have license of WHKC, Columbus, O., revoked will be pushed despite "important concessions" in WHKC's answer to the charges this week.

Reports that the union's grievances against the station would be compromised before next Wednesday, when Commissioner Ray C. Wakefield is to hear the UAW charges against the station and its demand that the license be lifted, were emphatically denied by the union attorney.

Far from compromising the dispute, Goodman said that he was asking FCC permission this afternoon to subpoena scripts of Fulton Lewis Jr., Boake Carter, Upton Close and Col. McCormick, publisher of *The Chicago Tribune*, who, Goodman said, has a direct interest in the station thru his 25 per cent control of Mutual and Mutual's tie-up with WHKC.

## Religious Council Sets Plan To Fight Air Abuse With Showmanship, Public Service

### ETs and Everything Included in Package

CHICAGO, Aug. 12.—The first attempt by a major religious organization to carry on a nation-wide plan to have religious programs occupy a position they deserve in the radio station programming of this country is beginning to take concrete form. The plan, which will take into consideration that religious bodies have a duty to put on good programs as much as stations have a duty to present sustaining public service religious programs, is being put into effect by the International Council of Religious Education, a Protestant educational organization representing 47 denominations and 147 State and city councils of religious education throughout the country.

The need for such a plan has been growing ever since the radio industry began to grow tired of airing religious programs that did not hold their audiences. It became most apparent that a change was necessary when so-called religious leaders began to put on programs that solicited money, programs which enabled them to buy time. The networks—of which Mutual was the last to do so—have stopped airing all programs of the latter type. Mutual hopped on the bandwagon when it recently said nix to religious programs that solicited money. The taste left in the mouths of the public and the radio industry by the money grabbing and boring, dull religious programs have long had religious leaders worried.

Broadcasting itself has been a little worried about where to get worth-while religious programs because it sees the shadow of the FCC over its shoulder; it can imagine how the FCC can crack down if religious, public service programs are not given sufficient time.

### Everybody Happy

The plan worked out by the International Council of Religious Education is

## Atlantic Refining Gets Navy Games

ANNAPOLIS, Md., Aug. 12.—For the first time in the history of the U. S. Naval Academy, navy football games will be commercially sponsored this fall.

Six home and two out-of-town games will be broadcast by a chain of Eastern stations, some of them Mutual outlets. The only game that won't be bank-rolled by the Atlantic Refining Company will be the traditional Army-Navy clash, December 2.

Bill Slater will handle the play-by-play. N. W. Ayer is the agency.

planned to keep everyone happy. In June of this year ICRE decided to get the ball rolling. They called in Jerry Walker, educational director of WLS, Chicago, and made him their radio consultant. Walker, who is not receiving one cent as radio consultant for the religious organization, drew up a plan which, because of his background as a church deacon as well as an experienced broadcaster, will take care of the demands of both radio and religious leaders.

This plan was submitted to a conference of leaders of 14 principal Protestant inter-denominational church councils at Lake Geneva, Ill., late in June. At the conference it was accepted as a worthwhile, working plan. Represented at this conference was the Federal Council of Churches of Christ in America, which handles the few sustaining network Protestant programs of the air.

### For Local Stations Only

Walker's plan will be for use by local religious organizations on local stations only. Only FCCCA will still handle network programming. The plan is based upon the resolutions covering religious programs passed at the Institute for Education by Radio in Columbus, O., in 1942. These resolutions said in essence, that religious programs should be presented by stations in keeping with their responsibility to serve the "public interest, convenience and necessity," that religious programs should be presented on a sustaining basis, and that no religious program should appeal over the air for funds nor should funds be raised by the sale of pamphlets, etc.

Realizing that religious organizations had a duty to provide station managers with programs of community interest, Walker, in his plan, stressed the necessity for religious programs to have something interesting, professional and entertaining to offer to the stations. Just to demand time, without offering good programming material in turn, was considered to be unsound.

### Plan Sent to Churches

This plan, in the form of a pamphlet, has been sent to 90 per cent of the Protestant churches in the country. It gives instruction in such things as choosing a format for programs, handling program personnel and materials, utilizing transcriptions, building a continuing audience, taking care of stations relations, and listener relations, and even doing general publicity.

In addition, the plan was sent to the NAB with the view of having the broadcasters' association publish it and send it to member stations.

The ICRE has done more than set up a plan. It has begun to take definite steps toward putting the plan into action. In the fall, at a cost of \$25,000, five-minute dramatic religious transcriptions using music, a narrator and a cast of actors, will be sent to 100 local councils throughout the country. The transcriptions will be sent out for 39 weeks. The series will consist of six transcriptions a week. Cost of the transcriptions will be met by ICRE with money from local churches which contribute to the International Council for the educational work it does.

The ICRE is an important church organization. Its president is Commander Harold E. Stassen, former governor of Minnesota. Its treasurer is James L. Kraft, owner of the Kraft Cheese Company. Its general secretary is Dr. Roy G. Ross, and many other prominent Americans are listed among its governing officers.

After the fall transcription plan is well under way it is planned by the ICRE to do even more in the way of supplying scripts and religious program production assistance to the Protestant churches of the United States. As the plan grows, however, its advocates always will keep in mind the condemnation given by the radio trade and the public to some religious programs in the past.

## Fisticuffs Not Killed By Radio

They're knocking themselves out, says Twin City newsman on the air

MINNEAPOLIS, Aug. 12.—Radio is not "causing the demise of big-time boxing," John Ford, WTCN-Blue newscaster, told his audience in rebuttal to an attack on radio and boxing, published by Dick Cullum, sports editor of *The Minneapolis Daily Times*, 10 days ago.

Cullum had charged that because sponsors want their full time on the air in which to get in their commercials, fight broadcasts go without knockouts these days and become uninteresting dancing exhibitions.

If boxing is dying, said Ford in answer to Cullum, it's the sport's fault itself, not radio's.

"You almost bluntly say that boxers themselves are warned not to go in swinging but to make the bout last," Ford said, addressing himself to Cullum. "By doing that, the boys get tabbed as second-raters. If you'd take a peek back at the days when there were really big-timers in the ring, you'll see that radio sponsors went on the line even when Joe Lewis knocked out his opponent in the first 13 seconds of the first round. Compare this great champion with the cream puffs you name in your column. And compare Joe Louis, too, with boxers like Lem Franklin, who got knocked out in Newark and hit his head against the canvas so hard that he got a brain concussion.

"And the doctors even say the fall did it—not Larry Lane's punches."

## New NBC Supplementaries

NEW YORK, Aug. 12.—Newest additions to the NBC web are KVOL, Lafayette, La., and KPLC, Lake Charles, La., both 250-watters. The affiliations, supplementary stations in the South-Central group, becomes effective August 15. The two new outlets will be available only in a package and in combination with WSBM, New Orleans.

## Blue Gets Lockheed

HOLLYWOOD, Aug. 12.—New Lockheed Aircraft show, *The Man Called*, starring Herbert Marshall, moves over to the Blue from CBS, effective September 9. Show is currently hitting 70 stations on CBS and will use 181 outlets on the Blue.

## Gannett Wants a Station

WASHINGTON, Aug. 12.—Frank E. Gannett-owned *Binghamton Press* is seeking construction of new 250-watt station on 1490 kilos, unlimited hours, in Binghamton, FCC announces.

## Cerwin Mex Co-Ordinator

MEXICO CITY, Aug. 12.—Herbert Cerwin, former California newspaper and advertising man, named co-ordinator of inter-American affairs for Mexico. Cerwin has had charge of radio here for the co-ordinator the last 15 months.

## Aluminum Ethel

NEW YORK, Aug. 12.—Ethel Barrymore has been signed to star in the new Alcoa-sponsored Blue dramatic show, *Lighted Windows*, which has its preem September 17 (3:30-4 p.m., EWT). The Sunday feature is Miss Barrymore's first regular radio venture.

Trade says that the signing of a top star means that Alcoa is going all-out on *Lighted Windows*, a program which, it is claimed, has done much to get public opinion behind the aluminum company's hope of having restrictions eased on the civilian use of the metal.

## CIAA Sells 8 Radio Shows to Advertisers

WASHINGTON, Aug. 12.—Eight programs in three Latin American countries have been taken over by regular advertisers in these markets, from the co-ordinator of Inter-American Affairs Radio Division. This is part of the selling campaign in effect many months but which is only now being felt.

In Mexico the CIAA sold its *Rapsodia-Americana*, a popular music seg, to Philco. Philco, of course, renamed it at once, *Rapsodia-Philco*.

They did their best selling job in Colombia, selling six shows to four North American advertisers and two locals. The Yanks bought *Jornadas Heroicas* (heroic tales of the Americas' struggle for freedom), *Musica De Las Americas*, musical salutes to Latin American nations, and *El Lobo Del Mar*, based upon the career of Captain Filber, *Wolf of the Seas*. The dough was put on the line by Everfit, Coca-Cola and Bicardi for these three, while the final advertiser from the U. S. A. (Peppodent) bought a *Home Theater* program.

The shows bought locally were a war hero seg and a *March of Time* type news program.

The eighth show was sold down in Chile to a drug company. It also was a news slot.

The CIAA is still confident that sales to advertisers will go a long way to cut down the budget that the radio division needs.

## Organized Medicine Buys Time in Mich.

DETROIT, Aug. 12.—One of the first advertising programs ever put on the air by organized medicine, usually the most conservative of professions, is starting over 11 Michigan stations, leading off with WXYZ, Detroit.

Program is designed to stress voluntary pre-payment plans for medical care, in contrast to compulsory legislation, such as the Wagner-Murray-Dingell Bill. Program uses five-minute transcriptions, with brief medical historical dramas.

Series has been booked for two-a-week scheduling for 13 weeks. Stations outside Detroit are WJIM, Lansing; WELL, Battle Creek; WDBC, Escanaba; WOOD, Grand Rapids; WFDF, Flint; WKBZ, Muskegon; WDMJ, Marquette; WIBM, Jackson; WBCM, Bay City; WSOO, Sault Ste. Marie, and WHDF, Calumet.

## From 'Green Valley' To 'Take With You'

NEW YORK, Aug. 12.—A radio adaptation of *You Can't Take It With You*, sponsored by Emerson Radio, will replace *Green Valley*, U. S. A. over a 63-station Mutual net August 27. Weintraub Agency is handling the show, with Moss Hart getting build-up as personally supervising the production.

Nathaniel Curtis will write the scripts for *You Can't Take It With You*, with original music composed and conducted by Fredric Fradkin.

## Disney Goes to Town Via E. T.'s In 3 Tongues and 8 Countries

HOLLYWOOD, Aug. 12.—Expansion of coverage for Walt Disney production of *The Three Caballeros* has been worked out by Standard Radio Transcriptions in English, Spanish and Portuguese, and will go not only to stations in the United States, as originally planned, but also to England, Australia, New Zealand, India, South Africa, Spain and Portugal.

Trade believes that this makes the most extensive coverage of film plugs by radio. Total of 1,177 transcriptions will be sent out, 1,006 with English lyrics, 136 in Spanish and 35 in Portuguese. Disney feels that this promotional work

## No Air Bill in 78th Congress

WASHINGTON, Aug. 12.—Tip-off on the controversial Wheeler-White "free speech" radio bill here today is that it will die in committee with the 78th Congress December 31.

Wheeler, fiery Montana Democrat, has thrown up his hands and will not press for passage. Report is that Wheeler and other supporters feel that the hot-cold attitude of industry means a major fight on the floor that will end in defeat. Rather than risk a floor battle they have withdrawn and will let the bill "sleep."

Victory in November may mean a far more drastic bill under Dewey sponsorship next year. GOP bigwigs in Congress and out have been gunning for FCC and might find the time ripe for action with the Republicans in control in 1945. Dewey, thus far, has been close-mouthed on the subject but some say he will go down the line in a housecleaning that will extend to FCC, if elected.

## Phil Gimbels Tries Again To Catch War Workers' \$\$

PHILADELPHIA, Aug. 12.—Gimbel Bros.' department store makes its most ambitious venture in radio to date in sponsoring a weekly "salute" to the city's many war industries via WIP, started Wednesday (9) at 10 p.m. for a half hour. With an eye on building post-war patronage, stanza, tagged *Gimbel's Victory Caravan*, is essentially a war-plant amateur show, with the station's program and production staff screening the factory talent.

Heavy promotional campaign mapped out for both store and factory, calling for one-sheets displaying photographs of the particular show's talent, display cards and stickers as pin-ups in factory locker rooms and paste-ups on time clocks, as well as for display in retail stores in the neighborhood surrounding the particular industry to be saluted. Promotion also provides for pay-roll envelope stuffers and prepared copy for use over plant public-address system plugging the approaching air show. Each week finds a different factory in the spotlight.

Sponsor also promoting the program thru stuffers in bill mailings, window displays, announcements in newspaper ads and attention lines on menus in the store's restaurants. Commercial copy used by sponsor is of an institutional nature.

## New NAB Counsel

WASHINGTON, Aug. 12.—John Morgan Davis, Philly attorney, has been appointed general counsel in charge of labor relations for the NAB. Retaining his Philly practice, Davis will act in an advisory capacity for the org. He is also v.-p. and general counsel for WIBG, Philly, owning an interest in the station.

## One Is Enough for "Times"

WASHINGTON, Aug. 12.—*New York Times* has withdrawn application to construct high frequency station, tentatively to have been operated on 45,500 kilos, FCC announces. Reason: Purchase of WQXR and affiliate FM station.

## It All Depends

WASHINGTON, Aug. 12.—*The Washington Post*, owned by Eugene Meyer, who recently acquired WINX, resumes Sunday radio columning, indicating abrupt reversal of policy of some months back, when Marjorie Kelly's column was tossed out because of space shortages.

*The Times-Herald* is expected to follow suit, as the conservative *Evening Star* has continued Sunday radio stuff regularly.

Loud squawks by local listeners and station ops is a big factor in policy switch; likewise Meyer's new interest in radio field.

Miss Kelly took over Ernest Schier's job when he arried a year ago. She took over Schier in nuptials here last week.

## Remotes for \$\$ Coming Up as Free Lines Nixed

BOSTON, Aug. 12.—Time was when radio stations fought for the rights of broadcasting quarter to half-hour late-evening shots of bands from niteries, ballrooms and hotels. They asked no more than the line charges. They carried the shows free otherwise, even providing announcers and engineers. The custom worked well for all concerned. It helped stations to fill out time and drew late-evening listeners. At the same time the spots could be used as considerations for paid time and served as promotion for band, spot and station.

But that may be changed in time. Stations are short of help and their time is pretty filled up anyway. They are reluctant to put on any show for free, let alone a band. The time may come when all operators, maybe even bands, will have to pay their own freight.

Case in point is Totem Pole, al fresco ballroom at Norumbega Park, Auburn-dale, Mass., about 11 miles from the Hub center, where most of the big name bands have played. Most recent was Glen Gray's Casa Loma crew. But the Dorseys, Millers, Goodmans, et al. have played both one-night stands and long terms here. Boston radio stations were accustomed to broadcasting as many as eight late-evening shots a week from the Totem Pole for no more than the line charge, which rarely ran over \$50 weekly.

Current attraction is Baron Hugo's local 20-piece band, now in its eighth month. Roy Gill, Totem Pole operator, tried to get air time for the band but, despite his liberal use of paid time, was nixed. The fact that the band is local probably has little to do with it, as the band has built up an enormous following.

So, Gill has bought a half-hour spot on WEEL (CBS) for Friday nights at 11:30 at \$144.50 a shot. For the time being that is all the time the station can sell him. He wants more time and will pay for it (at a lower rate) when he can get it. In return for this, the station will send out a full crew to handle the show.

A check with local stations shows no other one following this policy, but the way has been pointed.

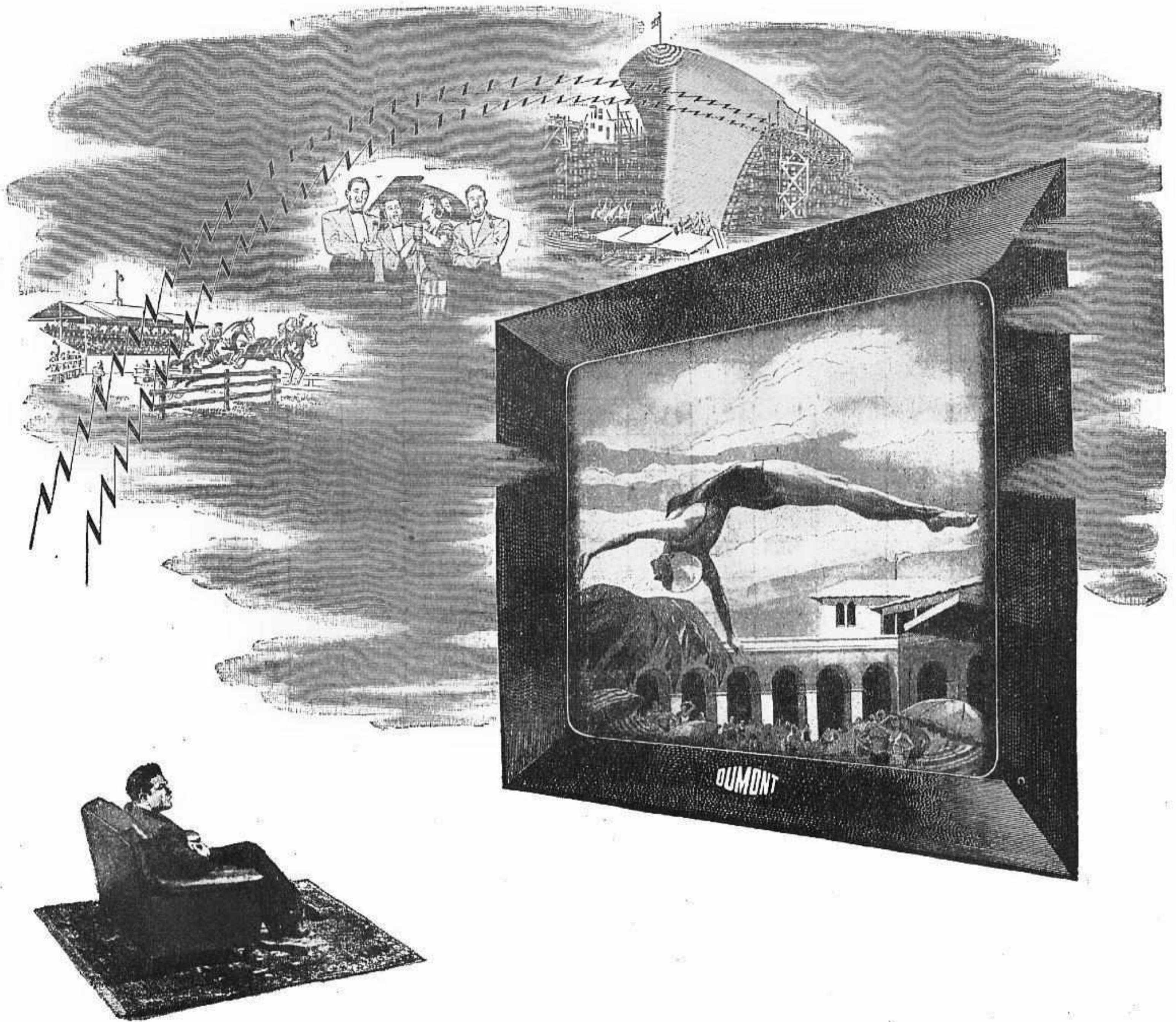
## Series to Gillette Again

NEW YORK, Aug. 12.—Gillette Razors has signed with Mutual for exclusive broadcasting rights to the World Series for the sixth consecutive year. Games will be aired over a 250-watt station web in the U. S. and Canada. Dates for the baseball classics will be determined in September when Baseball Commissioner Landis meets with the winners of the National and American League pennants.

## Doolittle Do Much

DETROIT, Aug. 12.—Tim Doolittle, who has a hillbilly band on WJR and also doubles as purchasing agent of the station, had his band out at Dearborn, Mich., for the past nine days, playing for the rodeo sponsored by the Junior Chamber of Commerce.





**YOU'LL BE AN ARMCHAIR COLUMBUS!**

You'll sail with television through vanishing horizons into exciting new worlds. You'll be an intimate of the great and near-great. You'll sit at speakers' tables at historic functions, down front at every sporting event, at all top-flight entertainment. News flashes will bring you eye-coverage of parades, fires and floods; of everything odd, unusual and wonderful, and bring them to you just as though you were on the spot. And farsighted industry will show you previews of new products, new delights ahead.

All this—the world actually served to you on a silver screen—will be most enjoyably yours when you possess a DuMont Television-Radio Receiver. It was DuMont who gave really *clear* picture reception to television. It will be DuMont to whom you will turn in peacetime for the finest television receiving sets and the truest television reception...the touchstone that will make you an armchair Columbus on ten-thousand-and-one thrilling voyages of discovery!

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**DUMONT**  *Precision Electronics and Television*

# COMMERCIAL IMPACT COMPILATION

(Presenting the "First Twenty-Five" Nighttime and "First Ten" Daytime Programs in Order of Their Sponsor Identification—Based Upon Hooperating of July 30)

NIGHTTIME PROGRAMS	SPONSOR IDENTIFICATION	PRODUCT IDENTIFICATION	Wrong Sponsor Correct Product Identification	Identification Wrong Product Correct Sponsor	DON'T KNOW	AGENCY	SPONSOR	NET	Hooperating
YOUR HIT PARADE	85.6	84.6	1.0	2.2	12.2	Foote, Cone & Belding	American Tobacco	CBS	11.2
TAKE IT OR LEAVE IT	80.8	80.8	—	4.8	14.4	Biow	Eversharp	CBS	10.7
WORDS AT WAR	80.8	80.0	—	1.5	18.5	N, L & B	Johnson	NBC	3.7
WALTER WINCHELL	79.2	79.2	—	3.7	17.1	Lennen & Mitchell	Jergens	Blue	12.6
FITCH BANDWAGON*	74.5	—	—	—	—	Ramsay	Fitch	NBC	7.2
BING CROSBY	70.6	70.3	0.3	0.6	28.8	Thompson	Kraft	NBC	14.5
CHARLOTTE GREENWOOD	70.3	70.0	0.3	3.9	25.8	Foote, Cone & Belding	Pepsodent	NBC	6.9
THANKS TO THE YANKS	69.9	69.3	0.6	1.4	28.7	Esty	Camels	CBS	7.3
LOWELL THOMAS*	67.5	—	—	—	—	R, W & C	Sun Oil	NBC	11.2
GINNY SIMMS	65.9	65.9	—	4.1	30.0	Biow	Philip Morris	NBC	7.5
EDWARD EVERETT HORTON*	65.8	—	—	—	—	McKee & Albright	Sealtest	NBC	14.5
HILDEGARDE	65.4	65.4	—	3.5	31.1	Seeds	Brown & Williamson	NBC	6.2
SCREEN GUILD PLAYERS	64.0	64.0	—	1.3	34.7	Biow	Lady Esther face powder	CBS	11.0
BLIND DATE	64.0	64.0	—	3.9	32.1	Esty	Lehn & Fink	Blue	5.5
VOX POP	63.9	63.9	—	6.5	29.6	R & R	Emerson Drugs	CBS	8.9
YOUR ALL-TIME HIT PARADE	63.8	63.8	—	3.1	33.1	F, C & B	American Tobacco	CBS	6.7
PAUSE THAT REFRESHES	63.2	63.2	—	1.0	35.8	D'Arcy	Coca-Cola	CBS	4.5
JIMMY FIDLER	61.9	61.9	—	5.1	33.0	Small & Seiffer	Arrid	Blue	7.2
PEOPLE ARE FUNNY	61.8	58.6	3.2	3.4	34.8	Seeds	Brown & Williamson	NBC	7.8
TELEPHONE HOUR	61.4	61.4	—	6.3	32.3	N. W. Ayer	Bell Telephone	NBC	6.6
CAN YOU TOP THIS?	60.5	52.2	8.3	6.3	33.2	Ted Bates	Colgate-P'olive-Peet	NBC	7.3
LONE RANGER	59.6	40.4	19.2	6.0	34.4	D, F & S	Gen'al Mills (Kix)	Blue	4.4
JAMES MELTON*	59.5	—	—	—	—	Buchanan	Texaco	CBS	5.0
GABRIEL HEATTER	59.3	59.3	—	6.8	33.9	Erwin Wasey	R. B. Sember	MBS	8.6
ONE MAN'S FAMILY*	59.0	—	—	—	—	Kenyon & Eckhardt	Tender-leaf Tea	NBC	7.4
<b>DAYTIME</b>									
MA PERKINS (NBC)	74.3	67.6	6.7	1.2	24.5	D, F & S	P & G	NBC	5.1
AUNT JENNY	69.9	69.2	0.7	9.3	20.8	R & R	Lever Bros. (Spry)	CBS	5.7
BREAKFAST AT SARDI'S* (Kellogg)	69.6	—	—	—	—	Kenyon & Eckhardt	Kellogg	Blue	6.4
JACK ARMSTRONG	69.3	69.3	—	4.3	26.4	Knox Reeves	Gen'al Mills (Wheaties)	Blue	2.9
BIG SISTER	67.6	67.1	0.5	2.6	29.8	R & R	Lever (Rinso)	CBS	6.9
BETTY CROCKER	67.6	15.0	52.6	9.4	23.0	D, F & S	Gen'al Mills (Kix)	NBC	4.1
MA PERKINS (CBS)	66.5	64.0	2.5	4.6	28.9	D, F & S	Gen'al Mills (P&G)	CBS	7.6
HYMNS OF ALL CHURCHES	64.5	7.2	57.3	4.8	30.7	D, F & S	Gen'al Mills (Softasilk)	NBC	3.1
KATE SMITH SPEAKS*	62.8	—	—	—	—	Y & R	Gen'al Foods Grape Nuts	CBS	6.3
SONGS BY MORTON DOWNEY	60.3	60.3	—	0.7	39.0	D'Arcy	Coca-Cola	Blue	3.1

\*These programs do not subscribe to the Hooperatings, thus the complete breakdown is not furnished.

## AFRA Locals Set Delegate Policy For Convention

NEW YORK, Aug. 12.—AFRA's New York local started meetings Wednesday (9) to determine the delegation's stand on pressing matters that will be before the union's sixth annual national convention which opens in Cleveland late this month. Matters before the local, which will also be taken up at the convention, will include basic contract renegotiations, proposed merger of the Four A's, and renewal of net and station rates for commercial, sustaining and transcription work.

The Billboard radio editor will again attend the convention and give The Billboard readers full coverage of the convention. Only one invited speaker will be at the meeting, James L. Fly, FCC chairman, but AFRA expects the war-abbreviated convention to outline several basic policies in its set-up.

It has not yet been determined just how many delegates will attend, because of the war transportation problem, but it is expected that at least 65 will go from New York. Main point of the convention will be discussions of AFRA rules in relation to the changing war and post-war situation.

## Holiner Mikes Vallee Show

HOLLYWOOD, Aug. 12.—Mann Holiner, who has just donned civvies after serving as major in the army radio service, has been named producer of the new Rudy Vallee show which tees off September 9. Before joining the service, Holiner handled the production reins on the Frank Morgan-Fanny Brice ailer, as well as plenty of West and East Coast programs.

## Gosch Returns to Pictures

HOLLYWOOD, Aug. 12.—Martin Gosch has decided to step out of radio and take another fling at making pictures. He was signed this week by MGM to prepare a musical for early production. This move will postpone the Broadway show he had planned for a fall opening. Gosch recently bowed out as producer on the Jack Carson show.



## CREATIVE FORCE

with Producers, Musical Directors, Home Economists, Staff Writers, News Editors and Publicity Dept.—make WTAC a BIG station in a BIG market.

# WTAG

WORCESTER



## AIR FEATURES

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

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# TUNE-DEX

## PHOTO REPRODUCTIONS

Now doing work for FRANK SINATRA, BIDDIE CANTOR, GUY LOMBARDO, HELEN FORREST, etc. Quantities as low as 50. Write for price list B.100—\$6.60 MOSS PHOTO SERVICE, 155 W. 46, N. Y. 10

# Milwaukee Proves That Mgt., P. S. and Prestige Pay Off

(Continued from page 6)

his listeners what they want, and making his station a financial success. He has proved that these two objectives can be accomplished at the same time.

In charge of the station since it started operation in 1925, Damm believes that by now he knows his audience better than any advertiser, and thus knows best what they want. He has many programs which are the sole property of the station and on which time is sold with the strict stipulation that advertisers cannot change formats.

Using theories of advertising selling he acquired during his years as promotion manager of *The Journal*, of which he now is a vice-president, Damm sells time just as most newspapers sell space. These newspapers sell space for a certain price and then for anything additional—art work, typography, etc.—the advertiser has to pay additional. On those local shows with which Damm will allow no tampering, he gets the station's basic rate of \$400 per hour. He considers the price paid for time to be the equivalent of dough paid for newspaper white space. Everything else is additional, announcers, actors, musicians and writers. Even for commercial news programs, Damm sees that his news writers get money which is paid directly to them and not put in the station's coffers.

## \$90 a Minute for Spots

Thinking of satisfying his audience, Damm has built a strong public following. For this following, advertisers have to pay—and plenty. WTMJ charges \$90 a minute for spots and \$60 for station breaks—one of the highest rates in the country.

Rates like these have resulted in financial success for the station. Financial success has given Damm a chance to build a physical structure and quality of programming equaled by no other station of its size in the country. In 1942 he built an \$875,000 Radio City that is one of the show places of Milwaukee and one of the most complete buildings of its kind. In 12 months after the Radio City was built new business which resulted from the prestige the structure gained the station and from advertisers' anxiousness to put on shows before live audiences in the main studio (which seats about 375), was more than paying for the amortization cost and overhead of the building.

Equipped with some of the most modern, efficiency-increasing, cost-saving electronic, heating and air-conditioning devices and acoustical properties as well as built in a modern design of beautiful functionalism, Radio City is a Milwaukee mecca. More than 15 studio audience shows are presented there each week. Even at 12 noon, when the station broadcasts its *Grenadiers' Musical Program* (one of those Damm will not allow an advertiser to change) the main studio is packed.

## FM and Tele, Too

In Radio City, which was planned by Damm, WTMJ also houses its FM station, WMFM, and has studios which will be used in the future for television station WMJT, for which the station has already been granted a license. One large studio (almost as large as CBS' main television studio in Grand Central Terminal, New York) was designed for television. It was constructed to have enough space for a television stage for cameras on the floor, for camera cranes

on the ceiling and for floor and overhead microphones. There is a large control booth behind the upper portion of a side wall. This booth is by far more functional in its size and position than NBC's or GE's television control booths in the East. Thus, WTMJ is all set for television.

It is more than all set for FM. It already is operating a successful FM outlet. Damm spends \$3,000 a year for musicians on this station; \$6,000 a year for FM announcers. Two thousand dollars a year is spent for musicians on commercial FM programs. Yearly in addition, Damm uses staff musicians to the extent that \$2,000 of station's over-all AM musical cost is charged to FM, while \$1,858 yearly is spent for other FM talent, and \$1,500 is spent for non-staff incidental costs, in addition to all above. In all, it costs Damm about \$65,000 a year to operate his FM station, exclusive of amortization costs charged to over-all construction cost of Radio City. Taking into consideration that 25 per cent of the cost of Radio City and 25 per cent of the cost of executive salaries are charged to FM operation, Damm said, that the FM time he sells allows him to just about break even on his FM operation. This, as most of trade knows, is a rare record of commercial FM operation in these days.

That, the picture of listener pulling, Radio City construction, FM operation and television plans for the future just about completes the picture of WTMJ's operation in Milwaukee. But it by no means completes the picture of over-all radio operation in this city of conservative religious Americans composed of language groups.

## Milwaukee's 250-Watter

At WEMP, 250-watt Blue Network affiliate, there is a type of operation that is entirely different from WTMJ's. But here we find the station operation that completes the Milwaukee picture. For at opposite poles are WTMJ and WEMP. Somewhere in between are other stations in the area, and somewhere in between fits the operation of Chicago's powerful stations heard in greater Milwaukee.

General manager and guiding hand at WEMP is Charles Lanphier, a young, progressive executive who is a recognized civic power in Milwaukee. Lanphier's philosophy of operation can be summed up as successful co-operation with local civic, language and religious groups which has resulted in winning financially the successful radio station record.

WEMP has only 250 watts of power, true—but with this 250 watts it is able to reach all of Milwaukee's local populace, and that is all Lanphier is interested in reaching. He recognizes that Milwaukee's population is composed primarily of powerful German, Polish and Croatian language groups. Of which 35 per cent are Lutherans and 35 per cent Catholics. He co-operates with them, and he builds a listening audience thereby. He has plenty of religious programs, some foreign language programs and sees that when these groups want a message put on the air they are given the opportunity.

WEMP has exclusive rights to high school and Marquette University football games. It also has exclusive rights to baseball games of the Milwaukee Brewers, "the New York Yankees" of Milwaukee. WEMP airs many special events shows to boost civic promotions.

## No Like Surveys

Lanphier doesn't put much stock in surveys. He says he likes to see results in terms of advertisers' satisfaction. This year his gross business will increase 37 per cent over last year's. He has the most local (particularly department store) advertising in town. Fifty per cent of his advertisers have been with him for about seven years. He doesn't have a pretentious studio building, but he makes money, and he serves his community. That's all, he believes, a station could want to do.

WEMP makes money and serves the community. So does WTMJ. They prove, to some extent, the validity of the theory that in the Midwest are some of American radio's most successful stations. And they prove, too, that not all of radio's most successful operations and future potentialities are to be found in network and large station operations in New York, Chicago and Hollywood.

# FIVE-WAY PICK-UP

NEW YORK, Aug. 12.—Blue is considering buying a package which the William Morris Agency has wrapped up, starring Chico Marx and former Blue announcer, Jack McCarthy. Show would be a situation comedy format, with Marx handling the gag chore. . . . At 8:30 p.m. Monday (14), WNYC, munny station here, will wind up its 20th anniversary celebration when a special 65-piece symphony, Eric Madriguera and Grace Castagnetta, pianist, broadcast from the Central Park Mall. . . . Jerry Wayne has been signed to the singing job on Ed Wynn's new Blue show for Borden, preeming September 8. . . . Ray Knight, ex-production manager for the Blue, goes to Y&R soon to handle the Wynn show. . . . Robert Menefee and Bernard Bennett, both former WTOP spellers, have been added to the CBS tongue-and-throat brigade. . . . William A. Herrington has been appointed head of the listening area measurements department at C. E. Hooper.

American Oil Company has renewed its contract for CBS's *World News*, with Ned Calmer and Maj. George Fielding Elliot and Edward R. Murrow, from London. . . . Ozzie Nelson and Harriet Hilliard expected in New York next week to huddle with Y&R radio execs about their new show for International Silver, *The Adventures of Ozzie and Harriet*. No producer has been set as yet. . . . Walter Punker has been assigned to produce the Dinah Shore show from Hollywood for Y&R. Ainer will be his only chore, a tip-off on how important General Foods thinks the Shore program will be. . . . Note to reviewers: An org called the Industrial Undergarment Corporation will produce a show over WABD-DuMont, using a tie-up with its product. We can hardly wait. . . . Mrs. Dorothy Lewis has been appointed chairman of the radio committee of the New York State Advisory Committee on Home and Farm Safety. . . . Florence Robertson has been signed for the Miss Duffy role on the tavern of the same name. . . . Blue's sustainer, *On Stage, Everybody*, will be made into a movie by Universal. . . . Cornelius O'Day, currently in the Blue's New York newsroom, moves to Chi September 15 to take over as head of the news set-up there.

CHICAGO, Aug. 12.—Fred G. Harm has been appointed sales manager of WJJD, local indie recently purchased by Marshal Field. Art Harre, former sales manager for WJJD, is now station's manager. . . . NBC Chicago radio recording division will write, produce and record two programs which will be distributed thruout the country by the Optimist Club for broadcast during eighth annual observance of Optimist Week October 1-7. . . . Marlin Hurt, Beulah, the Maid, on Fibber McGee and Molly show, will make guest appearance on *National Barn Dance* August 26, when program is broadcast from Wisconsin State Fair. . . . Shell Oil Company has signed to sponsor 11 WBBM broadcasts of Midwestern football games September 23 thru December. J. Walter Thompson Agency handling.

WBEZ, FM station owned and operated by Chicago Board of Education, will return to air September 18 after silence during school vacation period. . . . William Peck, who formerly handled radio for National Concerts and Artists Bureau, now in radio department of Fredericks Bros.' office. Peck spending four weeks in Fredericks' Chicago office before going to West Coast for FB. . . . Jack Fulton, tenor, who has been network star and is now playing trombone in NBC staff orchestra here, will make appearance as guest singer on the Paul Whiteman show on Blue August 20. Fulton was booked by Freddy Williamson, local talent agent. . . . Dale O'Brien, WGN public relations chief, on vacation. Ditto for Russ Young, Hill Blackett & Company producer. . . . Oliver Morton, NBC Central Division manager of local and spot sales, in New York and Philadelphia on business. . . . Frank Kroch recently discharged

from army and before that sports editor of *Collyer's News Bureau* in Chicago, now news writer at WBBM. . . . Stan Lonergon now announcer at WGN.

BOSTON, Aug. 12.—Harold E. Fellows, general manager of WEEL, was recently awarded a special certificate of appreciation by the American Red Cross Blood Donor Service. In making the presentation, local chairman, Alan Morse, praised WEEL's *Life to the Front* and its help in getting donors in this area. . . . Edd Stearns Jr., recent addition to WNAC producing staff, has replaced Ray Rich, who has enlisted in the navy, as produced of *American Women's Jury*. Stearns was recently discharged from the navy. . . . Anniversaries celebrated at WBZ lately: George Mae, singing cowgirl and feature of *New England Farm Hour*, celebrated 10 years in radio; Carl De Suze observed completion of first year with his noonday *You're Telling Us*. . . . Charles Curtin, for six years a New York CBS director and producer, has joined Yankee Network as night production supervisor.

The positions of teacher and student were reversed during a recent session of the WBZ-Westinghouse Radio Workshop when WBZ tub-thumper, George W. Slade, once a pupil of Prof. Albert Morris at Boston University, presided at a meeting at which his former teacher was present. . . . Yankee Network news programs recently renewed by sponsors: Narragansett Brewing Company thrice weekly at 6 p.m.; Shell Oil Company thrice weekly at 6:15. . . . Vince Ladell, vocalist with Leo Reisman at Hotel Statler, has replaced Frank Petty on the thrice-weekly morning shots of *Serenade For Strings*, WBZ. Petty is now with Guy Lombardo at the Waldorf-Astoria, New York.

HOLLYWOOD, Aug. 12.—Johnny Mercer's *Music Shop* has been renewed for another 13 weeks. . . . Walter Bunker Jr. due in town next week. . . . Herb Sanford here to take over duties as manager of local office for N. W. Ayer. . . . Jerry Seelen will help in the scripting chore on the Fanny Brice ainer. . . . Ken Niles and Don Prindle have a new comedy show which they're auditioning at CBS. . . . Russell Crouse, prexy of the Author's League, addressed members of the Radio Writers' Guild last week. . . . Paul Franklin is scripting *Amos 'n' Andy*.

Edgar Bergen, minus Charlie McCarthy, guesting on the Les Tremayne ainer. He'll give his new character, Mlle. X, a build-up to the dial twisters. . . . Art Linkletter takes *What's Doin', Ladies?* to KPO, San Francisco, for one broadcast. . . . Virginia West heads new press department at Blue's KECA. . . . Andy Russell took his first train ride last week when he made that New York jaunt. . . . Agnes Moorehead will take the lead in *Suspense* for August 17. . . . Cass Daley will be a permanent fixture on the Frank Morgan show when it tees off August 31.

PHILADELPHIA, Aug. 12.—Rupe Werling, WIBG production manager, will return to the faculty of the Bessie V. Hicks School of Dramatic Art to teach a radio course. . . . Stuart Wayne, KYW announcer, recovered from a flu attack, returns next week to his disk-spinning chores for the *Morning Salute* show. . . . Bill Caskey, assistant station manager at WFIL, has chalked up his 15th wedding annl. . . . Chick Kelly, former KYW publicity chief in the marines, now in officers' training at Quantico, Va. . . . Roger W. Clipp, WFIL prexy, tossed a summer party for the entire staff Sunday (10) at the Manufacturers' Golf Club. . . . WIP's Uncle Wip and WFIL's magic lady, competing kiddie stanzas, both vacationing at Ocean City, N. J. . . . Tom Liversey, former radio control operator, joins the KYW announcers.

## Not for M.D.'s

DETROIT, Aug. 12.—Fred Van Deventer, WJR newscaster, is to figure out whether it is the heat or what. He got a request for some publicity from the Stay-at-Home Vacation Committee appointed by Mayor Edward J. Jeffries Jr. Idea sounded like a good, patriotic one in these days of overburdened transportation.

But what got Van Deventer was the announcement that a first meeting of the committee would be held, "Now that sufficient members of the committee have returned from their vacations!"

Do what I say, not what I do?

# Perfectionists Win Round; IRAC Recommends Higher Frequencies for Television

## CBS Negotiating With Three Manufacturers for Equipment

WASHINGTON, Aug. 12.—Video perfectionists won the first round of their battle for air pix in the higher frequencies when the Inter-Departmental Radio Advisory Committee recommendation came to light at a closed-door meeting of radio and governmental execs yesterday. The actual recommendations were not released for publication but it was known that altho the present limited line television screen was okayed, the higher frequency wider band video for experimentation was also requested.

Government execs had planned to continue the meeting today but there was so much controversy on the international aspects of the recommendations that the meeting was adjourned for a later date not yet determined.

A confidential report by William B. Lodge, of CBS, implemented the IRAC proposals and altho it, too, was not released for publication, certain facts were revealed by engineers in attendance at the conclave.

These facts include:

CBS is negotiating with three of the major transmitter manufacturers for higher frequency transmitters. The web stated that all the three have assured it that they are technically, come man power and material release, able to build the stations for the new (yet to be okayed) wave-band. CBS further stated that plans have been set for field tests in the higher frequencies in New York and Washington. The web also pointed out in its report (without naming the organization) that the American Telephone and Telegraph Company was planning a relay system between these two points.

The CBS tests will not be conducted by CBS but by an indie testing organization which will be associated with the Columbia organization for this purpose.

The CBS report covered other things besides video (comment on these other

matters will be found on radio pages in this issue) and it is said tipped the fact that despite the fact that CBS has no interest in manufacturing video transmitters or home receivers, it has been out selling manufacturers to do both of these. Altho the web was not ready to release the names of all three of the manufacturers, one is known to be General Electric. It has been known, of course, that any pitch for higher frequencies and better images in television would have to depend largely on there being available both transmitters and receivers for the "perfectionists." CBS has quietly been going about setting it up . . . waiting the day.

## Warner Cartoon Begins Study on Tele Technique

HOLLYWOOD, Aug. 12.—First move on the part of cartoon makers to study the forthcoming television market is under way here, with announcement that Robert Clampett, director for Warner's cartoon division, will step into the Patrick Michael Cunning video set-up.

Clampett will retain his position with Warners, but will work with Cunning on ideas for slanting cartoons expressly for television.

## Telestock Companies Set by Cuning for The Video to Come

HOLLYWOOD, Aug. 12.—Live talent production will be the only feasible means of commercializing television, according to Patrick Michael Cuning, who has been experimenting along these lines for video for the past six years. Cuning has what he calls a "telestock company," composed of pic feature and hit players, which is rehearsing every week to be ready to go out when the dough is on the line.

Ten of these stock companies have been set by Cuning. They have become so proficient getting up on lines that they can do a show after one or two rehearsals, he says. As it now stands, companies are made up of from eight to 14 players.

General idea is to have stock companies ready to hit the road when video goes commercial. Cuning feels that he will be able to supply stations with stock companies that can do practically every type of show. He believes that live shows will be the basis of all post-war telecasting, with films used simply for fill-ins.

This theory has been argued pro and con around town, but there is a general feeling that if some stock company idea, similar to Cuning's, isn't worked out before the post-war era, films may get the commercial biz. It is felt that agencies will have plenty of sponsors lined up when the war breaks, and that for a while any kind of live talent production may get by while receivers are getting into the hands of the general public to get small returns for their video plugs. Trade feels that it is during this incubation period that live talent productions must make their pitch. Otherwise sponsors-to-be are apt to turn their backs. (See *Telestocks Set* on opposite page)

## A Co-Op Tele Outfit

NEW YORK, Aug. 12.—Latest of the video orgs to be launched is Televideo, new outfit that proposes to produce shows on a co-op basis, with members contributing techniques from their radio, pic, advertising and writing backgrounds. Org says that it intends to produce programs for agencies, sponsors and stations.

## Workshop Setting Gilbert & Sullivan For WABD & WRGB

NEW YORK, Aug. 12.—Television Workshop, video packaging org, is readying a series of Gilbert and Sullivan operettas for presentation over WABD-DuMont and WRGB GE's Schenectady station. Shows are being prepared in conjunction with the light opera company of the Provincetown Playhouse.

Series opened yesterday with H. M. S. Pinafore over WABD. Gilbert and Sullivan will be no novelty to WRGB, as the station has been using the G&S stuff for some time.

## New Bedford 'Times' Files for Television

BOSTON, Aug. 12.—The entry of newspapers into radio continues. Last week Anthony & Sons, Inc., publishers of *The New Bedford* (Mass.) *Standard-Times*, filed application with FCC for authority to establish a new commercial television station in Providence, on channel No. 10.

The same company now operates WOCE, West Yarmouth, Mass., and WNBH, New Bedford, under the name of Standard Stations. Two weeks ago the group filed application to establish an FM station in Boston.

## And Still They Come

WASHINGTON, Aug. 12.—Hearst Radio has applied to the FCC for permission to erect a commercial video station in Baltimore, operating on Channel No. 6. This is the first tele application to be made by the Hearst interests. At the same time, E. Anthony & Sons applied for permission to build a commercial tele station in Providence. They want to operate on Channel No. 10.

## TELEVISION REVIEWS

### CBS Television

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

In advocating intensification of experimentation to bring tele programs to the standard attained by radio, it is always pointed out that until shows of real entertainment value are possible, the public won't buy video sets. CBS, surprisingly enough, with no stake in the manufacturing or distribution of tele receivers, is doing a splendid job in hastening tele's general acceptance.

Tonight's 90-minute program, divided into five segs, was for the most part highly entertaining, technically smooth, and varied enough to hold the interest of a wide audience. Thirty minutes of poor pix served as intermission fare, giving watchers a chance to stretch their legs, mix a drink and check on the sleeping youngsters. It is indeed unfortunate that the pic industry refuses to release its good films to tele and that the baby biz must be content with American and British documentary-type pictures that are usually far below Hollywood's output.

Everett Holles continues to give a zestful news coverage and analysis, despite his reading script into a table mike. Credit goes to Rudy Bretz, of the studio, for evolving a simple and effective way of moving ships, planes, pointers, etc., across the illuminated maps to illustrate and intensify Holles's commentary. Two technicians were handling the little cardboard figures tonight, closely following directors indicated on the newscaster's script. In the studio they were tense and somewhat nervous, but their work came thru the screen flawlessly.

Leo Hurwitz directed the news show and the Una Mae Carlisle slot. Both were fine directional jobs. In an earlier appearance of the group some weeks ago, it was pointed out by *The Billboard* that the mike was too near the piano.

On tonight's show the piano was not predominant. Instead it served its purpose of backgrounding Miss Carlisle's warbling, and it was perfectly modulated to accompany the Southern Sons quartet and dancer Ray Sneed Jr. Miss Carlisle has a lovely personality and handles announcements well. It is a good program and shows adequate rehearsal.

Tony Miner took over to direct *CBS Showcase, The Missus Goes A-Shopping, and Will You Remember?* Margaret Arlen, who has a program on WABC, brought Meredith Blake, Shep Fields's thrush, in for an interview. Both gals looked good and their conversation was smooth and unhurried, and didn't drag. Gimmick of an entertainer visiting in the home of Miss Arlen, the two discussing the guest's background and work is okay. Without a tight script, rehearsal and good direction it would have been an ordinary interview. Both gals have (See *CBS Television* on opposite page)

### DuMont Television

Reviewed Tuesday (8), 8:15-9:30 p.m. Style—Variety, fashion show and drama. Sustaining on WABD (New York).

This session began with the *WOR Video Varieties*, of which the chief variety was the singing Sinclair Triplets, along with a display of women's hats. The fashion angle was one of the *WOR*-styled *How To Do It* series, and reaction to that part of presentation was that "They shouldn't done it."

The supposed piece-de-resistance of the evening, a Betty (*Tree Grows in Brooklyn*) Smith-written drama, was disappointing in its content, altho technically and scenically the production, directed by Harvey Marlowe, wasn't bad. Aside from technical errors, the acting at times was a bit hammy, a throwback to the old mellerdrama days, tho we have seen other video that was worse.

The lighting at the introduction of characters was poor, but aside from that and a few spotty camera changes it wasn't bad. The mike slipped into view on a couple of occasions also, and the voice pick-up was none too clear at times. On the whole it was a slight improvement over past performances.

Jim Whitfield.

### DuMont Television

Reviewed Wednesday (9), 8:15-11 p.m. Style—Variety. Sustaining on WABD, New York.

Wednesday (9) was the first look this department has had at the Storm's *Television University*, and, it is hoped, the last. It is one thing to present an educational show that bores the viewer (radio does it all the time but those shows, at least, are educational); it is another to put on a program that has neither education nor entertainment.

First segment of the show was an alleged mathematics lesson. What came out was a series of tricks with numbers that were old and silly. The moth-eaten "magic square" formula, for instance, is old hat. Not only has it been done before, but it makes terribly repetitious scanning. The same goes for talks on how to add numbers with ease.

However, the material is only part of the story. The other is the production. The sight of a learned professor giving a lecture while illustrating his points with what were, after all, only blackboard scribbles put on a sheet of paper is the most efficient sleep-producer known to mankind. Ask any college undergraduate. And, talking of paper, practically anything can and has been stomached in video, but this reviewer draws the line when someone starts to crumple nice stiff sheets of it under a mike. It sounds like the crack of doom with invasion sound effects.

Just for the record, the camera handling was as bad as ever.

Buchanan Agency's second show for Aiden's Chicago mail-order house was routine stuff. Altho it looked like a good try, the idea missed fire. Instead of using a live emcee, the central character of the Bunin puppet troupe did the intro job. The Bunin puppets are a clever, entertaining act, but, like most novelty routines, the fun wears off after the first five minutes. After that, boredom sets in, and it did Wednesday.

A sincere attempt was made to integrate three types of shows, variety, "drama" and straight fashion parade, and it came off pretty well, even if a song popping out of the mouth of one of the models without the slightest provocation was a bit of a shock.

The best that can be said for the Buchanan presentation is that if they continue to experiment, they're bound to hit on a workable formula. It isn't there yet but they are trying. It might be wise to take a tip from Hollywood, where, without an ax to grind, the fashion pace is set. Pix method is simple, the star of the film wears stunning clothes and lets the public drool. The same technique might be followed here if an announcement following a play is made, saying that the styles worn during the show may be found in the Aiden's catalog.

*Lever Bros.* Time seemed to be suffering from the heat, so they put on a film and a commercial and let Pat Murray become an announcer.

Marty Schrader.

### B. & K. Television

Reviewed Thursday (10), 7:30-8:30 p.m. Style—News and variety. Sustaining on WBKB (Chicago).

Only one of the acts originally scheduled for tonight's WBKB video show was able to appear on the actual telecast. Perhaps it was just as well that things turned out this way for the results were above the average of station's usual work.

Originally skedded to appear on the news portion of tonight's show was Robert Hurligh, WBBM commentator. Hurligh got lost in the shuffle and at the last minute Ensign George Dean, former NBC newsmen in the East, who is now attached to navy's radio school here, had to pinch hit. Dean was one of the best male commentators we have seen at WBKB in many a week. He knows what is news, but more important, he knows how to give news to a video audience. He read very little. Most of the time he did a crisp, concise ad-lib job that went over well because he presented his thoughts in a style that was logical but conversational. Cameras had him in just (See *B. & K. Television* on opposite page)

# Ixnay Home Tele for B. O.; Video for \$\$ Long Way Off

(Continued from page 3)  
not going to collect on air pix without payment.

There are, stacked against the exhibs and other showplace owners, a multitude of other problems, ranging from architectural to labor difficulties. These seem, it is said, to mitigate against any successful tele outside of the home within the next 10 years. These problems are many, but the boys who will buck the most difficult ones will be the motion pic exhibs. For them, video, according to the most reliable sources, means: (1) A huge outlay of money for equipment and structural changes required to accommodate screens and projectors. One authoritative trade figure estimates that the cost will run into the thousands, much more than the nabe, backbone of the film industry, can afford.

## Tele Feature a One-Shot

(2) The time element: Altho it has been pointed out that theaters interrupt their skeds to put on special-event material like fight films, it may be unprofitable to stop a show for a tele one-shot. A fight film can be shown at every performance, a tele special event at only one.

(3) There is also the problem of these one-shots, which draw a single crowd, becoming unprofitable in view of the fact that the average theater seats fewer than 700. And with perhaps not all of the 700 coming specifically to see the tele feature, but coming for the film. That part of the audience would have shown up anyway.

(4) Rental of extra reels to cover a time gap that may arise when, for instance, a prize fight skedded for 15 rounds goes only three, will add greatly to the operating costs. This leads to still other difficulties when it is considered that a large part of the audience has come, not only to see a movie, but to look at the special event, too. Simply filling in with a film won't satisfy them.

(5) An audience may come to a theater to see an event which may be postponed for any one of a thousand reasons. That would mean loss of the regular film audience and a refund of money to those who came to see the tele pic that wasn't there.

(6) Will a film company make, to the exhib, any concession for the time that the pic is not in use and a video show was on—and would, if the featured pic is on a percentage deal, the pic orgs demand a share in the sure-to-be-advanced admission price?

(7) The question of labor unions is

still a moot one. Jurisdictional disputes are bound to arise, and the operator who finally is allowed to run the tele projector will probably demand higher salaries than are now in force, because of the greater skill and training needed.

## No Control Over Product

(8) The exhib will have little control over the product fed him because its quality cannot be determined before the show or event takes place. In addition, houses in areas like the Bible Belt, for instance, may have trouble with audiences that are against fights or other sports.

Most of these difficulties, except those which directly concern the film industry, will also have to be faced by the legit and night spot operator. Particularly difficult for them will be the architectural and equipment aches.

All of the big question marks outlined above, the most reliable trade sources state, when put side by side with the progress and comparatively simple operation that is part and parcel of home video, point to a long, hard road ahead for the exhibs.

Altho the road may have many turnings, it may, as well, have no end.

## New Buffalo Victor Distrib

BUFFALO, Aug. 12.—Bickford of Buffalo, Inc., has been appointed wholesale distributor for RCA-Victor radios, phonographs, records and tubes. Company is headed by Paul and Louis Wolk.

## B. & K. TELEVISION

(Continued from opposite page)

the right angle and lights were handled so well there were no shadows too deep nor high lights too glaring.

Winnie Hoveler's gal dancers, who incidentally, were originally skedded for the show, were next on the bill. Miss Hoveler's line, which is now appearing in the Pan-American Room of the La Salle Hotel here, did a few military dance routines that lasted only about seven minutes. Too bad that this part of the show was that short, because the Hoveler dancers had plenty to offer as above average tele entertainment. A team of six, the Hoveler dancers, dressed in white and gold uniforms and carrying long, slashing swords, proved that in the future dance teams utilizing, as they did, precision steps and easily followed movements, will have a place in television programming. They are psychologically stimulating and give the viewer a feeling of exuberance which acts as a mental and physical pick-up.

Genevieve Wright tried to do a Cornelia Otis Skinner monolog impression of woman's wedding night conversation with her husband as she rides a train to her honeymoon site. Miss Wright just did not have the acting and writing ability that a successful monologist needs. Her impressions were seldom comical (as they should have been) and in the main, quite dull. The WBKB production staff did not do much to help Miss Wright's work, either. They used a gold colored curtain back drop and a wooden, straight-backed chair. It would have helped much if they had heightened the illusion of the scene by using a simulated train background and by seating Miss Wright in a replica of a Pullman accommodation.

Lorraine Larson, WBKB staffer who is allowed to appear on the station's shows much too seldom, appeared in the closing act of tonight's program. She did a piano-singing impression of what she thought the singing commercials on future television shows might be. Her work proved that she had given much thought to her subject matter. She also proved that she has an active, caustic but humorous imagination. Her singing and piano playing was as unforced as the movement of tide water. One member of the audience, an experienced, blase Washington correspondent for one of Chicago's largest newspapers, was bored with most of tonight's show, even tho he was witnessing his first television program. But after Miss Larson had finished he said: "Damm it, but that's good stuff." When you can get a dyed-in-the-wool newspaperman to admit that anything in radio or television is good, it's good.

Cy Wagner.

# RADIO REVIEWS

## Stump the Professors

Reviewed Saturday, 2-2:30 p.m. Style—Quiz program. Sustaining on WJR (Detroit).

Program is in familiar quiz style but uses four honest-to-gosh professors from the University of Michigan, who turn out to have good radio presence. Material for the program comes from the audience, with a subscription to *Reader's Digest* as the prize for any questions that stump the profs. Standard for answers could have been a little higher on the program caught. For instance, naming of four out of seven wonders of the ancient world was considered satisfactory.

Profs on the show (each holding a doctor's degree) are Amos Morris and Bennett Weaver, of the English department; Arthur Hackett, school of music; Randolph Adams, director of the Clements Historical Library, and Donald E. Hargis, the university's acting director of broadcasting, as quizmaster.

There is a lot of ad libbing. The professors are rich in reminiscences of persons or things on the question list, turning up surprisingly interesting personal contributions.

Program does a good job in working on the campus without sound effects. Could be improved, too, by emphasizing the Ann Arbor locale for local color and by getting away from the style of *Information, Please*, especially the latter's tendency towards coyness.

Haviland F. Reeves.

## 50% More Dancers at Gotham Park Proms; Orks' City Air Plugs

NEW YORK, Aug. 12.—Attendance at the city parks' open-air dances sponsored by Consolidated Edison and free to the public, is up as much as 50 per cent over last year in some sections of the city. The dances are now played by bands that refused the engagements three years ago when series debbed. Transportation aches and the continuation of the record ban, undoubtedly make the easily-reached spots for personal appearances more attractive than heretofore.

There are more orks playing the parks and garnering air plugs via WNYC than ever before. This week a WNYC wire was put into Prospect Park, Brooklyn, and will remain for the rest of the season. Previously, only Central Park Mall was wired.

The two-hour dance sessions have been batoned so far by Tony Pastor, Mal Hallet, Boyd Raeburn, Bobby Sherwood, Del batoned so far by Tony Pastor, Mal Hal-Courtney, Les Brown, Clyde Lucas, Frankie Carle, Mitch Ayres, Glen Gray, Gray Gordon, Jimmy Palmer, Georgie Auld, Lee Castle, Buddy Johnson, Lucky Millinder and the McFarland Twins.

Howard Slinnott, of General Amusement Corporation, continues to line up the bands for the dances.

## TELESTOCKS SET

(Continued from opposite page)  
eyes to films in the belief that this will be their only salvation.

However, terrific cost of film production for television, including processing, camera work, sets and cast, may help to put the chill on this angle of production, except for the top-money firms.

With stock companies lined up, rehearsed in the new medium and ready to go, most of the live talent headaches will be eliminated. So far there has been a lot of wishful thinking, according to the trade, on the part of many video producers, who feel that the novelty angle of television alone will woo the dial twisters.

Those close to the picture believe that the public is far more advanced than it was during pioneer days of radio and has been educated to expect a top-flight job of entertaining in the home. Immediate popularity of video after the war, according to those in the know, will depend largely upon the professional touch given the productions, with sloppy or inadequate presentation liable to get the chill from John Public, which will make the going all the tougher for those who believe in the new medium.

## Jane Cowl

Reviewed Tuesday (July 11), 2:45-3 p.m. Style—Fem commentator. Sustaining. Station WOR (New York).

Jane Cowl, a fine actress on the legit stage, projects a pleasing personality cross-mike, and her new show has the makings of a successful, if not sensational, daytime woman's program. There seems to be, however, two failings, one of them easily corrected, in her initial seg.

The first is a paucity of good material, the heart of any program. Taking as her topics amusing events in the news or her own experiences on the stage, Miss Cowl fails to develop any kind of funny gossip or tear-jerking topics needed to put the show across. Combined with the actress's undoubted dramatic skill, show builds up to false climaxes far beyond the quality of the material.

Second fault is not one that a good script man can cure. Strangely enough, Miss Cowl's excellent diction may prevent her from ever becoming a Mary Margaret McBride. Speaking an elegant English, polished by long years on the stage, the new commentator lacks the ability to make her listeners identify themselves with her. What she lacks most of all is the neighborly, over-the-back fence personality needed to catch and hold the housewife and the sponsor. Charming, talented and clever tho she is, Miss Cowl still lacks that certain earthiness a women's commentator must have.

Musical background (organ) to her narration adds effective punch, but again makes for those false climaxes so many times in evidence.

Perhaps experience in radio will teach Miss Cowl that the most important thing in her job, or nearly any job in the medium, for that matter, is the personal touch. At this listening she didn't have it. Script can be fixed, once either a new writer is brought in or the old one gaited to what is needed. Gossip is better than the story of an old French woman and the American soldiers which was played up several weeks ago in all the newspapers and wire services... and rehashed by Miss Cowl.

Marty Schrader.

## CBS TELEVISION

(Continued from opposite page)

fine personalities and the easy manner in which Miss Arlen drew the singer into a couple of numbers is an example for other interviewers and emcees.

On one or two shots, Miss Arlen was a little out of focus, camera obviously being more interested in her guest. In handing a cup of tea to Miss Blake, the hostess's hand shook, sending the liquid dangerously near the spilling point. Action was only indication of nervousness. Couldn't a cup be painted inside or some solid matter placed in it for such instances?

*The Missus*, with John Reed King as jovial emcee, maintains the tele pace set in its initial appearance recently. Seg was thoroly reviewed in *The Billboard* August 12, and little more amplification is necessary since format and participants are unchanged. Tonight the shoppers were pliable, all good sports and they contributed to a dandy show.

Vera Massey in *Will You Remember?* communes with her soldier in song. Tonight she appeared awkward and without grace while walking from piano to chair. She failed to sustain the delicate, sentimental mood on which the seg's success depends. Her singing was up to par, but she's been much better. It is possible that the format is wearing a little thin, both with Miss Massey and her audience.

Wanda Marvin.

## Blue Prepping S.F. for Vital Pacific War Coverage

SAN FRANCISCO, Aug. 12.—Here during the week for meetings with Blue Network officials were G. W. (Johnny) Johnstone, Blue director of news; Cleve Roberts, Blue correspondent in the South Pacific, and Arthur Feldman, of the Blue's London office.

Purpose of the visit was to look over Blue's news facilities, with an eye to making it the base of operations for news coverage as the war scene gradually shifts to the Pacific.

## McTigue To WINN

LOUISVILLE, Aug. 12.—H. C. McTigue has been appointed general manager of WINN, Louisville, and vice-president of the Kentucky Broadcasting Corporation, owners. McTigue was formerly assistant manager of WLOL, Minneapolis.

## Family Biz

NEW YORK, Aug. 12.—Eileen Barton, daughter of music pub, Ben Barton, has been signed for the fem vocalist chore on the Frank Sinatra show, which returns to the air August 16 (CBS, 9-9:30 p.m., EWT). Pop Barton is not an ordinary song pub. He is the guy who puts out the swooner's tunes. And Sinatra has a substantial interest in the house.

## What a Combo!

NEW YORK, Aug. 12.—NBC's newest kid show will be *Smilin' Ed McConnell and His Buster Brown Gang*, a music and drama program sponsored by the Brown Shoe Co., makers of Buster Brown shoes. The half-hour show preems Saturday, September 2 (10-10:30 a.m.) over a 52-station web. Hobart Donovan is doing the scripting.

# Name Ork Airshows Musical Tops

## A SIX-MONTH ORK HOOPERATING

The major shows depending entirely, or to an important degree, on bands and orchestras are presented herewith in classes; i. e., pop listings and in order of their listening audience ratings for the first six months of 1944. As far as possible all the commercial band shows are included, but no attempt has been made to rate the sustaining ork segs.

### POP BAND PROGRAMS

PROGRAM	JAN.		FEB.		MAR.		APR.		MAY		JUNE		AVERAGE RATING
	15	30	15	29	15	30	15	30	15	30	15	30	
Kay Kyser (2d half hour)	26.1	24.0	22.7	21.8	24.0	21.6	20.3	18.3	15.4	14.6	15.5	12.0	19.7
Kay Kyser (1st half hour)	21.3	20.4	20.8	20.1	18.6	18.7	18.9	20.4	17.7	17.0	15.4	13.8	18.6
Bandwagon	16.6	15.8	14.2	15.3	17.9	17.7	16.8	16.3	13.4	11.5	14.3	8.3	14.8
Milton Dollar Band	13.6	11.5	11.1	12.3	13.3	10.7							12.1
Fred Waring	10.4	8.6	10.5	10.8	10.8	10.4	9.7	7.8	9.5	7.9	8.9		9.6
Waltz Time	N.B.	10.7	12.1	9.8	10.4	9.1	9.1	8.9	10.2	9.0	7.1	8.1	9.5
Hour of Charm	9.2	9.0	9.4	8.6	8.1	9.2	9.7	10.1	9.0	10.1	8.4	5.8	8.9
Harry James	7.2	8.3	7.8	7.6	7.9	7.3							6.4
Xavier Cugat	5.2	5.9	4.5	5.1	4.9	5.3	4.5	3.5	3.9	3.8	3.6	4.4	4.6
Horace Heidt			3.9	4.4	3.8	3.9	3.0	2.5	2.0	3.0	2.5	3.4	3.2
Guy Lombardo			3.1	3.7	4.7	3.9	2.3	2.2	3.7	3.3	2.2	2.2	3.1
Spotlight Band	3.0	2.9	2.2	2.9	3.0	3.2	2.6	2.7	2.8	2.8	2.5	2.7	2.8

### POP BAND PROGRAMS (with guests)

PROGRAM	JAN.		FEB.		MAR.		APR.		MAY		JUNE		AVERAGE RATING
	15	30	15	29	15	30	15	30	15	30	15	30	
Bob Crosby	14.4	11.5	10.7	10.0	11.4	10.0	10.2	10.5	6.3	8.5	8.1	9.5	10.1
Sammy Kaye	9.1	8.7	11.0	9.0	7.7	6.7			3.9	2.6	4.5	2.2	6.5
Frankie Carle							7.8	5.7	6.2	4.9	4.5	4.6	5.6

### SEMI-NAME POP BAND PROGRAMS

PROGRAM	JAN.		FEB.		MAR.		APR.		MAY		JUNE		AVERAGE RATING
	15	30	15	29	15	30	15	30	15	30	15	30	
Manhattan Merry-Go-Round (Victor Arden's Ork)	9.3	11.0	11.6	8.5	8.9	10.1	10.9	10.4	10.1	9.4	9.3	5.6	9.9
Friday on Broadway (Jacques Renard)	4.7	4.8	3.9	6.7	5.5	4.7	4.4	6.3	3.9	3.3	3.9	3.3	4.6

### MIDDLE BROW ORK PROGRAMS

PROGRAM	JAN.		FEB.		MAR.		APR.		MAY		JUNE		AVERAGE RATING
	15	30	15	29	15	30	15	30	15	30	15	30	
Album of Familiar Music (Gus Haenschen's Ork, Frank Munn, Jean Dickenson)	9.7	10.1	10.5	11.6	8.9	10.1	11.7	11.6	9.8	8.6	9.4	9.1	9.9
Saturday Night Serenade (Gus Haenschen's Ork, Jessica Dragonette, etc.)	10.8	9.5	11.1	11.1	11.3	11.1	9.3	10.6	8.9	6.5	6.2	7.0	9.5
Firestone (Howard Barlow)	8.1	6.0	8.1	7.6	6.6	6.9	8.2	8.9	7.6	8.1	8.7	6.4	7.6
American Melody Hour (Eileen Farrell, Evelyn Mac Gregor, etc.)	9.8	8.0	8.2	8.8	8.9	6.6	6.5	6.5	6.6	5.6	N.B.	3.7	7.2
Pause that Refreshes (Andre Kostelanetz)			6.8	7.8	8.9	7.1	9.5	8.4	8.7	*4.4	*4.0	*4.9	7.2
Contented Program (Percy Faith)	6.6	7.8	6.3	6.7	7.2	7.6	9.0	6.5	7.5	5.8	7.3	6.3	7.1
Cities Service Concert (Frank Black)	7.8	7.3	7.2	6.8	8.9	6.0	6.3	5.6	6.5	6.1	4.7	5.0	6.5
Cresta Blanca Carnival (Morton Gould)	5.0	4.7	5.4	6.8	4.3	4.9	5.3	5.6	3.4	3.4			4.9

\*Percy Faith replaced Kostelanetz on these programs

### LONG HAIR ORK PROGRAMS

PROGRAM	JAN.		FEB.		MAR.		APR.		MAY		JUNE		AVERAGE RATING
	15	30	15	29	15	30	15	30	15	30	15	30	
Great Moments in Music	6.4	5.1	6.1	8.1	4.4	5.2	5.6	5.4	5.3	5.1	5.6	4.5	5.6
N. Y. Philharmonic		5.8	5.2	5.1	4.6	4.8	5.3	4.2	4.0	3.7	3.5	3.9	4.6
NBC Symphony		5.4	4.0	4.4	4.7	4.2	4.9	4.2	3.1	3.3	3.2	3.1	4.5
Boston Symphony	2.7	2.6	3.1	2.8	2.6	2.7	2.3	2.6	3.0	2.8	2.7	2.7	2.7
Music America Loves Best					5.2	3.9	1.9	2.6	2.8	2.0	1.9	1.2	2.7

### OTHER BAND PROGRAMS

PROGRAM	JAN.		FEB.		MAR.		APR.		MAY		JUNE		AVERAGE RATING
	15	30	15	29	15	30	15	30	15	30	15	30	
Chamber Music Society (Paul Lavelle)	10.5	9.4	8.5	7.7	8.6	9.1	8.7	7.1	8.4	6.4	5.3	5.1	7.9
Early American Dance Music		4.4	4.1	3.6	3.4	2.9	2.8	2.9	2.6	3.2	2.6	1.9	3.4
All Time Hit Parade	10.5	11.6	11.5	9.9	10.7	10.7	9.0	6.9	6.4	7.8	6.6**	10.0	9.3
Hit Parade (Howard Barlow's Ork, Frank Sinatra, etc.)	21.1	19.1	20.0	19.4	19.5	18.0	18.1	16.4	14.9	12.2	12.0	10.3	16.8

\*\*Tommy Dorsey took over the program

## Outpull Other Tuners' Segs

Rate higher than longhair, middlebrow — idea and proper spotting necessary

NEW YORK, Aug. 12.—Analyses of six months' Hooperatings for commercial band and music shows blow sky-high many cockeyed theories held by both the music and radio trades. Ratings prove two pertinent points:

(1) That pop name orks generally outdraw both longhair and middle-brow musical programs.



(2) That despite ad agency fear of using name bands on big-time commercial shows, the bands can and do do terrific jobs if they're spotted correctly, if they're surrounded with

showmanship in ideas, and are allowed to build.

The name bands on the air that didn't do top jobs lost out not because of lack of pulling power of the leaders and their units, but because the sponsors just didn't use the know-how to sell what the bands had to offer.

Best example of band selling is the Lucky Strike Kay Kyser show, which hit (See Name Ork Airshows on page 66)

## Heidt Gets Buffalo, Rochester So Krupa Can Fill 'Away' Run

NEW YORK, Aug. 12.—In a last-minute booking switch Loew's, Inc., set Horace Heidt into Shea's, Buffalo, and Loew's, Rochester, N. Y., for weeks of September 1 and 8, respectively, in order to allow Gene Krupa the run of *Since You Went Away*, the present pic at New York Capitol. Heidt was supposed to come in around August 24, having a contract for that date which would have ended a six-week run for Krupa, but took other theater bookings.

Both the Buffalo and Rochester seldom play stageshows; Buffalo occasionally, Rochester almost never. Heidt is now at the RKO-Boston, and will probably go into the Loew's Capitol, Washington, after the Rochester stand.

Heidt's usual stage stint is around 50 minutes, and that's probably one of the reasons why he didn't want the Capitol any more than Krupa, who's doing terrific biz, wants to pull out. Krupa only gets around 25 minutes on stage, pic, *Since You Went Away*, running close to two-and-a-half hours. Pic with Heidt will be *Seventh Cross*, running 151 minutes. Heidt bows into Capitol September 15.

### Voorhees's V-Day Disk

NEW YORK, Aug. 12.—Don Voorhees conducted a 90-piece ork in an Armistice Day program which General Motors ordered put on wax in anticipation of an early end to the war. Disking session follows recent rush of activity on the part of the entire biz to prepare for the great day. Clubs and hotels may have to shutter in self-protection, but radio will probably be safe from the havoc.

### Buddy Robbins's Polio Siege

NEW YORK, Aug. 12.—Jack Robbin's son, Buddy, now in North Africa, was reported ill last week. Robbins received a telegram from the War Department stating that his son had an attack of poliomyelitis (infantile paralysis). Check with War Department in Washington Friday (11) by Robbins revealed no more than original wire's contents.

# MORE ORK MEN PUB FOR BMI

## Berlin's "Fox Hole" to Morris in Bornstein Defy

NEW YORK, Aug. 12.—Irving Berlin's reply to Saul H. Bornstein's formal denial of last week, that he (Berlin) could take his name from the corporate billing of the firm of Irving Berlin, Inc., was a double-barreled one. He answered via a letter dated August 11 that legal steps would be taken if Bornstein fails to discontinue the use of Irving Berlin, Inc., by September 14—six months after Berlin notified Bornstein that Berlin's name should come off the firm name—and it was made known that Berlin placed his new song, *There Are No Wings On a Fox-Hole*, with Morris Music. Latter action will probably blow the lid off the Berlin-Bornstein controversy, now going on nearly two years. Placing of a Berlin tune with another firm is a direct answer to Bornstein's letter to

publishers and motion pic companies, accompanying the formal note he sent to Berlin. Bornstein's letter said in part: "This is to further notify you (publishers and motion pic companies) that no music publisher nor motion picture company . . . has any right to enter into any contract with Mr. Berlin inconsistent with or in violation of such rights and that any music publishing firm . . . attempting to enter into contractual arrangement with Mr. Berlin will do at its peril and will be held to a strict accountability for violation or attempted violation of the undersigned's rights."

Berlin wrote *Fox-Hole* in Italy recently when *This Is the Army* was slated to play there. The song was included in the show, and when General Marshall, chief of staff of the U. S. Army, heard the song, he wrote Berlin saying the Army Special Services would get behind the song.

Berlin copyrighted *Fox-Hole* in his own name and address, 1 Grace Square, New York. According to Berlin's attorneys, if his name isn't dropped from corporate billing by September 14, a declaratory judgment or injunction proceedings will be brought.

Berlin's complete reply to Bornstein follows:

August 11, 1944.

Mr. Saul H. Bornstein,  
799 Seventh Avenue,  
New York City 19, N. Y.

Dear Mr. Bornstein:

I have received your letter dated August 2, 1944, bearing your signature individually and the signature of Irving (See *BERLIN 'FOX-HOLE'* on page 16)

### Plugger Berlin

NEW YORK, Aug. 12.—Irving Berlin is by far his own best song plugger. On his new tune, *There Are No Wings on a Fox-Hole*, written in Italy and now being pushed by the Army Special Services as a top infantry song, Berlin will make three appearances on Coast-to-Coast shows Sunday (13).

He's on the Army Hour (2:30 p.m.), Philco show (6 p.m.) and *We, the People* at 10:30 p.m. He'll sing the song on each program. Tune, incidentally, is being published by Morris Music. Receipts will go to some fund connected with the infantry.

## Carle Pianos, Hoofs and Chirps Way Out of RKO-Columbus Jam

COLUMBUS, O., Aug. 12.—Frankie Carle, after a big build-up, faced a capacity audience at his opening show at the RKO-Palace here Tuesday (8). His men and instruments had been delayed when their car was sidetracked for a troop train. The house piano was all that Frankie possessed at show time. He told the audience that his instruments had not arrived, but if they would stay thru the picture, and the instruments still hadn't arrived, he would play any requests for an hour. This caught the fans' fancy.

The instruments did not arrive and Frankie did his stuff. House went for him when he played his Columbia disk hits, such as *Charmaine*, *Love Nest*, etc. Then Frankie sang and his effort wowed 'em. Audience asked for a dance and he attempted that. At this moment the big truck with the music-making stuff arrived from the station. Carle had the truckmen bring the in-

### New Record Makers

Five new entrants in the field of producing phonograph records are reported in an article appearing in the Music Machines section of this issue of *The Billboard*.

The orgs expected to enter the waxing field are currently leaders in radio receiver manufacture, and thus have ready-made distribution.

The possibility is indicated in this exclusive article that name bands will not be used, but rather the house-band approach taken. For full details see page 65.

## Meadowbrook's Fall Reopening Cued by Dailey's Air Salute

NEW YORK, Aug. 12.—Formal announcement that Frank Dailey's Meadowbrook will be reopened this fall, possibly October or November, will be made Tuesday (15) when WAAT, Jersey City, N. J., salutes Dailey on his 25th anniversary in showbiz. Program will highlight Dailey's career, with dramatizations from 10 to 11 p.m., with show piped into Terrace Room, now playing Lee Castle and ice show.

Top bands, including Harry James, Sammy Kaye and possibly Tommy Dorsey, will play the Meadowbrook, as of yore, but Dailey will also keep the Terrace Room, playing lesser names there. Leaders, including Johnny Long, Gene Krupa and Shep Fields, are making transcriptions of congratulations which will be included on WAAT's show.

## Ina Ray Hutton Disbands Ork

NEW YORK, Aug. 12.—Ina Ray Hutton will temporarily disband her male ork after current engagement at Majestic Theater, San Antonio, which ends Thursday (17). Frederick Bros., who books the band, tried to dissuade the gal leader from giving up her outfit until some \$50,000 worth of commitments were fulfilled but she claims she is tired and badly in need of rest.

Evidently Miss Hutton has taken *San Fernando Valley* to heart. She recently sold her home in Woodmere, L. I., and bought one in the California spot made famous by the song. She wants the quiet life for awhile and after breaking up the band will hie herself Westward.

FB agency says she will be back in the biz after a three-month layoff.

## Bands' Ditties Copped for BMI

### Leaders urged to form pub firms with BMI performance rights affiliations

NEW YORK, Aug. 12.—BMI, the performance rights society, is accelerating its drive to set band leaders up in the publishing biz. Firm is not to be confused with Broadcast Music, Inc., publishing firm, tho both are under the same roof. BMI started some months ago on a drive to herd baton wavers under its banner, and during the first half of this year several have been added to the stable.

Prime reason for this, obviously, is to acquire more and, it is hoped, better copyrights. ASCAP has been signing more and more radio stations, and more pubs have returned to the ASCAP fold. BMI needs copyrights and the air shots that the leaders can give them and is trying everything possible to get them. They have taken on the handling of performance rights for small record companies and have been for some time helping band leaders in all categories get set in the pub biz.

Aside from the angle of building the number of copyrights on which they control performance rights thru these band leader deals, the set-up works out to help them get plugs on any BMI (the pub firm) tunes on which they happen to be making a drive.

As one band leader puts it: "If an organization helps you go into the publishing biz, and later on they ask you for a favor in the form of giving them a shot or two on one of their tunes, you're naturally inclined to go along with them."

### No "Payola" Involved

On the other hand, it must be clearly understood that there is absolutely no element of "payola" involved in the (See *MORE ORK MEN* on page 17)

## Kill Renewal Scrambles Is SPA Meet Aim

### Oldie Trend Highlights Issue

NEW YORK, Aug. 12.—Meeting of Songwriters' Protective Association board Thursday (17) will discuss, among other things, means of educating writers on renewal rights of songs. Main idea behind educational program, which may take a long time to put over, is to stress inadvisability of writers giving renewal rights to more than one publisher. Renewal rights on songs in past, coming up every 28 years, have been basis for many law suits and disagreements in the Alley when song has more than one writer.

In some cases, where song has three names, with renewal coming up, the three writers (or their widows) took the renewal rights to three different publishers. Consequently, all three suffered, for if one publisher went to work on the song, other two pubs just sat back and yanked in one third apiece of the writer's profits.

Education program will point out advisability of either sticking to publisher who worked on song in first place, and who can do more for it in most cases in the next 28 year period, or of all writers involved taking the song to another publisher together. Today, with many oldie tunes coming back for a big play by virtue of pic placements, renewal rights for many of the songs are more important than ever before.

## Petrillo Ban To President, WLB Threat

### Board Sets Deadline

WASHINGTON, Aug. 12.—AFM boss, James Petrillo, may follow Montgomery Ward on the White House red carpet. As this issue of *The Billboard* goes to press, the AFM prexy is faced with an August 17 deadline on a War Labor Board order to show cause as to why he had not heeded the WLB directive of June 15, ordering him to negotiate with Columbia and Victor toward ironing out difficulties and start recording.

WLB hinted that if Petrillo continues defiance it will have no choice but to ask Presidential action as in the Montgomery Ward case. What Presidential action could be taken to whip Petrillo into compliance with WLB's order was anybody's guess here.

The AFM leader was still sitting tight on his ban. WLB was also keeping its mouth shut, hoping that November elections will not be embarrassed by another Montgomery Ward incident.

Last-minute meetings between Petrillo and Columbia and Victor have taken place this past week in an effort to arrive at that face-saving conclusion that will avoid Presidential action, as both the recording companies and the union would rather not have their arguments settled by an FDR edict, as the WLB has become more annoyed daily at both sides of the controversies and may request a "plague-on-both-your-houses" order.

Actually, as indicated in *The Billboard* several weeks ago, there is very little to settle between the companies and the union, except face-saving, and no one has come up with a formula for that yet.

## KSTP Strike to FDR, Too?

WASHINGTON, Aug. 12.—WLB admits that KSTP musicians' strike may have to go to White House unless top AFL officials prevail on Petrillo to comply with WLB "back to work" directive.

Petrillo, thru Attorney Joseph Padway, informed WLB a few minutes before 4 o'clock deadline Thursday (10) that order would go unheeded, and virtually defied government to do its worst.

Padway telephoned Phillips Garman, WLB strike section head, of refusal to comply with board order.

WLB said "usual procedure" will be followed; all "other means," including appeal to AFL heads to force compliance, having been "exhausted."

Final action: White House, unless AFM surrenders.

**Harry the Longhair**

Harry James will play an October concert for non-dance crowd in Fort Worth. Tommy Dorsey played to sitters in the Texas city earlier in season. . . . Milt Herth at work on second cutting of e.t.s. or World. Will have made 40 numbers in last few weeks. . . . Reese DuFree celebrating 20th anniversary of his Strand Ballroom, Philly. . . . Lawrence Welk's young daughter, Shirley Jean, sat in with her pop's ork at Aragon Ballroom, Chicago, last week.

Phyllis Lynne, Frankie Carle's thrush, has nixed offer from 20th Century-Fox to remain with the piano-maestro. . . . Billy Mowbray, Guadalcanal vet released from service, joins Jimmy Tyson's band-booking agency in Philly. . . . Mary Barroso and Ned Washington have finished their score for Republic's "Brazil." Numbers are "Rio De Janeiro," "Choro," "Tonight You're Mine," "Moonlight Fiesta" and "The Vaquero Son." Southern Music will publish.

**Jockey Gilbert May Ride Heywood**

Disk Jockey Dick Gilbert holds option to buy band leader Eddie Heywood's contract from Dick Moses and Cy Baron, who are asking \$7,500 for the three-year pact. . . . Stuff Smith into Onyx Club, New York, joining Hot Lips Page, who stays another month. . . . Lou Herscher and Roy Newell tune, *His Daddy's Name*, pushed by Superior Music, Hollywood.

Louis Armstrong ork, with Dorothy Dandridge, signed by Warner

**MUSIC GRAPEVINE**

Bros. for part in "Pillar To Post." . . . Carl Sands, who just completed a year's run at the Broadmoor Hotel, Colorado Springs, Colo. moves into the Pump Room, Chicago, September 12. . . . Maris Cheyney has clefted "Pooka-Pooka," novelty tune, which Monogram has bought for "The Case of the Missing Medico." . . . Norman Black, WFIL, Philly, maestro, doubling in brass with a job at Kellett Aircraft plant.

When Jerry Salome and his band boys lost all their instruments in the fire which recently destroyed the Airport Restaurant, Mobile, Ala., it marked the second time in six months that they were burned out of a job. Other time was at Club Royale, Detroit, in February. . . . Cappy Leonard band set until October 1 at Delavan Gardens, Delavan, Wisconsin.

Burl Ives, troubador currently at Cafe Society Uptown, New York, signed by Leeds Music, which will publish his folk ballads in folio form. . . . Romeo Cella, Philly Musicians' Union v.-p., now seashore rep for Local 77, in charge of South Jersey resorts, excepting Atlantic City. . . . Bea Abbott, Henry Jerome thrush, signed by leader to long-term contract. Ork skedded for Loew's State Theater, New York, next week.

Dean Hudson has an Eastern theater tour lined up, starting in November, after his Hotel Lincoln engagement.

Current stint at Loew's State is the ork's first New York theater appearance. . . . Johnny Long will run his "Sing Your Song With Johnny Long" contest three times in New York to discover vocal talent. Grand winner gets \$1,000 War Bond, and local winner will warble on the Long CBS show late this month.

Carl Ravazza and band have waxed transcriptions for Standard, Chicago. . . . Gloria Jean and the Andrews Sisters to cut *Il Bacio* and *Dark Eyes* for Decca. Sisters just sound-tracked *I'm Getting Corns For My Country* and *Lullaby of Broadway* for Hollywood Canteen.

Charlie Agnew's band has opened the Fort Worth Casino for three-week engagement, replacing Woods Moore's Fort Worth ork. Agnew and crew just closed at Salt Lake City. . . . Louis Prima, waxed "Angelina," "White Cliffs of Dover," and "Dancing Doll" for Hit Records. . . . Hal McIntyre cut e.t.s. for Standard Radio. Started on "Eddie Was a Lady" August 17.

Song Spinners in New York after 13 weeks on Hollywood NBC *Melody Round-Up*. . . . Charlie Spivak into Chicago Theater, Chicago, August 18 for three weeks. . . . Johnny King added to Frederick Bros.' New York artists' department. . . . Slappy's Swingsters, Philly combo, loses alto saxer, Kent Pope, to Lucky Millinder, and Eddie Glover,

trumpet, to Cootie Williams. . . . Karol Kaye, former Benny Goodman, Sonny Dunham and Lee Castle warbler, now with Herbie Fields.

Jose Iturbi conducted 12 pianists in a recording of Franz Liszt's "Second Hungarian Rhapsody" for spot in MGM's "Anchors Aweigh." . . . Calvin Todd barnstorming thru Virginia and Maryland. Ork leader is under banner of Jesse Vause and Martin Jones. . . . Spade Cooley has signed George Mintas to ghost book on historical growth of sagebrush tunes in the U. S. A. . . . Hans Salter has completed original score for Universal's "San Diego, I Love You."

**Tucker Marking Time**

Tommy Tucker is turning down all offers after his current New York Strand Theater stint, ending September 7. Ork is standing by pending Universal pic deal. . . . Ted Lewis and band go into Slapsy Mazine's, Hollywood, September 12, replacing Frankie Masters. . . . "A Rainy Sunday," authored by Lucky Millinder, hits his p. a., Art Franklin, and Chi obstetrician, Blackie Warren, featured by Cab Calloway at Cafe Zanzibar, New York.

Marie Montez has written tune, *Do-Liente*. . . . Leon Snyderman, former Meyer Davis drummer, out of army with medical discharge. . . . Bud Waples and His Men of Melody on 53d week at Ansley Hotel, Atlanta, a long-run record for that spot. . . . Jerry Fodor ork set for week at A. A. F. Pilot School, Garden City, Kan. . . . Ellmore Stan and six-piece all-fem ork at Evangeline Cove, Alexandria, La., until September 1. . . . Raymond Rork Dixieland band on tour in Kentucky.

Louis Armstrong playing one-nighters up the West Coast. . . . Sonny Kendis at the Trocadero and Henry King at Biltmore Bowl, Hollywood. . . . After winding up film chores for Universal's *In Society*, Marion Hutton will play the Steel Pier, Atlantic City, and State Theater, Hartford, Conn., late this month. . . . Les Elgart, Dean Hudson's first trumpeter, out with appendicitis attack and replaced by George Nowland. Noland was with the Hudson crew before going to Gene Krupa.

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**ON THE STAND**  
Reviews of Orchestras Playing Hotels, Night Club and Ballroom Locations and One-Nighters

**Horace Heidt and His Musical Knights**

(Reviewed at Hughes-Downtown Theater, Detroit)

TONALLY balanced for a variety radio program, Heidt's aggregation is able to sell itself on stage appeal as well. It is strong on the brass, using a basic instrumentation of four trombones, four trumpets, six sax and three rhythm, plus Heidt.

Character of its visual appeal is given by one of the strongest vocal sections carried by any band of its size—10 males in red dinner jackets and four girls in white satin evening gowns. They work separately and together; occasionally in pairs. The gals, Virginia Rees, Lorraine Burton, Betty Wand and Dorothy Rae, with the last named doing extra solos, give added life and looks, ranging surprisingly from a near-live to sweet.

Band seems at its best in downright hot numbers, but gets romantic on some of the vocals. Every section and most individual members, including the skin beater, get their turns in the spotlight. Heidt, on his hotter numbers, gets the fans a-rocking plenty. He has a pleasing way of appearing to talk and work personally for the ultra-enthusiasts down front, cleverly working them out of their (See HORACE HEIDT on page 21)

**Sammy Kaye**

(Reviewed at Hotel Astor Roof, New York)

ASTOR ROOF, which deviated from its single name-band summer policy with two bands—Louis Prima and Tommy Tucker—has gone back to single names again, with Sammy Kaye bowing in Wednesday (8). It's the first engagement at the roof for Kaye, who recently ended a stint at the New York Capitol. From the looks of things, the hotel is in for a big session of biz.

Kaye has always been popular around New York with both kids and grown-ups, this, probably because he hasn't been off the air since 1937, literally speaking, and plays the kind of music both ages like. He still does almost swing and sway, but let's his hair down enough to do a swing outburst on *One o'Clock Jump*. Every now and then the band lets a loud blast go, but for the most part it spills out danceable and listenable music with no remarkable distinction outside of the fact that every minute of the time a listener can always tell what tune is up.

It's this fact that makes Kaye a standout. His music isn't groovy, musicians' music, or hep. It's just dance music! And, brother, that spells loot or the commercial touch any place in the country. Kaye spends most of his time with clarinet in hand, either playing with the sax section or leading. But it doesn't make any difference. His name, kept before the public's eye for the past seven years or so, drags in the payees.

Three trumpets, three trombones, five saxes and four rhythm are all he has. No strings, no flutes, no trimmin's, but the crowds eat it up. They say jazz musicians who try to play with a Kaye or Lombardo give it up after a couple of months. They can't stand the so-called unmusical touch about the band. But what is a sideman's beef is Kaye's dough-maker, for that unmusical touch in the vernacular of a hep musician is the golden sound of commercial music to the ear of the customer.

And that's what Kaye has. He also includes his gimmick, "So You Want to Lead a Band?," bringing up two servicemen and two gals, and carrying the thing off in high style. Payees have fun, and it breaks the evening up nicely. Vocals are done by Billy Williams, by far the best of the lot; Arthur Wright, Nancy Norman and Sally Stuart. Three Kayettes and the Kaye Choir also mouth along. Kaye is in here until Labor Day, and will probably do biz all the way. Jose Morandi's rumba band alternates, and does does well for itself. Paul Secor.

TALK ABOUT  
HILLBILLY  
GROSSES

Why strictly off-the-cob music is packin' 'em in and hanging them from the chandeliers in so many sections of the country will be one of the many questions answered in the 6th Annual Edition of The Billboard Music Year Book (to be published as a separate volume for the first time in 1944). And everybody in the stix and on the main stem will be talking about the '44 MYB.

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Do you need a band? Do you wish to engage an Orchestra at a price you are sure to make money? If so here's great news:  
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# PART 1—The Billboard Music Popularity Chart

Week Ending  
Aug. 10, 1944

## SONGS WITH MOST RADIO PLUGS

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

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

TITLE	PUBLISHER
A Kiss to Remember	Lincoln
Amor (F)	Melody Lane
Apple Blossoms in the Rain (F)	Southern
Begin the Beguine	Harms
Come Out, Wherever You Are (F)	T. B. Harms
Dance With a Dolly	Shapiro-Bernstein
Don't Take Your Love From Me	Witmark
Forget-Me-Nots in Your Eyes	Triangle
Goodnight, Wherever You Are	Shapiro-Bernstein
How Many Hearts Have You Broken?	Advanced
I Don't Want To Love You	Chelsea
I Dream of You	Embassy
If I Knew Then	Williamson
I'll Be Seeing You	Williamson
I'll Get By (F)	Berlin
I'll Walk Alone (F)	Morris
Is You Is or Is You Ain't? (F)	Leeds
It Could Happen To You (F)	Famous
It Had To Be You (F)	Remick
It's a Crying Shame	Morris
Kentucky	BMI
Let's Sing a Song About Susie	Harms, Inc.
Long Ago (And Far Away) (F)	Crawford
Milkman, Keep Those Bottles Quiet (F)	Feist
Pretty Kitty Blue Eyes	Santly-Joy
San Fernando Valley	Morris
Semper Paratus	Fox
Some Peaceful Evening	Campbell-Porgie
Straighten Up and Fly Right	Am. Academy
Sweet and Lovely (F)	Feist
Swinging on a Star (F)	Burke-Van Heusen
Tico Tico	Southern
Time Waits for No One (F)	Remick
Together	Crawford
What a Difference a Day Made	Marks

## Lucky Strike HIT PARADE

CBS, Saturday, August 12, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. I'll Be Seeing You	Williamson
2. Amor (F)	Melody Lane
3. Swinging On a Star (F)	Burke-Van Heusen
4. I'll Get By (F)	Berlin
5. Long Ago (And Far Away) (F)	Crawford
6. I'll Walk Alone (F)	Morris
7. Milkman, Keep Those Bottles Quiet (F)	Feist
8. Time Waits for No One (F)	Remick
9. Is You Is or Is You Ain't? (F)	Leeds

And the Following Extras: Sometimes I'm Happy, I Know That You Know, By the Beautiful Sea, and Top Hat, White Tie and Tails.

**NATIONAL AND REGIONAL SHEET MUSIC BEST SELLER SOURCES:** Atlanta: Cable Piano Co. Boston: H. N. Homeyer & Co. Chicago: Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. Cincinnati: Song Shop; Willis Music Co. Denver: Charles E. Wells Music Co. Los Angeles: Morse M. Freeman, Inc. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co.; Myrex Music Corp.; Carl Fischer, Inc.; Music Sales Corp. Phoenix, Ariz.: J. J. Newberry, Co. Pittsburgh: Volkwein Brothers, Inc. Portland, Ore.: Irving Sklare Music Co., care Meier & Frank Co. San Antonio: Southern Music Co. San Francisco: Pacific Coast Music Jobbers. St. Louis: St. Louis Music Supply Co.

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

## BEST SELLING SHEET MUSIC

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

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

Other Sheet Music Reported in Best Selling Lists by Sections

EAST: You Always Hurt the One You Love—Sun Music Company; A Fellow on Furlough (F)—Block; Is You Is or Is You Ain't? (F)—Leeds.  
MIDWEST: Going My Way (F)—Burke-Van Heusen.  
SOUTH: Milkman, Keep Those Bottles Quiet (F)—Feist.  
WEST COAST: Milkman, Keep Those Bottle Quiet (F)—Feist.

## "HARLEM" HIT PARADE

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

POSITION	RECORD	Label
4	1. Till Then	Mills Brothers ..... Decca 18599
1	2. G. I. Jive	Louis Jordan ..... Decca 8659
5	3. Hamp's Boogie Woogie	Lionel Hampton ..... Decca 18613
3	4. Is You Is or Is You Ain't? (F)	Louis Jordan ..... Decca 8659
2	5. Straighten Up and Fly Right	King Cole Trio ..... Capitol 154
6	6. Cherry Red Blues	Cootie Williams ..... Hit 7084
9	7. Body and Soul	Coleman Hawkins ..... Bluebird 30-0825
—	8. I'm Lost	Benny Carter ..... Capitol 165
10	9. I'll Get By (F)	Ink Spots ..... Decca 18579
—	10. You Always Hurt the One You Love	Mills Brothers ..... Decca 18599

**NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:** Atlanta: Cox Prescription Shop, Beverly Hills, Calif.: Martindales, Birmingham: Norlen's Radio Shop; Louis Pizitz Dry Goods Co. Boston: The Melody Shop, Bridgeport, Conn.: Gilman Music Store; Howland Dry Goods Co.; Whiting Radio Service. Butte, Mont.: Dreibelbis Music Co. Chicago: Goldblatt Brothers; Hudson-Ross; Lyon & Healy; Marshall Field; Sears-Roebuck & Co.; Wuritzer's. Cincinnati: Song Shop; Steinberg's, Inc.; Willis Music Co.; Wuritzer's. Denver: Century Music Shop; The May Company; Charles E. Wells Music Co. Des Moines: Davidson Record Co.; Des Moines Music House. Fort Worth, Tex.: Kemble Bros.' Furniture Co. Hollywood: Music Shop; Music City; Hollywood House of Music. Jacksonville, Fla.: Butler's Record Shop. Los Angeles: The May Company. Louisville: Stewart Dry Goods Co. Miami: Richard's Store Co.; Burdine, Inc. Milwaukee: J. B. Bradford's Music House; Morlon Lines Co.; Broadway House of Music. Newark, N. J.: G. & R. Record Shop; Radio Shop of Newark. New Orleans: Louis Grunwald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Galey Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Strauss, Inc.; Broadway Melody Shop. Philadelphia: Downtown Record Shop; Alex A. Gettlin; Highpoint Record Shop. Pittsburgh: Volkwein Bros., Inc. Portland, Ore.: Meier & Frank Co. Raleigh, N. C.: C. H. Stephenson Music Co.; Joseph E. Thiem Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. St. Louis: Aeolian Co. St. Paul, Minn.: Mayflower Novelty Co. Salt Lake City: Z. C. M. I. Gramophone Shop. San Antonio: Alamo Piano Co. Washington, D. C.: George's Radio Co. Westwood, Calif.: Music Shop.

## More Ork Men Pub for BMI

(Continued from page 15)

BMI — performance rights society — band leader publishing firm deals, as gossip around the alley has it. ASCAP, if it wished, could possibly set up a publishing subsid and make the same kind of arrangement with leaders.

The contactmen's union has Fair Trade agreements with Broadcast Music, Inc., the publishing firm, and with all pubs individually on whose firms the BMI — performance rights society — controls performance rights. CMU has no agreement with BMI, performance rights society, anymore than they have with ASCAP as a performance rights society.

The BMI advance payment for performance is said to run around \$1,500 per quarter and up, depending on the leader's rating, the number of tunes in his catalog and other factors.

Altho in some instances BMI may not

always get 100 per cent return on its original advance to a leader-pub firm, the total spent in this matter is considered a sound investment. BMI is primarily interested in having tunes aired on which they hold performance rights. They must keep plugging to maintain their contracts with radio stations and collect the 1 per cent paid by the broadcasters at the end of the year.

This leader-pub set-up is apparently another step in BMI's intensified drive to keep its numbers being played. Its recent South American deal whereby it furnishes broadcasters with gratis Latin American records, and its recent plan to give hundreds of other disks each year to American stations is all part of this battle. The trade, of course, ponders the economics of giving away disks to get 'em played on the air.

In the case of U. S. stations the inducement to play the records, on which BMI held performing rights, is enhanced by ready-to-read miniature blogs on the folk, hot jazz, race and hillbilly musicians whose waxings they sent out—and complete scripts.

### Leaders No Talk

Leader-pubs are wary about revealing details of their contracts. Some go so far as to deny that their agreements with BMI specify that a certain number of plugs must be given in order to earn the advance.

That some of the tunes listed when a leader goes into the pub biz are not printed is evidently of little concern to BMI since tunes unpubed but recorded are oft times just as well considered as printed music. In some cases the songs are listed as originals to be later published or recorded.

A number of the leader-pubs were in biz before BMI affiliating. Some are recognized, established publishers. Some of these are the ones reported having a bonus deal with BMI. If the firm makes the sheet a certain number of times during the year, BMI is said to pay them \$12,000 a year or \$1,000 per month.

The BMI stable of ork leader-pubs is building steadily. As of June 30 this year, when its publisher list was issued, 16 such firms were listed. They and their

band leader owners are:

Allied Music, Inc., Horace Heldt; Crossroads Music Company, Ben Pollack; Doraline Music Publishing Company, Joe Marsala; Embassy Music Corporation, Tommy Dorsey; Florida Music, Dean Hudson; Indigo Music, Inc., Charlie Barnet; Jo-Ann Music Company, Shep Fields; London Music Corporation, Guy Lombardo; Maestro Music Company, Freddie Martin; New Era Music Corporation, Jimmie Lunceford; Palomar Music Corporation, Paul Martel; Pastor Music Company, Tony Pastor; Regent Music Corporation, Benny Goodman; Republic Music Corporation, Sammy Kaye; Swing & Tempo Music Company, Lionel Hampton; Variety Music Company, Gene Krupa.

### Russell in New York

NEW YORK, Aug. 12.—Andy Russell arrives here today from the Coast. GAC will give the singer a build-up in the East and spot him into a club or hotel. The tenor will continue on his Old Gold radio show from this end.

**WANT TO ROLL  
IN DOUGH?**



**Get these  
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- Hawaiian Sunset . . . . . Vaughn Monroe (20-1591)**
- Lili Marlene . . . . . Perry Como (20-1592)**
- It Had to be You . . . . . Artie Shaw (20-1593)**
- Dance with a Dolly . . . . . Tony Pastor (30-0827)**
- If I Knew Then . . . . . Sammy Kaye (20-1590)**
- Sentimental Lady . . . . . Duke Ellington (20-1528)**
- It Could Happen to You . . . . . Dinah Shore (20-1586)**
- Amor . . . . . Wayne King (20-1587)**
- It's Love-Love-Love . . . . . Four King Sisters (30-0822)**
- Don't Cry Baby . . . . . Erskine Hawkins (30-0813)**

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

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

**RCA Victor Division  
Radio Corporation of America, Camden, N. J.**



**PART 2—The Billboard**

**BEST SELLING RETAIL RECORDS**

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

POSITION	NATIONAL	East	Mid-west	South	West Coast
1	1. SWINGING ON A STAR (F) . . . . . Bing Crosby—Decca 18597 <i>Going My Way</i>	2	1	1	1
2	2. I'LL BE SEEING YOU . . . . . Bing Crosby—Decca 18595 <i>I Love You (M)</i>	1	2	2	—
4	3. I'LL GET BY (F) . . . . . Dick Haymes—Harry James— Columbia 36698 <i>Flatbush Flanagan</i>	8	3	3	2
10	4. TIME WAITS FOR NO ONE (F) . . . . . Helen Forrest—Decca 18600 <i>In a Moment of Madness</i>	5	8	5	9
7	5. I'LL WALK ALONE (F) . . . . . Dinah Shore—Victor 20-1586 <i>It Could Happen to You (F)</i>	6	6	7	—
5	6. AMOR (F) . . . . . Bing Crosby—Decca 18608 <i>Long Ago (And Far Away) (F)</i>	3	5	—	—
—	7. I'LL WALK ALONE (F) . . . . . Martha Tilton—Capitol 157 <i>Texas Polka</i>	9	—	9	3
8	8. I'LL BE SEEING YOU . . . . . Tommy Dorsey—Frank Sinatra— Columbia 20-1574 <i>Let's Just Pretend</i>	—	—	6	4
3	9. G. I. JIVE . . . . . Louis Jordan—Decca 8659 <i>Is You Is or Is You Ain't? (F)</i>	7	—	4	—
—	10. YOU ALWAYS HURT THE ONE YOU LOVE . . . . . Mills Brothers—Decca 18599 <i>Till Then</i>	—	4	10	—

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

**EAST:** *Long Ago (And Far Away) (F)*—Helen Forrest-Dick Haymes Decca 23317; *Till Then*—Mills Brothers, Decca 18599.  
**MIDWEST:** *G. I. Jive*—Johnny Mercer, Capitol 141; *Long Ago (And Far Away) (F)*—Bing Crosby, Decca 18608; *His Rocking Horse Ran Away (F)*—Betty Hutton, Capitol 155.  
**SOUTH:** *Long Ago (And Far Away) (F)*—Bing Crosby, Decca 18608.  
**WEST COAST:** *It Could Happen to You (F)*—Jo Stafford, Capitol 158; *It Had To Be You (F)*—Betty Hutton, Capitol 155; *His Rocking Horse Ran Away (F)*—Betty Hutton, Capitol 155; *Eager Beaver*—Stan Kenton, Capitol 159; *Long Ago (And Far Away) (F)*—Helen Forrest-Dick Haymes—Decca 23317.

**MOST PLAYED JUKE BOX FOLK RECORDS**

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

POSITION	Record	Artist	Label
1	1. Is You Is or Is You Ain't?	Louis Jordan	Decca 8659
3	2. Soldier's Last Letter	Ernest Tubbs	Decca 6098
2	3. So Long, Pal	Al Dexter	Okeh 8718
3	3. Straighten Up and Fly Right	King Cole Trio	Capitol 154
5	4. I Learned a Lesson I'll Never Forget	Five Red Caps	Beacon 7120
—	5. Cherry Red Blues	Cootie Williams	Hit 7084
—	6. Texas Blues	Foy Willing	Capitol 162

**Berlin "Fox Hole"  
To Morris in Defy**

(Continued from page 15)

Berlin, Inc., by you as secretary and treasurer.

The sending of this letter in the name of the corporation was without the advice, consent or knowledge of your fellow-directors or of the corporation.

I am informed that you have transmitted a printed copy of this letter to all music publishing houses, to motion picture companies, and to various trade papers. I understand also that in some or all instances when sent to publishing houses and to motion picture companies it was accompanied by a letter on the letterhead of Schwartz & Frohlich but signed by you individually and as secretary and treasurer of Irving Berlin, Inc.

It is wholly unnecessary for me to answer seriatim the various statements

that you have made in these two communications. For the purposes of the record only, I desire to state that many of these statements are not statements of fact, nor do they correctly interpret our contract and relationship.

I see no object in endeavoring to try our differences thru the mail. It would be solely a waste of time, energy and paper.

If I am correctly informed, the following appears in your letter addressed to the individual music publishers and motion picture companies accompanying the printed copy of the letter addressed to me under date of August 2:

"This is to further notify you that no music publisher nor motion picture company, either directly or thru any subsidiary or affiliated corporation has any right to enter into any contract with Mr. Berlin inconsistent with or in violation of such rights and that any music publishing firm or motion picture company attempting to enter into such contractual arrangement with Mr. Berlin will do so at its peril and will be held to a strict accountability for violation or attempted violation of the

# Music Popularity Chart Week Ending Aug. 10, 1944

## MOST PLAYED JUKE BOX RECORDS

### Going Strong

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

1. **SWINGING ON A STAR (13)**—Bing Crosby (John Scott Trotter Ork) ..... Decca 18597  
(Gray Rains, Hit 7086; Freddie Slack, Capitol 160)
2. **AMOR (7)**—Bing Crosby (John Scott Trotter Ork) ..... Decca 18608  
(Andy Russell (Al Sack Ork), Capitol 156; Xavier Cugat, Columbia 36718; Eric Madriguera, Hit 8033; Percy Faith, Decca 23344; Wayne King, Victor 20-1587; Lawrence Welk, Decca 4444; Vincent Lopez, National 7003).
3. **I'LL GET BY (18)**—Harry James (Dick Haymes) ..... Columbia 36698  
(Ink Spots, Decca 18579; The Four King Sisters, Bluebird 30-0821; Jan Garber, Hit 7079; Kitty Carlisle, Decca 23320; Billie Holiday, Commodore C-553)
4. **G. I. JIVE (16)**—Louis Jordan ..... Decca 8659  
(Johnny Mercer, Capitol 141)
5. **YOU ALWAYS HURT THE ONE YOU LOVE (12)**—Mills Brothers ..... Decca 18599
6. **I'LL BE SEEING YOU (17)**—Bing Crosby (John Scott Trotter Ork) ..... Decca 18595  
(Tommy Dorsey-Frank Sinatra, Victor 20-1574; Louis Prima, Hit 7082; Hildegarde, Decca 23291; Billie Holiday, Commodore C-553)
7. **IS YOU IS OR IS YOU AIN'T? (4)**—Louis Jordan ..... Decca 8659
8. **I'LL BE SEEING YOU (11)**—Tommy Dorsey (Frank Sinatra), Victor 20-1574  
(See No. 6)
9. **I'LL WALK ALONE (4)**—Martha Tilton ..... Capitol 157  
(Mary Martin, Decca 23340; Dinah Shore, Victor 20-1586; Louis Prima, Hit 7083)
10. **TIME WAITS FOR NO ONE (3)**—Johnny Long (Patti Dugan) .. Decca 4439  
(Sula Musette, Continental C-1149; Helen Forrest-Dick Haymes, Decca 18600)
11. **GOODNIGHT, WHEREVER YOU ARE (11)**—Russ Morgan .. Decca 18598  
(Blue Barron's Ork, Hit 7081; Mary Martin, Decca 23340)
12. **AMOR (5)**—Xavier Cugat (Carmen Castillo)..... Columbia 36718  
(See No. 2)
- MILKMAN, KEEP THOSE BOTTLES QUIET (14)**—Ella Mae Morse (Dick Walters Ork) ..... Capitol 151  
(Woody Herman, Decca 18603; The Four King Sisters, Bluebird 30-0824)
13. **STRAIGHTEN UP AND FLY RIGHT (9)**—Andrews Sisters (Vic Schoen Ork) ..... Decca 18606  
(King Cole Trio, Capitol 154)
14. **AMOR (8)**—Andy Russell (Al Sack Ork) ..... Capitol 156  
(See No. 2)
- I'LL WALK ALONE (2)**—Dinah Shore ..... Victor 20-1586  
(See No. 9)
15. **LONG AGO (AND FAR AWAY) (15)**—Helen Forrest-Dick Haymes (Camarata Ork) ..... Decca 23317  
(Perry Como, Victor 20-1569; Jo Stafford, Capitol 153; The Three Suns, Hit 7085; Guy Lombardo, Decca 18602; Jan Garber, Feature 1002; Bing Crosby, Decca 18608)
16. **MILKMAN, KEEP THOSE BOTTLES QUIET (2)**—Woody Herman ..... Decca 18603  
(See No. 12B)
- SAN FERNANDO VALLEY (21)**—Bing Crosby (John Scott Trotter Ork) ..... Decca 18586  
(The Four King Sisters, Bluebird 30-0824; Johnny Mercer, Capitol 150; Johnny Long, Decca 4437; Jan Garber, Hit 7079.)
17. **PRETTY KITTY BLUE EYES (1)**—The Merry Macs ..... Decca 18610  
(Vincent Lopez, National 7004; Art Kassel, Hit 7091.)
18. **HOW BLUE THE NIGHT (6)**—Dick Haymes (Emil Newman Ork) ..... Decca 18604  
(Bob Chester, Hit 7088)

### Coming Up

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

1. **IT HAD TO BE YOU**—Betty Hutton (Paul Weston Ork).... Capitol 155
2. **HOW MANY HEARTS HAVE YOU BROKEN?**—The Three Suns.. Hit 7092
3. **SOLDIER'S LAST LETTER**—Ernest Tubb ..... Decca 6098

### Territorial Favorites With Juke Box Operators

The following records are reported as favorites in various territories as indicated in reports to The Billboard from leading Juke Box Operators.

- DANCE WITH A DOLLY (With a Hole in Her Stocking)**—Evelyn Knight (Camarata Ork) ..... Decca 18614  
(Nashville.)
- LILI MARLENE**—Perry Como ..... Victor 20-1592  
(Denver.)

undersigned's rights."

Most persons who read that paragraph are not impressed by your threatening and predicting dire consequences that will follow upon anyone acting contrary to your wishes.

It is wholly unnecessary for you to involve the entire industry in this controversy between you and myself. I wish to go on record, however, that I will hold you to strict accountability in the event your threats cause others to refrain from business transactions with me.

The broadcasting of threats in this

manner can have no legitimate object whatsoever. Shall we say that the sole possible reason is a thought that you might intimidate me personally?

I am being guided solely and entirely by the provisions of my contract with you and the late Mr. Winslow and the corporation, and the rights that I derived thereunder. Under the provisions of my contract, I am advised by counsel that I have a right to insist upon the discontinuance of the use of my name, and I have so advised you and the corporation in writing in an orderly proper way. Failing the discontinuance of the use of my name by Irving Berlin, Inc., by September 14, 1944, my counsel is instructed to take such legal steps as they may deem necessary and proper.

Yours very truly,

(Signed) IRVING BERLIN.

P. S.—If in the name of "fair dealing and honesty" you feel it your duty to send a copy of this to the same persons and corporations to whom you have sent your communication, you have my permission to do so.

(Signed) IRVING BERLIN.



## WISH IT WERE TRUE - BUT WE HAVE TO MAKE DECCA RECORDS

No, they don't grow on trees. We have to manufacture these DECCA hits that everybody wants. And under today's conditions, that means we can't turn out all we'd like to —all you'd like us to.

But we can promise you this. DECCA will continue to give you big-name orchestras and artists—the best in the business. We'll make all we can of these hits. Then we'll distribute the supply just as evenly as we know how.

So, even if you can't get all the DECCA records you want, you can be absolutely sure that you're getting your fair share—that's DECCA'S promise to every coin machine operator.

# DECCA

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## WOV May Law With 802 Over 'Billies

NEW YORK, Aug. 12. — If one more session between Local 802, AFM, and WOV officials fails to bring about a reversal of the Musicians' Union refusal to permit the station to broadcast its hillbilly program from Palm Garden, legal action is expected to be instituted to force permission.

There seems to be some disagreement within the local's officerdom as to whether WOV's Broadway Barn Dance should air from the hall. Shortly after the executive board had ruled the broadcast out, the 802 trial board brought charges against the musicians who played the original shot. Members were accused of working an unauthorized radio program, but the case was dismissed.

WOV's third appearance before the local's executive board will mark an attempt to nullify both reasons previously given by Local 802 for withholding permission to air the show from Palm Garden. When the station's manager and program head were told by the board that such broadcasting outside a regular station studio would set a precedent they accepted the decision.

When they later confronted the board with a half dozen examples of similar broadcasts, they were told that hillbilly music wasn't cultural and therefore had

## 45C for Louis Jordan's First Southern 1-Nighter

NEW YORK, Aug. 12.—Louis Jordan and his five-piece ork grossed \$4,500 at the Auditorium, Atlanta, Tuesday (8), with admish at \$1.25 per. Jordan took \$2,250 out for himself on a 50 per cent deal.

Engagement was first of a string of one-nighters in the South that Jordan has not previously played.

## Coleman Hawkins Back To 52d Street in Sept.

NEW YORK, Aug. 12.—Coleman Hawkins has been set for a return date at the Downbeat, 52d Street swing spot, to play 16 weeks. Sax virtuoso goes in either September 18 or 25.

Meanwhile, Hawkins goes into Club Ball, Philadelphia, August 25, then the Apollo Theater here.

to be confined to a studio.

WOV's attorney, Sanford Cohen, is investigating legal procedure to permit the broadcast from Palm Garden. The controversy adds fire to the current wage dispute between the union and the station. Contracts are up for renewal and 802 is asking for a scale upping and WOV has so far failed to agree to the raise.

# GET A LOAD OF WHAT SAVOY HAS ON TAP For the WIDE-AWAKE DEALER AND PLENTY MORE TO COME

- #501 *The fastest selling and most popular*  
**BODY AND SOUL** by Ben Webster and Cozy Cole's All Stars (Tenor Sax Solo)  
**TALK TO ME** Inst.
- #502 **NICE AND COZY** Inst. by Cozy Cole's All Stars  
Jehrico Featuring Ben Webster
- #507 **TUSH (Inst.)** by Earl Warren & Orch. (17 Men)  
**EMPTYHEARTED (Vocal)**
- #509 **BASIE ENGLISH** Featuring Lester Young, Johnny Guarnieri's  
**EXERCISE IN SWING** Hot Piano and All Stars
- #511 **SALUTE TO FATS** Featuring Lester Young, Johnny Guarnieri's Hot  
**THESE FOOLISH THINGS REMIND ME OF YOU** Piano and All Stars
- #512 **OL' MAN RIVER** Featuring Coleman Hawkins with  
**WRAP YOUR TROUBLES IN DREAMS** Cozy Cole's All Stars
- #519 **ON THE SUNNY SIDE OF THE STREET** Tenor Sax Solo by Coleman  
**JERSEY JUMP OFF** Hawkins with Cozy Cole's All Stars
- #520 **UNCLE SAM'S BLUES (Vocal)** "Hot Lips" Page and Orchestra  
**PAGING MR. PAGE (Inst.)**
- #522 **PETE BROWN'S BOOGIE** Featuring Pete Brown, His Alto Sax,  
**BELLEVUE FOR YOU** Al Casey and Orchestra

### RACE SERIES

- #5510 **BYE, BYE, BABY** Vocal Jump Blues by Miss Rhapsody with  
**MY LUCKY DAY** June Cole's All Stars

Now franchising established dealers from Coast to Coast, including U. S. POSSESSIONS. Write for release card.

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

ALSO AVAILABLE  
No. 5005—"DON'T SWEETHEART ME" and "TOO LATE TO WORRY, TOO BLUE TO CRY"  
No. 5004—"HAVE I STAYED AWAY TOO LONG?" and "SWEETHEART, I STILL REMEMBER"  
Featuring "TEX GRANDE" and His "RANGE RIDERS"  
LIST PRICE, 75¢  
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**DE LUXE RECORD DISTRIBUTING CO., LINDEN, N. J.**



# PART 3—The Billboard

## RECORD POSSIBILITIES

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

### MY BELOVED IS RUGGED. Harry James and Ork (Vocals by Helen Forrest) Columbia 36729

While the new James aggregation is collecting the dollars this Columbia release will be collecting the nickels and the half bucks. The lyrics aren't exactly 1944, but that doesn't matter. James sends 'em and Helen Forrest does one of the neatest follow-thrus that she ever warbled with James. It makes you sorry that she's not with him now. As far as the disk buyers and players go this isn't important. Check this as a double must.

### A COWBOY IN KHAKI. Dick Thomas... National 5002-A

There hasn't been a yodel on a new release in a long time, and credit Dick Thomas with knowing how to take a cowboy tune and yodel plus. The doggie lament has been given a G.I. pair of pants in this which should do okay on the pay tables. It is a seller for the guy who wants to smile a tear into his beer as well as the collector of folk songs. Mark this one down as the current hillbilly in chaps.

### DANCE WITH A DOLLY Tony Pastor and His Ork (Tony Pastor vocalizing) Bluebird 30-0827-A

They're trying to sell this tune and Pastor certainly adds plenty of first-class Pastorizing both as a sideman and his getting out there in front with the vocal chords. This has what it takes and it'll take plenty at the slots.

## POPULAR RECORD RELEASES

(From August 10 thru August 17)

- A COWBOY IN KHAKI .... Dick Thomas ..... National 5001
- A FELLOW ON A FURLOUGH ..... Raymond Scott .... National 7001
- AMOR ..... Vincent Lopez (Bruce Hayes) ..... National 7003
- BROKEN HEART ..... Dick Thomas ..... National 5001
- DANCE WITH A DOLLY (With a Hole in Her Stocking) ..... Tony Pastor ..... Bluebird 30-0827
- DON'T BLAME ME ..... Tony Pastor ..... Bluebird 30-0827
- DON'T TAKE YOUR LOVE FROM ME ..... Artie Shaw (Lena Horne) ..... Victor 20-1593
- ESTRELLITA ..... Harry James ..... Columbia 36729
- HAWAIIAN SUNSET ..... Vaughn Monroe ... Victor 20-1591
- HOT PATATTA ..... Jimmy Durante .. Columbia 36732
- I LEARNED A LESSON I'LL NEVER FORGET ..... Raymond Scott .... National 7002
- I'LL BE SEEING YOU ..... Raymond Scott .... National 7002
- I LOVE MY BABY ..... Tommy McClennan ..... Bluebird 34-0716
- IF I WERE THE MOON .... Vincent Lopez (Bruce Hayes) ..... National 7004
- INKA DINKA DOO ..... Jimmy Durante .. Columbia 36732
- IT HAD TO BE YOU ..... Artie Shaw ..... Victor 20-1593
- MY BELOVED IS RUGGED.. Harry James .... Columbia 36729
- PRETTY KITTY BLUE EYES. Vincent Lopez (Bruce Hayes) ..... National 7004
- SAN ANTONIO SERENADE.. Dick Thomas ..... National 5002
- SHAKE IT UP AND GO ..... Tommy McClennan ..... Bluebird 34-0716
- SYLVIA ..... The Charioteers .. Columbia 36730
- TAKE IT EASY ..... Vincent Lopez (Karole Singer) ..... National 7003
- TAKE IT, JACKSON ..... Vaughn Monroe .... Victor 20-1591
- THIS SIDE OF HEAVEN ... The Charioteers . Columbia 36730
- TOGETHER ..... Raymond Scott ..... National 7001
- YOU NEVER LOVED ME ... Dick Thomas ..... National 5001

## ADVANCE BOOKINGS

- BILL BARDO: Plantation Club, Houston, Aug. 18-Sept. 14.
- MILT BRITTON: Golden Gate Theater, San Francisco, Aug. 23 (3 weeks).
- LES BROWN: Colonial Park, N. Y., Aug. 28.
- FRANKIE CARLE: Palace Theater, Cleveland, Aug. 18 (week).
- BENNY CARTER: Sunnyside Theater, Kansas City, Mo., Aug. 19-20.
- JOY CAYLOR: Virginia Beach, Va., Aug. 18 (10 days).
- JIMMY DORSEY: Pacific Square Auditorium, San Diego, Calif., Aug. 25-27.
- TED FIO RITO: Ballroom, Boston, Aug. 25 (week).
- GLEN GRAY: Lakeside Park, Denver, Aug. 18-Sept. 10.
- WOODY HERMAN: Pennsylvania Hotel, New York, Aug. 21-Sept. 30.
- INTERNATIONAL SWEETHEARTS: Bakersfield, Calif., Aug. 24.
- ADA LEONARD: Circle Theater, Indianapolis, Aug. 25-31.
- JOHNNY LONG: Sherman Hotel, Chicago, Aug. 20 (4 weeks).
- CLYDE LUCAS: Hershey Park, Hershey, Pa., Aug. 26.
- JIMMIE LUNCFORD: Paradise Hall, Nashville, Aug. 20; Beale Street Auditorium, Memphis, 21; Auditorium, Little Rock, Ark., 22; Auditorium, Oklahoma City, 23; Auditorium, St. Louis, 25.
- ABE LYMAN: Circle Theater, Indianapolis, Aug. 18-24.
- BILL McCUNE: Edison Hotel, New York, Aug. 25.
- CARLOS MOLINO: Eureka, Calif., Aug. 17; Yakima, Wash., 19-20; Wanatchee, Wash., 22; Portland, Ore., 24; Seattle, 25.
- TONY PASTOR: Eastwood Gardens, Detroit, Aug. 18 (week); Russells Point, O., 25; Roosevelt Hotel, Washington, Sept. 6.
- JOE REICHMAN: Jantzen Beach, Portland, Ore., Aug. 22-Sept. 10.
- JAN SAVITT: Palace Hotel, San Francisco, Aug. 17-Oct. 18.
- COOTIE WILLIAMS: Savoy Ballroom, New York, Aug. 24.
- BOB WILLS: Orpheum, Los Angeles, Aug. 29 (week).
- DUKE ELLINGTON: Kiel Auditorium, St. Louis, Aug. 19; Auditorium, Kansas City, Mo., 20; Coliseum, Ottumwa, Ia., 22; Arkota Ballroom, Sioux Falls, S. D., 24.
- ART KASSEL: Blue Moon, Wichita, Kan., Aug. 18 (nine days).

# Music Popularity Chart

Week Ending  
Aug. 10, 1944

## POPULAR RECORD REVIEWS

By M. H. Orodener

### HARRY JAMES (Columbia)

*Estrellita*—FT. *My Beloved Is Rugged*—FT; VC.

It takes little of soothsaying to call the shot on these sides. Having cornered the disk marts with his music for "I'll Get By," it's a cinch for Harry James to again soar the sales peaks with his dishing for "Estrellita (My Little Star)". One of the better of the beloved melodies, the classical song lends itself admirably to the rhythmic interpretation at the horns of the James bandmen, as well as providing an attractive vehicle for the famous James trumpet tones. Taking it at a bright moderate tempo, the unison riff runs of the saxes set the stage from scratch with the maestro's open horn on opening, followed by the saxes, the trombones and finally the entire ensemble. The string section starts the second canto, sharing the stretch with the tenor sax with James's trumpet taking over at the bridge bars to take the lead for the rest of the record, polished off with his bugle riffs in cadenza fashion. The tempo is stepped up to jump proportions for "My Beloved Is Rugged," an attractive rhythm riff ditty with Helen Forrest heating her pipes in keeping with the setting created by the band as she sings of the muscle-building attributes of army life. While the lyrics are mighty dated, the musical force created by the band for its two choruses and in laying down the background for the song-bird is strong enough to attract immediate attention to the side.

Both sides are rich in music box appeal, with *Estrellita* in particular a cinch to keep the Harry James music spinning in the phonos for an overflowing measure of plays.

### FIVE RED CAPS (Beacon)

*Strictly on the Safety Side*—FT; V. *Don't You Know*—FT; V.

The harmonizing of the Five Red Caps catching on in a big way along the wax circuits, the quintet cover themselves with more vocal glory with these two sides. Joe Davis's "Strictly On the Safety Side" is a bright rhythm ditty taken at a lively pace, with the Red Caps providing sustained and rhythm harmonizes to showcase the lead baritone voice. Agile piano fingers bridge the vocal stanzas, with some jive repartee on the last chorus adding color to the side. William Campbell's "Don't You Know" ballad is taken at a moderate tempo. A rollicking and tuneful song, it lends itself to the unison whistling of the Red Caps, with their vocal expressions in high order to bring out the lyrical appeal of the song as well.

Either of these sides, since the songs themselves are untried and untested, should hold up well in the music boxes.

### BENNY CARTER (Capitol)

*I'm Lost*—FT; VC. *Just a Baby's Prayer at Twilight*—FT. VC.

While best known to the musical coterie for his instrumental virtuosity both on sax and trumpet, Benny Carter is strictly the Commercial Joe for both of these sides with his band concerned mostly in creating the musical back-drop for the vocalists. There's just a dash of Carter's alto horn for "I'm Lost," the slow ballad serving to point up the romantics in song of Dick Gray as he takes the torch lyrics at a conventional stride. The standard song, "Just a Baby's Prayer at Twilight," also taken at a slow tempo, has the sax section setting the stage for a half chorus, with Savannah Churchill providing heated pipings for the middle-appeal lyrics.

Any phono appeal contained on this couplet is more pronounced in the familiar *Just a Baby's Prayer at Twilight*, with the race locations perhaps finding favor in Dick Gray's singing of *I'm Lost*.

### JOHNNY MERCER (Capitol)

*Duration Blues*—FT; V. *Sam's Got Him*—FT; V.

The keeper of the "Chesterfield Music Shop," and the label's own chief exec, introduces two more of his novelty ditties in his characteristic sally singing style. "Duration Blues" has Mercer, in his inimitable singing manner, wailing the woes of the draft boards, dehydrated foods, taxes and all the other limitations upon a population at war. However, his stringing of the lyrics packs none of the forthright humor evolved by Louis Jordan in his earlier "Ration Blues," both ditties hewed from the same topical theme. "Sam's Got Him" is an innocuous G. I. song inspired by the draft, and quite dated at this late date. Both items are cut at a moderate tempo with the studio orchestra providing good backgrounds in rhythmic fashion on both counts.

If any, it's Johnny Mercer's *Duration Blues* that might attract some coins to the music boxes, mostly on the strength of his radio popularity.

## FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

### RED RIVER DAVE (Continental)

Fast becoming one of the heavy favorites among the singer of the outdoor songs, the label has grabbed itself a winner in grabbing off Red River Dave. Unfortunately, his song material is not on par with his singing, altho Red River Dave acquires himself admirably on both counts. "Jolly Joe" is a lively yodeling opus about the gay blade who is the life of every party, while "Lord of Pretty Women" is the mill run "She'll Be Comin' Round the Mountain" type of tune. A string band with accordion gives the singer ample support.

(See Folk Record Review on page 67)

### Para Set Into Early '45

NEW YORK, Aug. 12.—New York Paramount tentatively set until early next year, with Ink Spots in for Christmas booking, and possibility that Benny Goodman's talked-about new band may follow three-week booking of Frank Sinatra, who starts October 11. Vaughn Monroe is now in and will be until some time in September, when Mitch Ayres, who is now on a CBS show, will re-form a band for the stint and come in with the Andrews Sisters.

House also has commitments with Johnny Long, now at New Yorker; Woody Herman, skedded for Hotel Pennsylvania in August; Glen Gray, on tour, and Tony Pastor, who just closed at the New Yorker. They'll come in late this year and early next. Paramount also has an option on Harry James, who must play house if he plays any theaters at all. And also one with Tommy Dorsey. Latter will play New York Capitol in October.

### HORACE HEIDT

(Continued from page 16)

inclinations to hold up the show.

Bob Matthews, deep-voiced tenor, does a series of sweet and low numbers, like *Day After Forever*, that went over big. Jimmy Sims, solo trombone, has an exceptionally clear tonal quality. Jess Stacey, jive pianist, scored a rhythmic hit with *Two o'Clock Jump*. Shorty Cheroch, featured trumpet, works in a string of novelty effects, barnyard sounds, etc.

Fred Lowery, blind whistler, does a beautiful *Indian Love Call*, and practically steals the show.

Heldt stages a "Treasure Chest" sequence before closing that is amusing and reminiscent of his radio shows but lacks real stage entertainment value. Heldt, personally, does some pleasing kibitzing with the piano. Show is well balanced to have something for about everyone except those who like theirs super sweet. *Haviland F. Reves.*

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# Hub Legit Sets 1943-'44 Record

## \$2,699,500 at Six Theaters

"Rosalinda" top b. o., with "Girls," top newie, and Met taking \$522,900

By Bill Riley

BOSTON, Aug. 12.—Despite all the obstacles that wartime imposed, Boston's legit season for 1943-'44 marched fast and furiously toward new records. Because shows ran here during most of the summer, the season is figured for a full year, from July 1, 1943, to June 30, 1944. In that period legit attractions grossed a fabulous \$2,699,500 at six theaters in 168 weeks, three days playing time. Compared with last season's records elsewhere, this is nearly twice the gross of any other city in the country, except New York.

No actual money figures are available for the season of 1942-'43 in Boston. But, using Internal Revenue Bureau State-wide tax collections to estimate the season's gross, a 6 per cent drop in '43-'44 from the previous season is revealed. However, IRB figures include tax collections from all attractions to which admission is charged (sports events, dances, movies, circuses, as well as legit attractions). In the same period cabaret business increased a mere 3 per cent. The season's 168 weeks and three days of playing time represented a 3 per cent increase over the 160 weeks, four days of 1942-'43. But this season saw a 13 per cent increase in the number of productions (as distinguished from attractions) from 117 to 134 in '43-'44.

So, the only conclusion to be drawn, in the absence of figures for legit alone, and considering the increase in attractions, is that legit spurred ahead while other amusements lagged as a whole.

In figuring the number of productions each ballet, opera, operetta, as well as each show, is counted as a separate unit. But the ratio between the two total is about even. The engagement is counted as "the attraction," of which we had 69 in '43-'44. A breakdown of the 134 productions reveals the number of the following types (the figure in parenthesis represents those of '42-'43): Musical comedies and reviews, 15 (12); plays, comedies and dramas, 24 (22); operas, 29 (45); ballets, 13 (6); revivals, touring hits and/or return engagements, 51 (32).

### "Rosalinda" First

Of six Hub legit houses, the five Shubert-operated grossed \$2,166,000, the remainder going to the indie Colonial. Among shows, *Rosalinda* rang the loud gong with \$155,300 for six weeks at the Shubert. The Metropolitan Opera ran a close second, taking \$140,000 at the Boston Opera House in a single stanza. Playing to capacity at every performance, with tickets scaled from \$7 down, this was the biggest week's gross the Hub has ever seen. Among new shows, *Follow the Girls* was the hottest thing of the season, taking \$134,900 in four weeks less one day. It also had by far the highest weekly average of \$33,700.

Top 10 grossers (including the opera), took the town for \$1,110,600 in 55 weeks and three days of playing time. To put it differently, 14 per cent of the 69 attractions took 41 per cent of the total money in 31 per cent of the total playing time. That shows what a lead the hits have over indifferent shows. Six of the top 10 took better than \$100,000.

Long runs were hung up by *Kiss and Tell* (nine weeks at \$134,900); *The Doughgirls* (eight weeks at \$107,000); *Able's Irish Rose* (eight weeks at \$83,000); *Three's a Family* (eight weeks for this record to June 30 at \$72,000, but in its 13th date).

There are a number of observations to be made on legit business in Boston.

## Boston's Top 10

Show	Weeks	Days	Gross
Rosalinda .....	6		\$155,300
Metropolitan Opera .....	1		140,000
Follow the Girls .....	3	5	134,900
Kiss and Tell .....	9		134,500
Mexican Hayride .....	3	4	118,000
The Doughgirls .....	8		107,000
Dream With Music .....	4		95,500
Able's Irish Rose .....	8		83,000
*Three's a Family .....	8		72,000
Artists and Models .....	3		70,400

\*Still running.

\*\*About 31% total playing time.

\*\*\*Ten shows grossed 41% of season's total of 69 attractions (i. e., 14% of shows took 41% of gross).

\*\*53 and 9

\*\*\*\$1,110,600

And they are based only on material contained herein. Except for the intelligent booking of summer shows at the Colonial, most of Boston's legit season is concentrated in the fall. But the long, profitable runs of established hits, and the gradually lengthening runs of musical shows, prove conclusively that Boston is a richer market than most producers and bookers will allow. Why not spread bookings out over a longer period? Why not leave shows, which are doing well, here longer?

The Shubert (1,604 seats) drew top money for the season, with \$751,600 on the books, and played for 32 weeks, four days, offering 13 attractions. Boston's new season opened here badly, as it often does, with *The Snark Was a Hoopum* bowing August 16 and playing a fortnight for \$14,100. Subsequent attractions (with opening date, length of run and total gross): *Big Time*, August 20, two weeks, two days, \$43,600; *One Touch of Venus*, September 17, one week, two days, \$39,000 (moved to Opera House for additional week); *The Skin of Our Teeth*, September 27, one week, \$8,500; *Forgy and Bess*, October 11, two weeks, \$43,000; *Winged Victory*, November 2, one week, five days, \$52,500; *Blossom Time*, November 15, three weeks, \$35,500; *Mexican Hayride*, December 29, three weeks, four days, \$118,000; *Rosalinda*, January 24, six weeks, \$155,300; *Follow the Girls*, March 7, two weeks, five days, \$90,000 (moved to Opera House for additional week); *Allah Be Praised*, March 29, one week, four days, \$39,000 (moved to Plymouth for additional week); *Dream With Music*, April 17, four weeks, \$95,500; *Stovepipe Hat*, May 23, one week, \$14,500.

### Met Opera Takes \$552,900

With only 19 weeks, two days, the Boston Opera House (2,944 seats) was next to last in playing time. But the Met Opera helped to put the house in second money place with \$552,900. There were 12 attractions. Tee-off came with *One Touch of Venus*, which played a frame (after a week and two days at the Shubert), beginning September 27, to the tune of \$31,300. Subsequent attractions: *Artists and Models*, October 11, three weeks, \$70,400; *Carmen Jones*, November 9, two weeks, five days, \$70,300; San Carlo Opera Company, December 26, one week, two days, \$27,000; *The Student Prince*, January 3, two weeks, \$23,500; *Tropical Revue*, January 17, five days, \$20,000; Gilbert and Sullivan, January 24, two weeks, two days, \$39,000; *Ballet Revue*, February 7, one week, \$21,000; Salmagalli's popular price grand opera, February 22, one week, \$12,500; Ballet Russe De Monte Carlo, March 7, five days, \$30,000; *Follow the Girls*, March 27, one week, \$44,900 (moved from the Shubert); Metropolitan Opera Association, April 10, one week, \$140,000; Gilbert and Sullivan (returned), April 24, two weeks, one day, \$23,000.

### Colonial in Third Place

Altho in third place, for a total gross of \$533,500, the Colonial Theater (1,605 seats), hit the mark with 41 playing weeks, largest of any theater for the season. There were 12 attractions, but two, *Junior Miss*, *Three's a Family* (still running) and *The Doughgirls* each (See Hub Sets Record opposite page)

## Hub Legit Looks Okay, But Not As Big as 1943

BOSTON, Aug. 12.—Altho prospects are good for the coming season, legit bookings do not quite meet the number set by this time last year. Present bookings number nine thru the first week of October. Last summer, by the second Sunday in August, 13 had been announced thru the same date, but the total bookings went even further to the last week of October and totaled 17. Bookings were announced this year in a lump the first of August, same as last season.

Whether the signs are pointing toward a season of lessened activity, or whether the season is just slow in getting started, cannot be determined. Only time will tell, goes the adage. But the report of 90 shows on the United Booking Office list sounds impressive.

The new season gets under way with Irving Kaye Davis's melodrama *Last Stop*, featuring a number of old-time leading ladies, opening August 21 at the Wilbur. *Life With Father* returns to the Colonial August 28, where it opened the season last year on August 30. Carl Benton Reid and Betty Linley will be featured. September 4 will see the second company of *Wallflower* at the Plymouth.

Dave Wolper's second production will be *Men to the Sea*, serious play by Herbert Kubby, New York newsman, coming to the Wilbur September 11. Patricia Peardon, lately a juvenile in *Junior Miss*, will star. The same night *Othello* opens a return engagement at the Shubert.

The new Samson Raphaelson comedy, *The Perfect Marriage*, comes to the Plymouth September 18 under Cheryl Crawford's aegis. Mirlam Hopkins and Victor Jory in top roles. The same night a new musical show, as yet untitled and unnamed, will bow at the Shubert. Despite lack of info, the booking is definite.

John van Druten's dramatization of the Kathryn Forbes novel, *Mamma's Bank Account*, will be produced at the Plymouth October 2 with Mady Christians starred. Producers: Richard Rodgers and Oscar Hammerstein II. Probably Helen Hayes will open at the Colonial the same night in *Harriet*.

The above do not include the tryouts of three new shows slated for the Cambridge Summer Theater in the coming weeks. Opening Monday (14) is *Dark of the Moon*, "folk legend with music," written by Howard Richardson and William Berner and the winner of the Maxwell Anderson prize at Leland Stanford in 1942. Carol Stone will star. First time for this show in the East. Jeanne Cagney will star in *Marriage Is for Single People*, Stanley Richards comedy bowing August 21. Walter Hampden will be the star of *Come Be My Love*, new play by Edward Caulfield and Pauline Jamerson, opening August 28. Producers John Huntington and Louise Falk present it in association with Arthur Beckhard.

## "Kiss" Hits 67 in Chi; "Oklahoma" Is Tops

CHICAGO, Aug. 12.—Starting Sunday night (13) *Kiss and Tell* enters the 67th week of its engagement at the Harris Theater, passes the 66 weeks' record of *Life With Father*, and becomes runner-up to *Good Night Ladies* for the local long-run championship.

Still holding to excellent houses, *Kiss and Tell* has played to approximately 700,000 persons and has grossed more than \$1,075,000, giving the comedy a weekly average of \$14,800 for its year and 14 weeks' stay so far. Heavy demand for theaters may force the Abbott comedy out of the Harris, altho it could do excellent business for many months.

*Oklahoma* continues to sell out at the Erlanger and will remain at least until November. Tickets are selling seven weeks in advance.

## Hub Family 8½G & Husbands 4G

BOSTON, Aug. 12.—Weather, the old bugaboo of summer legit, was less in evidence this stanza than in recent weeks. Consequently, *Three's a Family* picked up a bit at the Colonial and *Too Many Husbands*, the Somerset Maugham comedy, played to near capacity at the Cambridge Summer Theater.

*Family* drew \$8,500 this frame, while Cambridge, with Nancy Carroll starring, did a whopping \$4,000. *Family* comes to an end August 26 to allow for the opening *Life With Father* returning August 28 for the umpteenth time. *Family* thus establishes a long-run summer record, previously held in Boston by *Junior Miss*, which did 12 weeks at the Colonial in 1943, and before that by *My Sister Eileen*, which ran 10 weeks at the same house in 1942.

*Monday Dark of the Moon*, a "folk legend with music" by Howard Richardson and William Berner, will bow here with Carol Stone featured.

## English Provinces Get London Preems

LONDON, Aug. 5.—Several shows scheduled for a West End premiere in London have been launched in the English provinces, due to prevailing conditions in the capital.

George Black's new musical comedy extravaganza, *If It's Laughter You're After*, originally set for the London Palladium, had its opening at the Birmingham Hippodrome and will tour the Moss Empires till it can be brought to London. Show falls below the standard of previous Black productions. Star is Tommy Trinder, who has a great following. He works hard and lives up to expectations with a bunch of new and funny material. Also heavy in the laughter division are Jewel and Warris, comedians who register a flock of belly-laughs. Red-headed Zoe Gail is great as the ingenue, while Elizabeth Welch, colored American gal, scores. Outstanding, too, is Jackie Billings, lithe and personable American tap and rhythm dancer.

At Manchester Palace, Jack Waller presents the English version of the New York hit, *By Jupiter*, with Bobby Howes in the Ray Bolger spot. Howes is past his best and altho he struggles manfully he fails to convince. Adele Dixon is a good leading woman but the show's honors are scored by Bruce Trent, former band crooner, who is now in the running for England's leading juvenile.

H. M. Tennet's revival of *Private Lives*, with Kay Hammond and John Clements in the Noel Coward-Gertrude Lawrence roles, is okay at Aberdeen, and Alfred Lunt and Lynn Fontanne have taken *There Shall Be No Night* on the road. Show beat all existing box-office records at the Royal Court, Liverpool.

Bert Ross.

Broadway Opening

GOOD MORNING, CORPORAL

(Opened Tuesday, August 8, 1944)

PLAYHOUSE THEATER

A comedy by Milton Herbert Gropper and Joseph Shalleck. Staged by William B. Friedlander. Setting designed by Robert Barnhart. Business manager, Lee K. Holland. Stage manager, Otto Simetti. Press representatives, Harry Davies and Joe Phillips. Presented by William B. Friedlander.

There's no question about it, hope does rise continuously in the human breast, even in a critic's breast each summer as year after year turkeys strut forth on the Main Stem stages.

The current ache is Good Morning, Corporal, which is the last word in naivete on the part of the cast, the authors and the producer. The plot is unbelievable, the characters in the play so fantastic that not even the fact that the play is a farce makes them understandable, and the direction goes in and out the murphy bedding in technique.

The main character, a girl, who is so patriotic that she marries three men in uniform without any of the marriages being consummated, who works in a war plant and gives a pint of her blood regularly on the way to work and who drops in a Red Cross collection basket in a theater the dough that a uniformed husband leaves with her couldn't be alive even after a magnum of champagne—the sparkling bubbles being consumed by a member of the audience of course. Being saddled with a character like this was no help to Charita Bauer who played the part. It was almost impossible to make it believable. Charita didn't do it. The low in the play was a 16-year-old jitterbug sailor who was one of the husbands. Lionel Wilson should have known better.

Of course, there was a mystery slant to the play, with the FBI and everything—everything but something to believe. When one of the characters, the second girl in the play received an official document and came forth a few minutes later in full 1st loopy uniform of the marines—that was all, brother—the audience started going right home. Where she got the uniform before she knew she'd pass her exams, etc., no one will ever know but the playwrights—and they didn't tell.

The only thing believable about Good Morning, Corporal was the set by Robert Barnhart, and that wasn't enough. This can't run—in fact it won't even crawl.

Joseph Koehler.

HUB SETS RECORD

(Continued from opposite page)

had seven or eight weeks; Arsenic and Old Lace returned a second time for a total of four weeks and most of the other attractions played three instead of the conventional two weeks. Junior Miss opened June 21, 1943, and played seven weeks, but only five, for a gross of \$41,500, are arbitrarily figured here. Subsequently: Life With Father, August 30, three weeks, \$48,300; Othello, September 20, two weeks, \$49,200; Another Love Story, October 4, one week, \$15,000; The Patriots, October 11, two weeks, \$31,500; Arsenic and Old Lace, November 1, eight weeks, \$107,000; Janie, February 28, three weeks, \$36,500; Arsenic and Old Lace, March 20, \$22,000; Shep-hey, April 3, two weeks, \$13,500; A Connecticut Yankee, April 17, three weeks, \$66,000; Three's A Family, May 8, eight weeks, \$72,000 (and still running).

During 34 weeks and two days of playing time, the Plymouth (1,398 seats) drew a whopping \$435,800 money crop with 13 attractions. Dark Eyes opened the house August 30 and played a fortnight for \$20,100. Subsequent attractions: Kiss and Tell, September 13, nine weeks, \$134,500; Abie's Irish Rose, November 15, eight weeks, \$83,000; Peep-show, January 11, one week, five days, \$19,500; The House in Paris, January 24, \$9,500; Jacobowsky and the Colonel,



BROADWAY SHOWLOG

Performance Thru August 12

Dramas

Table listing drama performances including Angel Street, Catherine Was Great, Chicken Every Sunday, Good Morning Corporal, Kiss and Tell, and Life With Father.

Table listing musical performances including Pick-Up Girl, School For Brides, Searching Wind, and Ten Little Indians.

Musicals

Table listing musical performances including Carmen Jones, Follow the Girls, Mexican Hayride, and One Touch of Venus.

cast. She leaves the Main Stem Tuesday (15) for Hollywood and a part—a starring role in pic 'Brewster's Millions.' Oklahoma! ... Betty Guard returns to her first love, radio, September 3, when she appears as star guest on the Eddie Garr seg. ... The heat got Mary Martin this week and Joan Davis stepped in.

ICE SHOWS

Table listing ice shows including Hats Off to Ice.

Routes Dramatic and Musical

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

- Early to Bed (Cass) Detroit. Rose for a Gander (Blackstone) Chi. Good Night Ladies (Geary) San Francisco. Kiss and Tell (Harris) Chi. Kiss and Tell (Forrest) Phila. Lower North (Locust St.) Phila. Oklahoma (Erlanger) Chi. Pitts. Zasu (Selwyn) Chi. Personal Appearance (Studebaker) Chi. Sleep No More (Hanna) Cleveland. Star Time (Curran) San Francisco. Three's a Family (Colonial) Boston. Tomorrow the World (Biltmore) Los Angeles. Uncle Harry (National) Washington. Waltz King (Philharmonic Aud.) Los Angeles.

NO BUS; STOCK FOLDS

(Continued from page 4)

had found the fly in the ointment, so the project folded quietly and without tears with Friday's (28) performance.

Players included many from last summer's Joy Street Playhouse company. There were Ernes Gerardi, Bruce Khen-dric, Ralph Arnold, Thelma Jordan, Richard Kilbride, Bill Flygare, and Mary Anne and Bonnie Van, daughters of Billy B. Van, the old vaudevillian.

Offhaus's next enterprise will be a production of The Drunkard to be presented twice nightly at Jack Brown's Casa Manana nitery, where a hoked-up version of the meller, Nellie, the Farmer's Daughter, set a Hub record of 43 weeks last season.

"HI, YANK" OKAY

(Continued from page 4)

James Boxwill's singing. The GI's certainly told the guests whom they appreciated in no uncertain manner and they gave Boxwill and Evans the hands.

Best performance of the evening was Bobby Faye's Sad Sack. It was well done and indicated that Faye knew something about the S. S.'s life. (He'd been driving a truck until they put his classification card thru the machine and discovered that he had been a performer for 15 years.)

Low point in the show was the minus quality of the WACS. Pfc. Suzie Brown, from advance tips, was supposed to show up something special but wasn't even given a chance. Reason maybe because the blue printers feel they can't be too

Stageshow and Tele Plans for Wildwood

WILDWOOD, N. J., Aug. 12.—Plans to bring traveling stageshows to this South Jersey resort, and the presentation of television shows, if and when, were announced by William C. Hunt, head of Hunt's Amusement Enterprises here, in speaking of plans for remodeling and enlarging of two of his Boardwalk movie houses. Television booths, stage improvements and increased seating capacities for his Regent and Strand theaters were announced.

Provisions for television were also made by Hunt in reopening his remodeled Blaker Theater here last month. In addition to operating all the resort movie houses, Hunt operates Starlight Ballroom, housing the traveling name bands for week stands; holds the operating lease on the resort's Convention Hall, for which live attractions are planned, and announced plans earlier for building a new ocean pier to replace his giant amusement center burned down last Christmas Day.

certain of fems overseas and so ought not to spot a gal in a star role.

Even the gals who came on with cards between numbers were so tall and so stiff that at any time they might have taken off their wigs and turned out to be pretty GI's. They weren't.

One production number was in the line-up and they did a swell job with crepe paper, Lily cups, mess waiters' jackets and like materials. It looked like the real stuff from down front and that's what the boys want. However, so much effort was made to make it look like a production number that someone forgot that it takes something besides production to make a number like this go. It was stiff, dead and trite.

With tightening up, a little better writing job on numbers like Classification Blues, WAC Department, Whats Your Problem? and Post-War Department, Hi, Yank is going to be okay and a credit to Hy Gardner. The basis is there, but it still requires a hell of a lot of GI spit and polish.

By the way it ought to sell a few copies of Yank, too. Joseph Koehler.

# N. Y. Agents May Be Held To 5%

## Clawson Triplets' Case May Set Precedent in N. Y.

Many agents in New York without employment agency licenses but most of larger ones are protected—AGVA to insist on city licenses for agents

NEW YORK, Aug. 12.—A situation with serious implications for the commission structure prevailing around the booking of night club and vaude acts is slowly developing here thru the activities of the city's Department of Licenses. Situation is hyped by a coincidental tangle involving the Clawson Triplets which, when it is finally unravelled, may show direction commission set-up will have to take.

As reported in *The Billboard*, in recent weeks, License Commissioner Paul Moss has started out to enforce the State's statute covering fees to be collected by "employment agencies." Law permits no more than 5 per cent, General practice in the night club-vaude agency field is to collect up to 15 per cent, on ground that "special services" are being rendered.

### Campaign Not New, Says Moss

Moss said yesterday (11) that his current campaign is nothing new and that the department is merely doing what it has for years—enforcing the law. Moss also declared that he was not going after the general commission set-up. However—and it is a big however—he said that any act which feels it has paid more than the 5 per cent allowed by law can come into his office and ask for redress. He will demand proof that "special services" have been given by an

## AGVA To Up Line Pay In N. Y. Niteries

NEW YORK, Aug. 12.—Local nitery operators can look forward to a demand for increased minimums for their chorus lines. Beginning this fall, as club contracts expire, AGVA will ask for a hiked pay for the line hoofers, according to Matt Shelvey, head of AGVA. Shelvey feels gals have long been underpaid and believes that the time is ripe to remedy this condition.

There will be no move for wholesale pay hikes, says Shelvey, but the request for more dough will be made as each operator's pact comes up for renewal.

## LaVie and W. E. Casino Off AGVA Unfair List

NEW YORK, Aug. 12.—La Vie Parisienne, East Side nitery, and West End Casino, resort spot, both of which were placed on AGVA's "unfair" list have been removed.

La Vie was given a clean bill after posting a bond covering one week's employment for its performers, and the Casino after dittoing for week-end shows.

## Blackstone Tour Set

NEW YORK, Aug. 12.—Blackstone will take out a 20-people magic show beginning September 8. Offering will appear in auditoriums and occasional theaters in the Midwest, then will work out to the Coast and back. Opener is the Memorial Hall, Dayton, O. Bookings being set by Consolidated Radio Artists.

## LaMartinique Reopens Soon

NEW YORK, Aug. 12.—La Martinique, one of the town's top spots, is due to reopen for the season September 12. Initial bill will offer Jackie Miles, the Callahan Sisters, Gracie Barrie and Pancho's ork. Owners have spent a reported \$45,000 redecorating and rebuilding their spot in an effort to increase the capacity.

agent where 10 per cent or more was paid.

Meanwhile, it was learned yesterday that the department had requested a list of AGVA-franchised agents from the performer's union and had received a tally of about 150. Of this group it was found that over 30 do not have employment agency licenses from the city, according to department spokesmen, and the license bureau has asked AGVA to

(See N. Y. AGENTS on page 27)

## Dicker for Second New Detroit Spot

DETROIT, Aug. 12.—Detroit may have a second new major night spot as the result of dickering going on this week for the Moose Temple. Peter J. Iodice, head of Amusement Booking Service, is named in fairly well-founded rumors as the principal figure so far appearing in the negotiations. A spokesman for Iodice declined to confirm any deal actually completed and plans remain vague.

Project, however, is expected definitely to go thru, as well as the deal confirmed last week by Lou Walters to take over the Grand Terrace Casino and reopen it as the Latin Quarter about September 15.

Parties back of the deal may include Frank Barbaro, owner of the Bowery. Iodice has long booked for the Bowery. Popular, big-show policy is in prospect, along the lines of a "downtown Bowery." Spot would be the only big night club located downtown, altho several smaller swank spots are centrally located.

Building would be taken over intact, including three floors, and a bowling alley in the basement, to make an all-round recreation project. Present ballroom, once operated as the New Pier Ballroom, has had crowds of up to 3,000. If deal goes thru it is likely to develop into one of the biggest night club projects in the country.

## Newark Vaude September 1

NEWARK, Aug. 12.—The Adams, local vaude outlet, is officially calling the summer season over on August 31, and relighting for the fall with Stan Kenton and Glenn Miller Modernaires featured.

## Michigan Clubs Must Book Via Local - Licensed Agents

DETROIT, Aug. 12.—A drive to enforce existing regulations against employment of acts in night clubs without being booked by a licensed agency launched by Michigan Theatrical Agents' Association and police department.

Both State and city laws require all acts booked locally be placed thru State-licensed agency, and this has even been interpreted to mean that an out-State agency, booking acts into a local spot, must clear thru some locally licensed agency. Some foreign agencies have taken out Michigan licenses because of this provision, in fact.

## Plan a Week Of Two-a-Day Chicago Palace

CHICAGO, Aug. 12.—Plans are now being discussed by the management of the RKO-Palace Theater here to bring back to the Windy City one week of two-a-day vaude. Occasion for the event will be to celebrate theater's 18th anniversary week of October 1. If the present plans go, it will be the first time the spot has had this policy for over 10 years, since they switched to a continuous program, which was discontinued in 1937 in favor of straight pictures.

Enthusiasm has been shown by hundreds of letters received by Frank Smith, Midwest division manager, who reports that the old-time reserved-seat buyers are requesting the same seats for the big show. No plans yet set for acts to appear.

## Skating Vanities AGVA For Sept. Garden Date

NEW YORK, Aug. 12.—The second edition of *Skating Vanities*, due to open at the Madison Square Garden some time around Labor Day, will operate under a new contract with AGVA. Pact was negotiated this week by Harold Steinman, operator of the show, and union officials. It embraces the usual terms of a "Class A" traveling show and, in addition, provides for payment for all rehearsal time. Document allows 10 shows weekly.

## Roof to Iridium Room At St. Regis October 4

NEW YORK, Aug. 12.—The St. Regis Roof, class spot which opened this summer for the first time in three years, will end the season October 4.

Harger and Maye, terpers, will go in for the last bill, beginning September 7. Following closing of the roof, hotel will dust off its Iridium Room, with D'Angelo and Vanya as the initial attraction. This couple made their New York bow as a team on the roof early in the summer.

## Vaude for Norfolk

NORFOLK, Aug. 12.—The Norfolk Center Theater, housed in a million-dollar amusement building erected to serve the city's servicemen and war workers, will start a new season on September 7. House shuttered in late spring thru lack of air-conditioning and other factors after a brief period of operation with Fanchon and Marco-type productions. Appearance of the Center gave Norfolk its first vaude shows in several years.

Opening bill has Smiley Burnette, the cowboy actor, topping the bill, remainder of which is not set.

## B. Rose-AGVA Peace Pact Is Near Signing

NEW YORK, Aug. 12.—The boiling Billy Rose-AGVA situation cooled down this week and insiders now expect John Hancocking of peace treaty to be some time next week. Both sides also declare themselves satisfied with the terms of document drawn up to cover the Diamond Horseshoe.

The club owner-producer said yesterday (11) that when the AGVA minimum basic agreement is inked it will provide for a \$45 weekly salary floor for chorus girls, gals working on a six-day week. Principals' minimum is set at \$75, and the other terms are the same as for standard "Class AA" spots, according to Rose.

He said the contract "is costing me nothing" because he now pays over the minimums. He also declared that this week's negotiations between himself, AGVA and the Four A's had yielded him a guarantee that performers signed for his Diamond Horseshoe to run-of-the-play contracts would not jump them, a circumstance which has occurred six times in two years, according to Rose. The guarantee was given him by the Four A's, he said, and will be clinched in a letter from Paul Dullzell, of the parent body, promising to police the new pact in this matter.

Matt Shelvey, head of AGVA, also declared himself pleased with the results of the confabs which last two days, Wednesday (9) and Thursday (10). Mortimer S. Rosenthal, AGVA attorney, represented the union, while Arthur Garfield Hays represented Rose. Paul Turner, of Equity; Paul Dullzell, of the Four A's; George Heller, of AFRA, and Phillip Loeb, of Equity, also participated in the conferences.

Only fly in the ointment this week is the fact that the touring Rose show, *Post-War Pre-View*, will close in Chicago at the end of its current engagement. Threat of closing was made by Rose during the tangle with AGVA.

## ARA-NATA Huddle Set

NEW YORK, Aug. 12.—The board of governors of the Artists Representatives' Association will huddle some time next week over a letter received from National Association of Theatrical Agents, of Chicago, the other big-time percentor organization, according to William Kent, ARA president.

Missive from NATA arrived a couple of weeks ago in reply to one sent by ARA. Each note is understood to contain a statement of the respective positions taken by the two orgs regarding the 10-5 commission-split between bookers and agents. ARA holds to the 10-5 divvy as negotiated with AGVA. NATA is working for the right to split as suits the convenience of the parties concerned.

Kent said yesterday (11) that he did not expect any compromise formula to emerge from next week's confab. The meet will be purely exploratory, he said.

## Tommy Dix Vaude Tour Set

NEW YORK, Aug. 12.—Tommy Dix, one of the principals in both the stage and film versions of *Best Foot Forward*, is going out on a vaude tour. He was recently released from the army after a brief period of service. He opens at the State, here, on September 7, and goes into the Capitol, Washington, September 21.

## Revue for Fox Detroit

DETROIT, Aug. 12.—*Tars and Spars*, the coast guard's recruiting show which has appeared in numerous vaude houses, will play a one-week date at the Fox Theater here, beginning September 15. Fox has not presented flesh for about three years. Materiale proleto da copyright



**VAUDEVILLE REVIEWS**

**State, New York**

(Reviewed Thursday Afternoon, Aug. 10)

Current bill is not a world-beater but carries a lot of entertainment value and fetches good reactions right along.

Jean, Jack and Judy, two girls and a man acro team, open with dancing-in-triplicate and wind up with some nifty shoulder stands. To be more effective, team should ante the amount of double-harness tumbling and balancing, in which it's strong, and out the minor horseplay and terping bits. Act wrung juicy mits and went to a bow-off for its pyramided stands.

June Lorraine follows with an able routine of impersonations. Gal's rubber face and flexible voice yield click results of which the Bette Davis bit was the outstanding one. Also garnered a bow-off for her efforts.

Marion and Hall slide into No. 3 spot for a few minutes of corny and somewhat oldie gags, which yield a few laughs. Comic partner then puts act into faster gear with a bit in which he portrays two drunks, good for yocks, and sings *Victory Polka* interpolated by a sentimental but apparently sincere patriotic pitch. Pair return later for a rather funny shell-game sequence which builds strongly to a topper belly laugh. This routine could stand a little trimming but proves to be act's ace. Good hands all the way.

Cliff Edwards appears midway with his familiar uke and singing act. Edwards' style is from a period so long ago that today it has a refreshingly novel quality. The years haven't dimmed his delivery and showmanship either, and whole turn adds up to a definite asset. Uke crooner drew sustained applause.

Remainder of bill is Dean Hudson's ork (15), presented on an attractive and well-lit set. Aggregation needs plenty polishing and experience, but it stacks up pretty fair and shows signs of sincere effort and serious thought anent improving. Band is strongest in the jump-tune department and weakest in the vocals. Phil Michel, male warbler, is below par in voice and delivery. Frances Colwell, pretty thrush, is much better, but should avoid ballads like *Embraceable You* and stick to tempo stuff like *Is You Is*. Hudson himself is definitely not a singer and shouldn't attempt it. Batoning, too, and general stage presence on his part is stiff and should be attended to. Generally speaking, ork is okay, sidemen are able if not brilliant, arrangements are intelligent and ensemble work is nice. Outfit pulled fair responses.

Biz passable when caught, Picture is *Two Girls and a Sailor*. Paul Ross.

**Paramount, New York**

(Reviewed Wednesday Evening, August 9)

New show at Paramount runs 45 minutes and sparkles most of the way. Layout has three b.-o. draws—Vaughn Monroe's band, which has been here before; Gil Maison, who worked in the Broadway legter, *Star and Garter*, last year, and Gene Sheldon, who was in *Take a Bow*, also seen along Broadway. Above trio, plus Para pic, *Hail the Conquering Hero*, which got rave notices, should combine to make for plenty biz.

Stint also has two fems, Jane Slater, tapster, and Monroe's blonde thrush, Marilyn Duke, who recently rejoined the band. Miss Slater is only weak spot on bill, tapping thru undistinguished routine garbed in a dress that didn't help. Maison, working with his monkey and an assortment of dogs, wows 'em. His running gag with his monk, in which he yells "Frank Buck" unexpectedly to bring a violent reaction from the chimp, is plenty hot. He's a humorous chap, works hard and hits pay dirt.

In wind-up slot is Gene Sheldon, pan-tomimist, whose banjo routine is well

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**VAUDEVILLE ACTS, UNITS, LINES**

Coming in this territory.  
Full Week, Opening on Wednesday.  
**TEMPLE THEATRE JACKSONVILLE, FLA.**

**Oriental, Chicago**

(Reviewed Friday Afternoon, August 11)

Current bill is one of the weakest to hit the Oriental for some time. Show is centered around Stan Kenton and ork, with Maury Amsterdam sharing second billing. Russell and Renee, other supporting act, were unable to appear at the first performance because costumes were in baggage delayed in transportation. The elimination of this act caused the show to drag. However, they were able to appear in third show. Curtain opened with Kenton's theme song, *Eager Beaver*, dished out in bounce style. Gene Howard followed. Sang three numbers, *She's Funny That Way*, *It Could Happen to You* and *Together*. Has a good baritone voice and sells his numbers.

Sideman John Carroll gets a fair hand for his comedy trumpet playing. Starts off with *Stardust*, then breaks into an original arrangement of blue numbers. Would have made a better impression if he had played a straight solo, as the lad has fine technique and plays a good horn. Anita O'Day disappoints. Gal lacks personality, has only a fair voice and didn't click when caught. Bowed off to small applause.

Band does a fine swing arrangement of *Russian Lullaby*, also gives forth with some good stomp numbers which pack a musical wallop. The ork is good.

Maury Amsterdam creates a laugh picnic with his wise-cracking gags and antics. Lad has a sharp delivery and knows how to sell his wares. Patter is fast and, tho some of his jokes are a bit off-color, he has the knack of telling them in a subtle way. Does a few comedy bits on the cello which don't seem necessary to complete his act. Drew heavy applause and bowed off after three curtain calls. Pic, *Three Little Sisters*.

Jack Baker.

**Olympia, Miami**

(Reviewed Wednesday Afternoon, Aug. 9)

Bang-up bill this week. Bryne Sisters, hoofers, doing the usual routines, with a sock step for the close earns big hand. Ted Leary, stories and gags, some on the corny side, has the customers howling for more, with two swell parodies on current song hits. Had to beg off.

Jay Seiler and Marion Seibold handicapped at this show because of failure of baggage to arrive. Omitted feature on skis. Filled in with a lot of nonsense. Jay did a great job as the emcee.

Del Martins, two men and a fem, a graceful trio of acrobats, in hand-to-hand and back-mounts. Stunts rewarded by numerous recalls.

Arnaut Brothers do their familiar bird flirtation. Open with some hocum violin playing. Very well liked.

Pic, *The Hour Before the Dawn*. Biz, big. L. T. Bertner.

known by this time. He's funny all the way thru. His "encore" piece, which runs as long as his opener, evokes howls, and Sheldon doesn't have to take a back seat to many comics around.

Monroe has always been a draw here and this time is no exception. Tall and self-assured, he fronts the band, emcees his goings-on, and vocals, with plenty on the ball in all three departments. In contrast to most bands around today, it's almost a relief to see a regular 16-piece band without an entourage of strings. Monroe doesn't use them, and doesn't have to.

His music is bright, not too blarey, and prime for the teen-agers who crowd the Paramount. He opens with two quick vocals, spreading it thick on *Amor*, which the crowd ate up as it did his finale, *Pagliacci*, a Monroe standard. Band handles ballads and rhythm tunes well, and shows plenty of grace in backing both Monroe and Miss Duke.

Gal knows her way around, doing up brown *It Had To Be You* and new rhythm tune, *Ten Days With Baby*, choice of latter tune was smart in the sense that it hasn't been around as yet; not overdone, and yet a piece of good material. Band does only two numbers, *Dark Eyes*, and a quickie featuring the kid drummer who's okay. Monroe doesn't have any standout sidemen for solo work, but concentrates on band as a whole. This doesn't hurt, for it builds up to a peak with himself at the top. And he's easy to take. Paul Secon.

**New York:**

DON COSTELLO, New York Harlequin dancer, will dance for 20th Century in film to be made this fall.

**Chicago:**

JERRY LESTER and Harris, Claire and Shannon currently at the Rio Cabana. . . . GALLENTE AND LEONARDO, Adriene, Dolores Evers and Jack Herbert in the new show at the Edgewater Beach. . . . NANCY BELL, Le Roy's Marionettes and La Verne Dorrine Dancers appearing at the Vine Gardens. . . . FRANCES KAY new emcee at the Morocco. . . . ELAINE RABEY currently at Silver Palm. . . . DAVE TANNEN, comic-emcee, at the Playhouse. . . . WALTER AND JEAN BROWN, dancers, have been inked in at the Brown Derby. . . . SAMMY SWEET, Ray Reynolds, Dixie Sullivan, Diane Ross, Shirley Darleen, Margo Gavin, Betty Jerome, the Seranos and Gloria Lopez in the new show at the Flamingo.

**Philadelphia:**

EDDIE SCHAEFFER emcee at Swan Club. . . . RUBY RING back at Kaliner's Little Rathskeller. . . . JANE ARDEN new at Weber's Hof Brau. . . . PVT. JOSEPH CAMUOLEI, better known as Joe Camp when nitery emceeing here, a casualty in the Italian campaign. . . . DIXIE CORBETT, pro model, readied for a dancer's career by center Neil Belmont. . . . MORRIS SILVERS, Latin Casino manager, ailing at St. Luke's Hospital. . . . AL SCHENK returns to Neil Deighan's. JOE HOUGH takes over the emcee chores at the Everglades. . . . COUNT LEROY making his local bow at Latin Casino, new revue also bringing in Jane Dillon and the Claytons. . . . JOE MARVA takes over the maitre d' post at Jack Lynch's Walton Roof.

**Miami:**

LEONA FREDERICKS added to Mother Kelly Show. . . . Blair and Dean and John Hale held over at the Clover. . . . DORIS WHEELER and Lana Doree new at the Mayfair. . . . CARROLL and GORMAN still at Mother Kelly's. . . . ROY MAXON, former band leader, working in the Joe Candulla ork at Flager Garden.

EL BOLERO has been leased by owner Joe Cohen to Berney Hutchinson and Gus Hansen, Whitey Brandt being retained as manager. . . . SALLY RAND revue at Havana-Madrid in Key West. . . . DICK LESLIE at the Clover.

SAM AND JOE BARKEN reopened Five o'Clock Thursday (10), with Hal Wayne and band featured. Barkens are absorbing entire tax. . . . SKEETS LIGHT appearing at Charlie's Inn for first time in Florida. Elaine Dexter is at the same spot. . . . MARIE VANDERBILT at El Bolero.

**St. Louis:**

DOC MARCUS out of Chase Club to Washington, where he will entertain army big-wigs. . . . JERRY COLT and Red Duncan drawing crowds to Club Boulevard, where they are backed by Bob Hall's orchestra. . . . CLUB PLANTATION reports terrific grosses with Ella Fitzgerald and Luis Russel and orchestra. . . . LOUIS JORDAN opens there August 18. . . . VERA ROBERTS at DeSoto Tap Room with piano and solovox. . . . CARL HOHENGARTEN from Station KWK playing at Tune Town. . . . BEA VERA with a four-piece combo at Hotel Kingsway. . . . DWIGHT FISKE and his risque ditties at the Chase Club. . . . CLIFF WINEHILL emceeing at Club Royal in East St. Louis, with Irving Rothschild furnishing the music. . . . GRACIE BARRIE doing a single at Park Plaza's Crystal Terrace before going into the Martinique, New York. . . . NICK LA BANIC and band still at Club 400. . . . BETTY ELLIS joins Ernie Venuto's orchestra as vocalist, now performing at Hotel Park Plaza's Crystal Terrace. . . . FRANK MILLER furnishing afternoon and night band concerts at Forest Park Highlands. . . . TONY SCARPELLI and Charlie Ryan

on route to New York, where they will book bands and acts for Club Plantation's fall revues. . . . HARRY CRAWFORD, manager of Missouri Theater, vacationing in Chautauqua, Ill.

**Hollywood:**

BARNEY GRANT in town before taking off for New York and overseas with a USO show. . . . BELLE BAKER to El Rancho Vegas, Las Vegas, Nev., September 6 for four weeks. . . . THE THREE KINGS into Florentine Gardens, Hollywood. . . . MAXINE SULLIVAN to the Blue Room at the Trocadero, Hollywood. Also in Ken Murray's *Blackouts of 1944*. . . . LOW, HITE AND STANLEY held over at Biltmore Bowl. Paul Gerrits, Enrica and Novello, and Nelson's Marionettes complete the bill.

**Here and There:**

DETROTTER AND MIMI current at the Cadillac Club, Philadelphia. . . . EARL CARROLL planning a new show for his Hollywood restaurant, to open around September 12. . . . HAPPY PELTON to play three dates at the St. Louis muny opera.

PITCHMEN and the Hartnells will join the Betty Hutton show when it opens in the Midwest. . . . GIL LAMB and the Picketts on same bill at RKO-Boston, August 17. . . . BERT EASLEY leaves Hollenden Hotel, Cleveland, August 13. . . . CARLTON EMMY goes into the Brockton (Mass.) Fair September 10 for a week's stand. . . . MARION FRANCIS and Walter Libera at Radisson Hotel, Minneapolis. . . . RALPH LEWIS goes in Chase Hotel, St. Louis.

CAROL PAGE at the King Edward Hotel, Toronto, September 2. . . . ROLLY ROLLS at St. Charles, New Orleans, for month's stay. . . . RENEE DE MARCO closing at Florentine Gardens, Hollywood, August 29. . . . TESSIE and MAURICE SHERMAN set for Freddie Mack's Beach Club, Beachmont, Mass., after Laurel Club, Lowell, Mass., date. . . . ELIZA JAYNE vacationed in Henderson, Ky.

DE MAR AND DENISE, dancers, inked for Beverly Hills Country Club, Newport, Ky., starting August 18. . . . JULIO AND JEAN TUDDELL, dancers, now on the West Coast. DOTTIE ARD, appearing at the Villa Madrid, Pittsburgh. . . . AL and GRACIE FRAZIER will play fair dates up to September 24.

THE WHELANS current at the Trocadero, Evansville, Ind. . . . THE LAMBERTIS opened at Kaysee's, Toledo.

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## Zanzibar, New York

Talent policy: Dance bands and floorshows at 8:30, 12:30 and 2:00. Operator, Joe Howard; producer, Clarence Robinson; publicity, Carl Erbe and Spencer Hare. Prices: \$3.50 minimum, after 10 p.m.

Celebrating its first anniversary, West Side Harlesem hottery has put together the best show of its short career. It bill can retain the zing, pace and energy displayed opening night, Thursday (10), it should stay here a long time. This is not to say that there aren't shortcomings, but on the whole Zanzibar has made a contribution to the new night club season.

Chief ingredient, of course, is Cab Calloway ork (18). Band itself, always potentially a nifty aggregation, was in top form for the opening and acquitted itself handily on *Holiday for Strings*, to a good response. As for the leader, he displayed his customary brand hi-de-hoing from the start, but he seemed to curb himself somewhat when caught with beneficial results all around.

Second number is a production piece titled *Swing Carmen*. Fay Canty, soprano, handles a chorus from *Carmen* (See ZANZIBAR, N. Y., on opposite page)

## Return Engagement LOEW'S STATE, N. Y.

Week of August 17th

(Thanks to JESSE KAYE)

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—PAUL SECON.

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## NIGHT CLUB REVIEWS

### Frank Dailey's Terrace Room, Newark

Talent policy: Dance bands and ice shows at 8:30 and 11:30 p.m. Owner and operator: Frank Dailey; headwaiter, Charlie Vafias; publicity, Henry Okun. Prices: \$1.50 and \$2 minimum.

*Carnival on Ice*, Frank Dailey's latest presentation, made its debut Friday (4) before a good crowd. Lee Castle's musicians operate in support of the show and provide dance tempos.

This latest Dailey venture is billed as an ice extravaganza. And, an extravaganza it is, ably executed by a beautifully and colorfully costumed cast headed by Adele Inge.

Surface on which the show is presented is unlike that usually associated with indoor, small ice productions. It is a permanent space, 26 feet long and 20 feet wide, set on regular dance floor rather than the usual receding surfaces. Wartime exigencies necessitated the departure from the mechanical moving surface when machinery needed for the job was not available. However, there is no loss of dancing floor space since a sectioned, wooden covering is placed over the ice when dancetime rolls around and the patrons trip the light fantastic with no apparent discomfort.

Jimmy Sutton does a fair singing job in his role as emcee thruout the show, cast of which numbers 13 members in all. Six chorus cuties whirl around in the opening opus and make frequent appearances thruout. Bissell and Farley, Mary Over, Jack Richardson and Dick Brower each make three, vari-costumed appearances and run the gauntlet from fancy antics to ballroom and jitterbug dance routines, all putting on good, crowd-pleasing exhibitions.

However, the main spot and the most applause is reserved for Miss Inge and rightly so. Her chores find her whirling and gyrating around the frozen square with speed and grace that supplies the finishing touches to the show. The show-stopper is her front somersault which brings down the astonished house.

Lee Castle's band provided some good dance music with the horn tooting of the maestro outstanding. When caught on opening night the band had some trouble with the show tunes but later performances and more rehearsals with the show personnel should iron out the rough spots.

—Jim Whitfield.

### Chez Paree, Chicago

Talent policy: Dancing and floorshows at 8:30, 11:30 and 2. Management: Joey Jacobson and Mike Fritzel. Production, Olive Bernard; publicity, Bob Curley. Prices: \$3-\$3.50 minimum.

Joey Jacobson and Mike Fritzel have pulled in another topper in booking Lena Horne for their new midsummer show.

Miss Horne charms the crowds immediately with a voice that radiates with personality and in every song she packs a wallop. The gal certainly lives up to her reputation. She has everything. For her opening number she did *Deed I Do*, an old favorite dressed up, Horne style. Then came her *Good for Nothing Joe* and a torchy number *Between the Devil and the Deep Blue Sea*. The terrific applause after these numbers brought her back again and again and she could only bow off after promising to sing *I'll Get By* and *Honey-suckle Rose*.

Senor Wences, late of the Zeigfeld Follies, offers a clever ventriloquist act. Act is done in a skilful manner and is extremely amusing. Bowed off to a heavy mitting.

Hager and Maye delight with their graceful ballroom stepping. Are good dancers and present a routine that merits attention.

Barbara Perry, held over from the last show, does a fine bit of acro dancing and contortion work. Gets a good hand and bowed off after a thank you.

The Olive Bernard dancers appeared in three production numbers, Day at the Races, an Hawaiian number and Jangled Nerves. Routines were colorful and well executed. Gay Claridge played for the show and dancing.

—Jack Baker.

### Trianon, South Gate, Calif.

Talent policy: Dance band and floorshow at 10:30 p.m. Management: Owner, Horace Heidt. Managers, Ed Jamison, James Brown. Prices: 70 cents general admission.

With Jack Teagarden and band (seven brass, five reed and three rhythm) playing for continuous dancing, a floorshow here is strictly added entertainment. However, when Jimmy Contratto owned the spot, it was the polley. Heidt has continued it.

Teagarden opens show with *Some-where a Voice Is Calling* with his tram hitting out for the spot. Dale Stoddard's sax is featured with the three tram men backing up Mr. T's sliphorn. The rhythm section rides with Frank Hornington getting the feature on drums before an all-out wind-up.

With the show in the groove, Paul Gordon takes over for comedy cycling. Coming on to *Show Me the Way to Go Home*, Gordon manipulates an ordinary bicycle thru comedy antics for laughs. Switching to a five-foot bike, Gordon does handle-bar stands, and front-wheel spins. Winds up neatly with a three-sprocket deal moving over the floor on the back wheel while Gordon moves from the bottom seat to the top.

Teagarden is back for vocals on *Basin Street Blues*. Victor Rosi's clarinet gets featured. It takes Mr. T. to sell the tune.

In closing, Amanda and Lita, knock-about team, get the laughs. Coming on as a serious ballroom team, they go into their comedy with subtlety. Because of Amanda's effective mugging, it isn't until the real knockabout that the patrons are wise to the routine. Team works smoothly and offers heavy laughs.

—Sam Abbott.

### Casino Urca, Rio De Janeiro

Talent policy: Dance bands and floorshows at 9:30 and 12:30. Management: Managing director, Joaquim Rolla. Casino manager: Olympia Guilhaerma. Booker: Fernando Robles. Room manager: Francisco Sorcillo. Maitre de': Ernesto Bichisecchi. Artistic director: Chianca De Garcia. Publicity: A. D. A., Ltd. Prices: 30 and 50 cruzeiro minimums. (Cruzeiro equivalent to 5 cents.)

This spot has been doing a consistent biz since re-opening after two months of darkness brought about by the decree-law which shutters all gambling rooms for a two-month stretch each year. The early week-day biz is near capacity and the peak reached from Thursday on when the ropes go up. The gambling rooms are likewise running in high.

The floorshows are lavishly presented and heavy dinheiro is spent on costuming, production and score. There is no costly talent, but the shows are good entertainment.

Lecuona Cuban band holds down top billing but Bob Bromley and his marionettes garner big applause. Bromley works his charges sans a cabinet or set-up, manipulating the strings in full view of the patrons. His trapeze artist working above the dance floor as he manipulates the strings from the stage brought a heavy round of applause.

The Cuban band, three brass, four sax and four rhythm, is a well-groomed outfit and gives out with emphasis on Latin tunes. Most all the lads double on percussion or rhythm and in vocals. Band beats out everything double-forte and a bit on the soft pedal would be of benefit to ringsiders' ear drums. Peggy Walsh, crew's vocalist, did okay with the one number allotted her.

La Mejicanita, fem and two male guitar strummers, serve typical Mexican tunes, which set well with the Carlocans. Boys join in vocally, and trio was well received.

Vic and Joe and the Tourand Brothers have teamed up, and billed as the Four Devils, turn in some of the finest slow tempo gymnastics and physical culture work seen hereabouts for some time.

Two production numbers headed by Madeline Rosay and Juliana Yanaklava

### Club Bali, Miami

Talent policy: Dance band and floorshows at 9 and 12. Owner-operators: Abe and Manny Baker. Prices from \$1.50.

New show at this spot makes up in quality what it lacks in acts and goes over with a bang.

Johnny Faust and his marionettes in the headline spot click from the start. This chap's puppets are almost human, and among the best is the "mad pianist."

Wally John has a fine baritone voice and puts across his numbers to a big hand.

Mildred and Maurice in a swell routine of terp bits are good to look at and the customers go for them in a big way.

The enlarged chorus line of Ball-ettes, in new costumes and numbers, please. Dave Lester and ork add much to a fine show.

—L. T. Berlner.

round out the late show. The dinner show consists of the comics, Jacarara and Ratinho, who give Brazilian ditties mingled with chatter; the Coldobians, piano and a dulcimer-like instrument duo, serving Viennese operetta, and a medley of patriotic tunes and two production numbers opening and closing.

The Gao ork backs the show, alternating with the Carlos Machado crew for dancing. Leo Albano capably handles the emcee chores.

—James C. MacLean.

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—LOUIS SOBOL, Journal American.

"Gold Star to Fanchon."  
—DOROTHY KILGALLEN, Journal American.

"Fanchon's Dancing—Poetry in Motion."  
—EARL WILSON, N. Y. Post.

"Opens to Enthusiastic Hand—Closes to Solid Applause."  
—BILL SMITH, The Billboard.

"Fanchon's Dance Patterns Are a Revelation."  
—VIRGINIA FORBES, The Sun.

"A Show Stopper."  
—LEE MORTIMER, The Mirror.

"Fanchon Reminds You of Springtime."  
—NICK KENNY, The Mirror.

"Fanchon Should Be Gracing a Broadway Musical."  
—GEAN, Gotham Life.

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## FOLLOW-UP REVIEWS

**COPACABANA, NEW YORK.**—Frank Fay is a comedian's comedian who makes a top hit with the cover-charge payers from the general public, too. This was definitely proven again at the opening of Monte Prosser's new summer revue at the Copacabana Friday (11), when Edgar Bergen, Bert Wheeler, Jackie Gleason and Roscoe Karns in the audience laughed as loudly as the rest of the capacity crowd that applauded the midnight show.

Fay's suit routine and his dissertation on the lyrics of *Tea for Two* are hardly to be classed as new material, but his well-known sense of timing and perfect showmanship made each gag seem fresh, and brought completely spontaneous laughter from wit-wise and wide-eyed alike. *Paper Doll*, *Mairzy Doats* and *It Had To Be You* were sung in addition to *Tea for Two*, with which he closed his bit.

Adam Carroll, Fay's accompanist, handled his straight lines and pantomime in adequate fashion.

Both Fay and Dolores Gray (held over) paid tribute to Bert Wheeler who closed at the Copa the night before. Wheeler helped Fay with his final bow-off busi-

ness—pushing the piano off the floor. Holdover bill (*The Billboard* June 24) in addition to Miss Gray includes Don Dennis, Dana Bari, Dee Turnell and the Samba Sirens. Shep Fields ork also continues. *Larry Nixon.*

**ST. REGIS ROOF, NEW YORK.**—Ritz spot lately has been following policy of replacing acts instead of turning over a whole show. Newest replacement is the DeMarios for Cappella and Patricia, opening Thursday night (10).

Act looks good in both the male and female sides, and youngsters deliver with plenty of pep. Terp work is smooth enough and couple work well together. Turn falls short, however, in that its repertoire consists mainly of lifts, whirls and spins which they present in different tempos without altering the basic idea. Thought has been given to the lift department of their stepping, and couple go thru a number of novel side-holds, one-hand supports and shoulder-sits. All of these are very nice and draw intermittent palm-beating, hearty mits at the end of the numbers and an encore, when caught. Team would profit by varying its choreography and introducing other types of terping to relieve the sameness.

A. J. Cantu, magician reviewed in *The Billboard* last week, constitutes the remainder of the bill. Biz good when caught. *Paul Ross.*

### ZANZIBAR, NEW YORK

(Continued from opposite page) Jones in good style and the Zanzibeauts (6) rip off a torrid torso and cape-dance routine to click results.

Clark Brothers are spotted in next with a sock routine of fast taps, splits, whirls and eccentric bits. Turn moves at high speed, is expertly done and yanks good mitting.

Which brings back the band plus Dorothy Saulters in *Straighten Up and Fly Right*, a nice job on the part of both. Cal then segues into a stretch of boogie-woogie dancing with Calloway, rounding off the number and bringing nice reaction.

Dorothy Donegan, last seen locally at the State, follows for her piano act. Ivory-thumper beat out three boogies and another for encore, all alike in their lack of distinction and, as usual, adorned them with her purportedly "hot" mannerisms. First-night mob accorded her hands ranging from fair to very good. Remained on floor to be joined by the line in slick costumes for more boogie-woogie. At this point the chorus really delivers and pulls a sizable response.

Miss Donegan's affections are contrasted in the next number by Sister Rosetta Tharpe's natural and authoritative blues-shouting and nimble guitar work. Act proved the hit of the show, drawing the top hand of the evening, but is hurt somewhat by Calloway and Miss Tharpe when they engage in a few moments of unfunny banter.

Peg-Leg Bates comes on for next-to-closing, a mistake in routing. Wooden-legged hooper handles himself well and nets good applause for his tapping but is not a strong enough act for this slot. Closer, of course, is Calloway in *St. James Infirmary*, flowing into the finale, both well received. Biz capacity. *Paul Ross.*

### Copa Posts Bond 30G In N. Y. Tax Argument

**NEW YORK, Aug. 12.**—Assets of the Monte Prosser night club, Copacabana, will not be sold at auction to satisfy a \$37,371 tax claim by the city of New York, and the matter of whether or not the city is correct in its claim of ownership of "breakage" collected from guests will be thrashed out in the courts.

Bond of \$30,000 was posted at the end of the week, as a guarantee that the tax claim will be paid, in the event the city is victorious in the ensuing legal battle.

### Hurricane Still Wolper's

**NEW YORK, Aug. 12.**—Dave Wolper is currently busy denying a columnist's remark that the "Hurricane went back to the mortgagee." Line appeared in Ed Sullivan's pillar in *The News* on Monday (7), and Wolper indignantly says 'tain't so.

Operator concedes that he has a mortgage on the spot in the hands of a concessionaire but maintains he is meeting his obligations and club is in no danger of being taken over.

## N. Y. Agents May Be Held to 5%

(Continued from page 24)

refrain from issuing franchises to these 30 until they obtain city papers.

### Big Agents Have City Licenses

None of the big-time organizations are among the delinquents, all having taken out employment licenses and MCA having done so just a few months ago. According to certain trade sources, the big agencies have never officially claimed to be employment agencies, yet they all are now so licensed. Should Moss decide to make them stick to the "employment agency" category enormous confusion would result since countless commissions would have to be refunded unless the agencies could prove they had given special services in specific case after case.

Another implication is this: Since the industry is centered here the big agency set-up could conceivably be shattered by a strict 5 per cent, the percenters would be forced to scatter their business to escape the New York law.

### Clawson Case

Indications of how the wind is blowing are given in a case involving the Clawson Triplets. In 1943 the team had an audition arranged for it by Edith Lyon of Beaux Arts Productions, according to this firm. The audition was held before Clifford Fischer. The team was not hired then but sometime in June 1943, it was engaged by International Theatrical Corporation, headed by Hans Lederer, which handles Fischer's shows and properties.

Beaux Arts Productions has a city employment license and a franchise from the AFM, but not an AGVA franchise, according to its spokesmen. International Theatrical Corporation has all three, according to Lederer.

The Clawsons worked 14 or 16 weeks in Fischer's *Folies Bergere*. For this engagement, their father, Frederick A. Clawson, paid International 10 per cent commission, according to Lederer.

This year, Beaux Arts sued Frederick A. Clawson to recover commission for the engagement which it claims it made possible. A trial was held May 19 in Municipal Court and Justice Isador Haber found for the plaintiff, rendering a judgment against Clawson for \$244.50.

Clawson, formerly in the employment agency business himself, complained to Paul Moss. The license commissioner decided that Beaux Arts Productions was entitled to be paid—but only 5 per cent. This firm was to be reimbursed by International, which was to return the other 5 per cent to Clawson.

The situation is not clarified, however. Moss has ordered another hearing for next Friday (18).

Meanwhile, Lederer states that he has returned Clawson his half but has not paid out to Beaux Arts because he believes the firm is not entitled to the money.

If Clawson's complaint to Moss—he claimed that a theatrical agency could

## The General Knew

**MOSCOW, Aug. 10.**—A Russian shimmy dancer appeared before American G. I.'s at a secret Soviet air base a few days ago and did her show to the accompaniment of cheers, whistles and foot stamping. She promptly left the stage in tears because, in the Russian book, these are signs of disapproval.

A Soviet general took her aside and told her this and that and that far from being badly received, she was a big hit. When she found out about American okay signs, she returned to the stage and, as one Yank put it, "Certainly went to town."

## Peter Lorre on Vaude Tour

**NEW YORK, Aug. 12.**—Peter Lorre, noted film actor of villain roles, will start his first vaude tour this month. Player has been set for the Earle, Philadelphia, August 18; Palace, Cleveland, August 25, and the RKO-Boston, in September. Further dates are being arranged by William Morris.

Lorre will do a comedy act. He will be assisted by Marcella Hendricks, thrush.

not charge more than 5 per cent and was upheld by Moss—is allowed to stand it is likely to become an important precedent in commission matters.

It is known that several big agencies banded together a few months ago to try to change the State 5 per cent law. A bill was introduced in the Legislature which would have allowed local officials in each city in the State to decide the commission scale.

The bill was fought hard by Equity which succeeded in bottling it up in committee until the Legislature adjourned.

AGVA is maintaining an interested but neutral position in the new situation. According to Mortimer S. Rosenthal, AGVA counsel, the union's legal position in permitting up to 15 per cent commission is perfectly sound. Moss, however, said that AGVA's regulations have nothing to do with the problem. If any act complains that it has paid too much, he will look into the case and force the agent who collected to prove that more than 5 per cent was justified.

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# Vaude Return To Helsing's Chi Lounge

CHICAGO, Aug. 12.—Helsing's vodvil lounge, swank spot on the far Northside here will revert back to its former vaude policy, effective September 1. Spot introduced this type of entertainment over two years ago, during which time they featured such attractions as Harry Cool, Judith Starr, the Makebelleves, Elmo Tanner and Marcey Maguire.

Policy was discontinued shortly after the cabaret tax went into effect in favor of straight instrumental music. Management plans to set five acts for the spot, and a combo, with a possible budget of \$1,700 being spent per week for talent. To date only act skedded is Paul Gray, emcee.

## Jimmy Loss Joins MCA

CHICAGO, Aug. 12.—Jimmy Loss, former head of his own combo, has been added to the staff of the cocktail department of Music Corporation of America here. Loss, who was recently given a medical discharge from the army after a two-year hitch, will assist Raoul Kent in the handling of bookings for the Chicago area. Both men will work under the direction of Dick Stevens, head of the department here.

## Fan and Bill Reopen Lounge

GLENS FALLS, N. Y., Aug. 12.—Fan and Bill, the former New York restaurant operators, have reopened their lounge here. Local spot has been in the couple's possession for some time. Michael Barker and Gene Raymond are in the current bill.

LOUIS RAYMOND, vocalist, opened at Augie's, Minneapolis. . . . EVERETT HULL TRIO drew a holdover at the Joliet Hotel, Joliet, Ill.

# OFF THE CUFF

### East:

VIN RODDI current at the Music Village, Philadelphia. . . . KAY ARDEN staying on at Jay's, Asbury Park. . . . HUMBER AND BARRIE hold over at the Barn, Kingston, N. Y. . . . CORP. ERSKINE BUTTERFIELD in New York on a furlough. . . . JUAN MAKULA new at Dempsey's place, New York. . . . HELEN BRENT current at Helen Curtis's, Charleston.

LOU MARTIN at the 500 Club, Atlantic City. . . . ARTIE RAYE opens August 20 at the Embassy Club, Jacksonville. . . . HENRY DAY TRIO current at the Lincoln Hotel, New York. . . . DOROTHY DENNY appearing at the 44 Club, Newark. . . . JOHN KIRBY playing at the Post Lodge, Pelham, N. Y. . . . RON PERRY going into the Astor Hotel, New York, September 25. . . . CAL GILFORD due at the Brown Hotel, Louisville, August 25. . . . JOHNNY COST working at the Casablanca, Philadelphia. . . . FRANK O'CONNELL set to do 13 more weeks at the 44 Club, Newark.

FREDDIE MILLER going into the Hotel Florida, Tampa, on October 19. . . . AIRLANE TRIO cutting e. t.'s for World Transcription. . . . IRV DAY working at the Famous Bar, Akron. . . . VALERIE DEAN appearing at the Abraham Lincoln Hotel, Reading. . . . FARMER AND WAYNE still at the Mayfair Club, Boston. . . . HAYWOOD AND BROWN current at the Crystal Cocktail Lounge, Troy, N. Y. . . . BERNIE HELLER still appearing at the Famous Bar, Akron. . . . MILT HERTH TRIO plays the Paramount Theater, Chicago, on September 1. . . . KIDDOOLERS set for the Center Theater, Norfolk, August 31. . . . LEO AND EDDY

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## Reviews

### Dardanelle and Her Key Men

(Reviewed at Copacabana, Philadelphia)

Coming up from the Southland, Miss Dardanelle (Breckenridge) shows as a personable young lady with loads of musical attributes and a trio that is tops in dispensing a brand of rhythmic music without distorting its melodic appeal. Flanked by Andy Andrusia on bass and Tal Farlow for the guitar pickings, the rhythm instruments expertly showcase the gal's proficiency with the vibre hammers and equally as well when squatting at the Steinway.

Bringing a consignment of youthful charm with her feminine allurements, Dardanelle creates all the excitement and attention that the song which gave her the name did so many years back. Whips the vibes hot and sweet, as the musical mood commands, and shows as a schooled musician when whipping the ivory board with classical gems. It's a class unit on every count. *Maurie Orodener.*

### Kay Lamarr Trio

(Reviewed at the Zanzibar Room, Florentine Gardens, Hollywood)

Lamarr Trio is comparatively new to the cocktail field. However, the musicians have had much experience. Kay Lamarr was out as a single pianist; Herb Rose, violinist, played with studio bands, and Theodore Shirley, bass, held down a berth with orchestras headed by CeePee Johnson, Harlan Leonard, Happy Johnson and others. Combined, the group affords good, listenable music, putting it among the top sepians in the section.

Using arrangements by Maxwell Davis the combo gives out on tunes such as *St. Louis Blues*, featuring Rose's jazz fiddle and neat vocals; *You'll Never Know*, with Miss Lamarr playing good piano and vocalizing in a highly satisfactory manner. *Twelfth Street Rag* again features the ivories. *Indian Love Call* gives ample opportunity for the group to show off instrumentally. *I Surrender Dear* brings out the groovy rhythms for a good hand.

Outfit has showmanship, makes a neat appearance and gives out on the solid stuff. *Sam Abbott.*

current at the 35 Club, Paterson. . . . OSCAR PETTIFORD cut four sides for Savoy Records last week.

### Chicago:

FOUR TONS OF RHYTHM have returned to the Silver Frolics. . . . JOE FRANKS TRIO opened at Mericks Little Hawaii. . . . LARRY GRADY (3) has drawn a holdover at the Bar of Music. . . . BOB REEMS (6) goes into the Silhouette Club starting September 12. . . . BEA MAZER (6) held over at the Villa Moderne. . . . TOMMY RIGSBY playing piano at Silver Frolics.

TOMMY TANNER, pianist, currently at Martin's 71st Street Lounge. . . . BOYS FROM MANHATTAN are at the Rose Bowl. . . . HAL LEAMING (4) and Barrett Deems (3) held over at the Preview. . . . JACK ERMATINGER DUO booked into James Restaurant. . . . JOHN ALFIO (4) opened at the Colony House. . . .

### Here and There:

NICK LUCAS, the accordionist and not the singer, set at Russell's Circular Bar, Atlantic City. . . . MURRAY'S RHYTHM BAR, Philadelphia, reopens the 21st of the month. . . . ROLLIC-AIRES for the rhythms at Casino Cafe, Gloucester, N. J. . . . BUDDY HESS TRIO, alternating with Dorothy Duvell at the piano, take over the stand at the Casablanca, Merchantville, N. J. . . . PETE NEAL TRIO set at the Smart Spot, Haddonfield, N. J. . . . JERRI DELMAR at the organ at Inlet Cafe, Wildwood, N. J. . . . GRACE KERSHAW and her Jivettes at Gables Inn on the Black Horse Pike outside Atlantic City.

NITA AMES TRIO appearing at the Hoffman Hotel, South Bend, Ind. . . . JAMIESON DUO inked at the Germania Club, Freeport, Ill. . . . AL WARE, pianist, currently at the Pere Marquette Hotel, Peoria, Ill. . . . OAHU ISLANDERS opened at Orrie's, Lyons, Ill. . . . AL PIAZZA TRIO inked in at the Embassy, Denver.

# Cocktail Units Pay Off Bookers in Windy City

Chicago agents no longer scorn lowly cocktail units, which run total booking of \$2,000,000 a year or over —dough flow began in 1937

CHICAGO, Aug. 12.—Cocktail departments, which were formed only a few years ago as an extra for agencies here, have stepped out to the point where they have become one of the biggest money-getters in the local booking field. This type of entertainment, which practically had its start in the Windy City, is bringing in more than substantial commissions to agents, and from all reports is

growing every day. Two hundred cocktaileries in Chicago pay out over \$80,000 per week in salaries to performers and musicians. Add to this another 200 lounges being booked independently and the total of \$120,000 weekly gives Chicago the distinction

of paying for cocktail entertainment what is likely more cash for entertainment than is paid in any other city in the country.

Business booked into territory outside of Chicago has also jumped to a high mark, with the agencies here, being responsible for the placing of over 300 units, bringing in total earnings of more than \$60,000 per week to the performers. That adds up to a business of more than \$2,000,000 a year, hardly peanuts.

The biggest volume of cocktail business in Chicago is handled by Music Corporation of America, General Amusement Corporation and Frederick Bros.' Agency. Of course other agents are doing well in the field, including Consolidated Radio Artists; Central Booking Office, which recently opened its department; Mutual Entertainment Agency, organized a few months ago, and Phil Shelley and Bert Gervis, independent bookers. Total combos booked by these firms in the territory has reached over the 500 mark, and the agents are seeking more units to supply the demand of the operators.

### Started in 1937

The vogue gained its momentum in 1937 when Messrs. Schwartz and Greenfield opened their Capitol Lounge in the Loop. Success of their business at this spot prompted them to open the Brass Rail and the Hollywood Lounge, where they started to book name attractions. Other Loop spots soon followed suit, so that today over 80 per cent of them have adopted this form of entertainment. Other operators who helped swell the earnings of the agents and entertainers are the Albert Pick Hotels, operating 12 spots; the Schroeder Hotel system in Wisconsin, Martins, and the Helsing-Isbell group, which started the vogue of back-bar vaude in its lounge on the Northside. This spot, before the cabaret tax went into effect, set a weekly budget of approximately \$1,700, which gave them the opportunity of hiring name attractions in addition to high-priced instrumental units. At this spot alone, Marcey Maguire, RKO starlet; Harry Cool, the Makebelleves and a score of others got their start and within a short time rose to the near-top class.

Other operators outside of the Loop, seeing the extra biz the entertainers were bringing in, adopted the policy and started to vie for the extra business. The larger spots started to book continuous entertainment, employing anywhere from three to five-piece units, depending upon the size of their spots. The keen competition started the operators to scout for attractions, and when they booked them into their spots they held them over indefinitely. This has resulted in a shortage of name units, causing many of the operators to offer more dough for the units working in or near Loop spots. This shortage and the high salaries paid out also encouraged a score of star sidemen to organize their own units, which are now playing in many of the spots here.

According to some agents, this lush money may only be a wartime boom with business dropping after the war. On the other hand, other agents believe that cocktail entertainment is here to stay, and that after the war it will be bigger than ever, due to many USO entertainers seeking work and a prosperity boom.

## Hartford Cocktailers Reopen

HARTFORD, Conn., Aug. 12.—The Barn, cocktailery of the Hotel Garde, is due to reopen September 15 with the Looney Tuners and Phil Ingalls band. Spot has been rebuilt since the fire last spring which forced its closing.

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## Burlesque Notes

By Uno

MARGIE HART opens August 31 for a week as extra added attraction at the RKO-Boston. . . . MARTEE (MEYER) MANN, daughter of Jack (One Touch of Venus) and Sydna Mann, is a WAC private lecturing in behalf of the service in Buffalo. . . . MIMI LYNN moved from Norfolk's Gaiety to the Globe, Atlantic City. Thence to the Troc, Philadelphia, and for week of August 26, Howard, Boston. . . . ABE GORE vacationing here after 54 weeks of road tour of *Abie's Irish Rose*. . . . JACK (CHICK) HAYES and Mary Miller, since their 80 weeks at the Nu-Gaiety and 30 more at the Star, both in Portland, Ore., have been at the Rialto, Seattle, where they are featured and in their 10th week. Another comedy team in the cast is Harry Vine and Ruby Reed, the latter doubling as producer. Other principals include Joe Miller, Frank Murman, Grace Hathaway and Sandra Rae. Business booming, with lots of servicemen flooding the city. . . . OSCAR LLOYD, booker, going in for burly fields more vigorously, has placed to open at the Casino, Boston, Lillian Dixon, August 18; Jack Ryan and Marie Weston, August 25, and Loretta Montez and Faith Arlen, September 1. . . . RUTH PRICE, former burly ace, now retired and housekeeping in Boston. . . . BETTY MONTGOMERY convalescing following a pneumonia siege.

SGT. JOHN A. KANE back from South Pacific, where he was hurt, will be operated on in the army air force regional hospital, Hammer Field, Fresno, Calif., where he would appreciate hearing from friends. . . . JOHN D'ARCO, ex-comic, recently promoted to sergeant, is being furnished scripts for two-man burly bits from Jack Mann's collection for the shows produced by D'Arco for the soldiers in the South Pacific. . . . GAUITY, Norfolk, last week featured Mimi Lynn, supported by Irma Voogelea, Zonia DuVal, Lynn York, Joe Lyons, Frank X. Silk and Eddie Lloyd. . . . SALLY MASALLE, emcee-comedienne, held over in featured spot at Club Jinx, Brooklyn. . . . SAMMY SPEARS, comic, booked for a return to the Hirst Wheel next season. . . . "PEANUTS" BOHN and Kenza Venton V-letter from London they are entertaining armed forces with USO Unit 273. . . . WALLY BROWN, former burly vocalist, is in the hotel business for the summer in the Adirondacks. . . . TOMMY BRICE, recuperating from shrapnel wounds in a North African hospital, is due back in the States soon with a medical discharge. . . . STANLEY MONTFORT, straight, after a vacation at Indian Lake, Russells Point, O., opened at the Avenue, Detroit, where the cast also has Lou DeVine and "Scurvy" Miller, comics; Tommy Allison, singer; Marion Campbell, Toni Raye, Joan Monroe, and Helen Russell, featured fem. Frances Parks is producer of the 14-girl line.

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## World Army Needs Morale

(Continued from page 3)

building especially in the period in which G. I. Joe sees his buddies piling on transports for the trip home while he waits as part of an Army of Occupation is going to be plenty heavy.

### More To Go Overseas

To that end CSI expects that many top actors and actresses who have not yet crossed the pond will do so after the German surrender and still more will trek after the fall of Nippon. While no definite plans have been laid by CSI, its units (now numbering 18 in the European zone, 15 of that number located in France) are expected to increase. Servicing rehabilitation centers as well as the occupation fronts will be expected not only from USO-CSI and Army Special Service but from the American Theater Wing and its covey of showbiz groups.

Army Special Service, as is generally the case thruout the armed forces, is quite reticent as to its plans. However, a current, joint West Coast meeting of both the USO-CSI and the Special Service entertainment division is investigating the problem and is certain to bring forth new developments.

On the other side of the picture there is the Actors' Equity Association which has no plans for the post-war period. Equity was burned some years ago with its Actors' Theater, which neither increased the employment of its members nor did it produce any notable successes to which the organization could turn with pride (one possible exception was *Saturday's Children*). It's AEA's stand that it's up to the producers and managers to present shows, not an actors' union. It plans to work with the USO-CSI and it may, if need be, relax some of its regulations so as to permit more legit productions on the main stem as well as on the road. As matters now stand, however, it will not produce anything itself. Its finances are in better condition than they have been in years and it will be able to take care of its own—if necessary.

## AMUSEMENT NEWS UP

(Continued from page 4)

in the small towns, with night spots, Hollywood and the Stem getting the play. Straight amusement news is not the competitor to newspaper advertising radio is.

Magazines, along with the space they have opened to radio (reported in *The Billboard* of August 15) are now giving plenty more space to amusement features. What mags like *The Saturday Evening Post*, *American*, *The Saturday Home Magazine* and *Cosmopolitan* seem to prefer are stories that humanize the stars. Few want technical stuff. All want human-interest articles.

It all, according to reliable sources, shapes up as the start of a flackmen's holiday, with space going begging. The demand doesn't have to be supplied via the wire and feature services alone, but it can be sent directly to the sheets, it is pointed out.

The wise press agent, it is said, will do more than sit back and enjoy the manna from heaven. He'll go out and make it drop some more.

## Lucas's 3d Frolics Return

NEW YORK, Aug. 12. — When Clyde Lucas goes into the Frolics Club, Miami, September 4 for a three-week stint, he will be playing the spot for the third time, setting what is probably a record for return engagements at the club. Leader will add a trombone and trumpet, and retain Jean LaSalle and Paul Steele for vocal chores. Enlarged band will warm up on string of one-nighters en route to Miami, starting August 27.

## Magic

By Bill Sachs

JACK AND ANN GWYNNE V-mail that they have arrived safely overseas for USO, and after about 30 days in Italy, expect to entertain the fighting lads in Egypt, Burma, India and China. "Everything fine, so far," they info. "Enjoyed trip to Casablanca and Oran. Saw George Jason and Patty Krisko and will try to see Maldo." Their son, Bud, has been recently commissioned a lieutenant in the army air corps. . . . BLACKSTONE, after a 10-week vacation, opened Friday (11) at the Riverside Theater, Milwaukee, with the Oriental, Chicago; B. F. Keith, Indianapolis, and National, Louisville, to follow. Harry Blackstone Jr., is accompanying his dad on the theater tour before entering Morgan Park (Ill.) Military School the middle of September. Blackstone and his manager, Ned Bates, promise to crack with an important announcement regarding the new season about September 1. Blackstone recently purchased a new home high upon a hill overlooking Hollywood, but will retain his holdings at Colon, Mich. . . . FABIAN has signed with USO Camp Shows for overseas duty and ships out soon with the Roscoe Ates show. . . . LESTER LAKE has resumed for USO and is currently in Southern camps. Via postal-card, he shoots us a scene of Bull Street, Savannah, Ga., with the comment: "This would be an ideal street on which to hold a magic confab." . . . L. L. HENRY, who makes with cards, is back in harness after a brief vacation at his home in Maumee, O., which followed an extended trek up and down the Coast on the Levey Time. He is hallying his card-fan work with a new line of printing. While on the Coast, Henry bumped into the Great Lester (vent) and Bob Sharpe, and also enjoyed a visit at Max Terhune's California home. He was also lavish in his praise of Larry Gray, whom he recently saw work at the SAM banquet in Los Angeles. . . . EDDIE FREEMAN writes from New Orleans: "Have been busy since landing in this country after 27 months' duty in the South Pacific. My former employer, C. Thomas Magrum, is now in England. I work about three club dates a week now. My good friend, Russell Swann, is packing 'em in at the St. Charles Hotel here. He has plenty on the ball and is slated to remain here a month."

LONDON MAGIC BRIEFS: Magic was recently given a boost over the air via a 45-minute British Broadcasting Corporation program, tabbed *Magicians' Progress*, a review of magicians of all nations, ranging from the Frenchman, Robert Houdin, of 1840, to Harry Houdini, the Maskelynes, De Biere, Chung Ling Soo, Harry Kellar, David Devant and others. Produced by Stephen Potter, *Magicians' Progress* was written and narrated by John Dickson Carr. Reception of the item tends to suggest that program will be repeated or extended in the near future. . . . MURRAY and his "Round the World In Magic" company lost a week's work recently when the theater in which they were about to appear was damaged by a flying bomb only two hours before it was scheduled to open. . . . LUCILLE, clever and versatile English girl conjuror, is in her third year of touring with USO (ETO Section) units. . . . CHRIS CHARLTON, still one of the most popular and enterprising of English magicians, has a bunch of new and baffling tricks that he's showing in his act currently featured over the Stoll Tour. . . . New name in magic here is the GREAT MASONI, who tours his own unit, *Out of the Hat*, round the English music halls. Show is fast and full of entertainment and Masoni is a slick performer. . . . One of the best card manipulators in Europe today is BILLY O'CONNOR, whose act is still a winner in vaude. He's just back from entertaining British and American troops in the provinces. . . . JACK AND MARY KINSON score with a neat comedy conjuring display on the Macnaghten Tour. . . . NICK CARDELLO, sleight-of-hand monologist, has changed his name to Nelson Evans. Act remains the same, however. . . . OLGO, "the human lightning calculator"; Fred Culpitt, vet comedy conjuror, and Kardoma, with tricks with flags, are playing British Camp Shows for ENSA.

FRANCIS BLAIR is in his ninth month at the LaConga Club, International Settlement, San Francisco.

## An Era Ends as Cherry Is Buried

(Continued from page 3)

the family, as none of the sisters married. Even when the days of the come-backs were gone for the Cherry Sisters, Effie continued to deny and denounce with vigor the stories that she and her sisters ever dodged over-ripe fruit or that they ever played their stage routine behind a protective screening of wire which separated them from the audience.

However, appropriately, after retirement, the sisters went into truck farming here.

### Purest of Pure

The Cherry Sisters were the purest of purists, both on the stage and off. Time failed to change their routine before the footlights and the years passed without them altering their personal appearance. Until their death the sisters continued to wear the same old high shoes, long skirts and high, lace neckpieces.

The Cherry Sisters were responsible for a libel suit which has remained a high point in newspaper law as establishing a reviewer's right to fair comment and criticism. The sisters brought the suit against *The Des Moines Leader* in 1901.

The suit resulted in a directed verdict in favor of the newspaper after the judge ordered the Cherry girls' act to be put on in court and had seen for himself how bad it was. The case never went to the jury.

"Cherry vs. *The Des Moines Leader*" has been cited for years in books on newspaper law as a prime case illustrative of how far a critic may go in an uncomplimentary review.

A prize quotation from the review which led the sisters to sue read:

"Effie is an old jade of 50 summers, Jessie a frisky filly of 40, and Addie, the flower of the family, a capering monstrosity of 35. Effie is spavined, Addie is stringhalt, and Jessie, the only one who shows her stockings, has legs with calves as classic in their outline as the curves of a broom handle."

## LONDON BIZ BUZZED

(Continued from page 3)

vaude seater, still operating, continues to play to average pre-war business.

On the legit side, the Savoy, where Coral Browne and Jack Buchanan co-star in a revival of Frederick Lonsdale's comedy, *The Last of Mrs. Cheyne*, business is quite good, with an average of 85 per cent capacity, while at the only non-stopping show, the 600-seater, Windmill, in the heart of Piccadilly, which little theater, with its girl show and discreet nudes, kept open thru the blitzes of 1940, the house is filled to capacity mainly by visiting servicemen.

Only American show in town is *Arsenic and Old Lace* still keeping out of the red at the Strand Theater. In vaude the Two Valors, American acrobats who have been over here for nine years, are featured at the Chelsea Palace and hold the unique distinction of being the only American vaude act playing in London.

## Pastor to Eastwood

NEW YORK, Aug. 12.—Tony Pastor will make a fast jump from Port Stanley, Ontario, where he shows August 17, to the Eastwood Gardens, Detroit, Ork opens at the Gardens the following day (18). He is booked for Marie Kramer's Roosevelt, Washington, September 6.

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**BRYAN**—Paul M., 71, producer of first newsreel in Los Angeles, August 4. He was also chief of Universal's scenario department from 1923-'29, at which time he returned to newspaper work. Survived by his widow, son, two brothers, a sister and a grandson.

**BURNSIDE**—Mrs. Halle, mother of Adele Dore, of the musical team, the Dore's, at her home in Dubuque, Ia., recently following a lengthy illness. Interment in Detroit.

**CHERRY**—Effie, 65, of the famous Cherry Sisters of the Floradora era, in a nursing home at Cedar Rapids, Ia., August 5. Her sister, Addie, died in October, 1942. They gained national recognition when fruit and vegetables were thrown at the act when it played Hammerstein's old Olympic Theater, New York, many years ago. The Cherry Sisters were billed as the "worst act in show business" for many years. At one time the sisters brought a libel suit against *The Des Moines Leader* for remarks made in a review of their act by the dramatic critic. The last appearance of the act was in a Cedar Rapids theater in 1938. Interment in Cedar Rapids.

**CLOUD**—William, also known as William T. Coy, former circus performer, at Parkersburg, W. Va., July 9.

**CORWIN**—Lawrence E., 40, Los Angeles showman, in Nebraska August 9. With his brother Sherrill, he managed a chain of eight downtown Los Angeles theaters for Metropolitan Theaters Corporation. Also survived by his widow and his father, J. H. Corwin, Los Angeles.

Hilda Isenberger, Elgin, Ill.; Mary Peters, St. Paul, and Frankie Habermehl, Portland, Ore. American Legion services from Crawshaw Funeral Home, Algonquin, with interment in City Cemetery.

**KENDRICK**—Douglas Earthman (Plug), prez of the Kentucky Broadcasting Corporation, owners of WINN, in Louisville July 25. Survived by his widow, a daughter and a sister.

**LORRAINE**—Emily, 66, actress, in the House of Calvary, Bronx, N. Y., August 5. Born in England, she made her first appearance on the American stage in 1904, later joining the James K. Hackett Repertoire. She appeared with the late May Robson in *Martha By the Day* in 1915, and with William Faversham in *The Squaw Man* in 1922. There followed engagements with numerous stock companies thruout New Jersey, and in 1932 she played a long engagement in the Theater Guild's production, *Mourning Becomes Electra*. She also appeared in *Mrs. Moonlight* with Edith Barrett, and with Luise Rainer in *A Kiss for Cinderella*. Her last engagement was in *Skin of Your Teeth* with Frederic March and Tallulah Bankhead. Services under the auspices of the Actors' Fund of America at Walter B. Cooke's Chapel, New York, August 8. Interment in the Fund Plot in Kensico Cemetery, Westchester, N. Y.

sister, Mrs. Frank I. Cobb of Westport, Connecticut.

**SHARKEY**—Eugene J. (Jack), promoter, August 4 in Rochester, Minn., after a long illness. He was well known in Detroit theatrical circles, where for many years he backed various legitimate, repertory and amateur ventures. He was associated with the Detroit Repertory Theater for a number of years and established a local record of 46 weeks with *The Drunkard*, under his management, at the Players Theater about nine years ago. No immediate survivors. Interment in Woodstock, N. B., his birthplace.

## THE FINAL CURTAIN

In Memory of My Wife  
**PEARL R. SHEPPARD**  
Who passed away August 16, 1943.  
Gone But Not Forgotten.  
**FRANK R. SHEPPARD**

**SHEETZ**—Eugene T., 53, secretary of the Outdoor Advertising Association of Tennessee the past 10 years, of a heart attack August 3 at his home in Nashville. He was for many years connected with his father, the late W. A. (Billie) Sheetz, who for many years owned and managed the old Vendome Theater, Nashville. At the time of his death he operated three outdoor poster companies covering most of Middle Tennessee and Southern Kentucky. Survived by his widow, Mrs. Clara B. Sheetz; a sister, Louise, and two brothers, Dr. W. A. and Henry B., all of Nashville. Interment in Calvary Cemetery, Nashville.

**STEWART**—Helen, 45, wife of R. E. Stewart, general agent Scott Exposition Shows, suddenly at Welch, W. Va., August 9. In addition to her husband, she is survived by two sons, Pvt. Robert W. and Thomas James. Interment in Bluefield, W. Va.

**SWAIN**—John, of the team of Swain an Ostman, comedy acrobats, July 31 in Chicago. Swain had been retired for a number of years. The team had appeared with the Ringling and Sells-Floto circuses and in vaudeville. Swain served in the first World War and was a member of the Masons.

**WINKLER**—Charles, 81, father of Danny Winkler, talent agent, in Hollywood August 2.

**YOUNG**—Carl A., show builder, well known in carnival and fair circles, at Methodist Hospital, Los Angeles, July 18.

## Marriages

**BADGLEY-BUTTERFIELD**—Jerome E. Badgley, nonpro, to Mabel Butterfield, assistant to sales promotion manager of the Blue Network, in Hollywood August 6.

**BARKAS-COOKERLY**—Hal Barkas, announcer at WCAU, Philadelphia, to Ruth Cookerly, of the program department of WFBR, Baltimore, in Philadelphia August 6.

**BLACKBURN-RHEINHART**—Bob Blackburn, usher on the Ringling circus, to Ann Rehnhart, in the ballet on the same show, at Sarasota, Fla., July 29.

**DANIELS-SHUMAN**—Joe Daniels, announcer at WPEN, Philadelphia, to Violet Karen Shuman, news writer at WCAU, Philadelphia, in Elkton, Md., July 27.

**DOWLING-VERNON**—Major Edward Dowling, Broadway theatrical producer, to Irene Vernon, specialty dancer at Englewood, N. J., July 2.

**FALCONBERRY-MYERS**—William Falconberry Jr., trombonist with Rod Raffle band, to Geraldine Myers, nonpro, in Dearborn, Mich., July 31.

**KAHL-BRADLEY**—Phil Kahl, manager for Bob Chester's orchestra, to Betty Bradley, vocalist with the same band, in Detroit August 1.

**MONTEZ-COX**—Gerald Cox, bass player, to Bonita Montez at Toledo August 3.

**PHILLIPS-BURNS**—J. W. Phillips, nonpro, to Ruby Burns, aerialist, formerly of Ruby Latham Duo, in Syracuse, Kan., July 15.

**POWERS-CORIELL**—Sgt. Ramon Powers to Zaza Coriell, daughter of Vern Coriell, of the Coriell family of acrobats, in Pekin, Ill., August 1.

**RATCLIFFE-OWENS**—Bill Ratcliffe, salesman for Station WSAZ, Huntington, W. Va., to Jeanette Owens, of that city, recently.

**ROBINSON-TOUMANOVA**—Casey Rob-

inson, motion picture writer, to Tamara Tomanova, dancer and actress, at Russian Orthodox Church, Los Angeles, July 30.

**SCHIAWONE-STEBLAR**—Pvt. Donald Schiawone to Elizabeth Steblar, daughter of Mr. and Mrs. Joseph Steblar, of Steblar Greater Shows, in Brooklyn June 10.

**SCOTT-JAMISON**—Mickey Scott, film actor, to Helen Jamison, nonpro, in Las Vegas, Nev., July 20.

**SELLERS-ANTALEK**—Clyde Sellers, front door of Ringling circus, to Valerie Antalek, of Ringling ballet, at Sarasota, Fla., July 29.

**STEVENS-HAYWARD**—Thomas T. Stevens, operator of the Annex Theater, Detroit, to Mrs. Nita Hayward, at Detroit August 9.

**WALTERS-LEROY**—Herman Walters to Mrs. Anna LeRoy in Los Angeles July 24.

**WHITE-MILLER**—Paul W. White to Margaret Miller at Georgetown, Va., August 6. Both are in the News Department of CBS, New York City, where he is Director of News Broadcasts and she is a documentary dramatic news script writer.

## Births

A daughter, Michele Merrilea, to Mr. and Mrs. Manny Blanc in Brooklyn June 62. Father is drummer in Mousie Powell's ork.

A daughter, Joan Noble, to Mr. and Mrs. Tom Moorehead at Hahemann Hospital, Philadelphia, July 18. Father is sports commentator on Station WFIL, that city, and a member of the station's publicity staff.

A daughter to Mr. and Mrs. Paul F. Harron July 27 at Presbyterian Hospital, Philadelphia. Father is president of Station WIBG, that city.

A daughter to Mr. and Mrs. Charles Chaplin in St. Johns Hospital, Santa Monica, Calif., August 1. Mother is former Ona O'Neill, daughter of Eugene O'Neill, playwright.

A son, Christopher Paul, to Lieut. Col. Tom Lewis at Queen of the Angels Hospital, Los Angeles, August 1. Mother is former Loretta Young, screen actress.

A son to Lieutenant and Mrs. Carlton R. Schwarz in San Francisco recently. Father, formerly a technician at KYA, San Francisco, is with the signal corps in the South Pacific.

A son, Don Hilton, to Mr. and Mrs. Don Thompson at St. Mary Hospital, San Francisco, July 20. Father is a producer at KPO-NBC, San Francisco. Mother is the former NBC actress, Grace Cooper.

A daughter to Mr. and Mrs. Bob Haymes at Cedars of Lebanon Hospital, Hollywood, July 30. Father is singer.

A son, Donald Charles, to Mr. and Mrs. Bob Freed at Cedars of Lebanon Hospital, Hollywood, July 21. Father is Don Lee staff announcer.

A daughter, Madeline Ann, to Mr. and Mrs. Phil Howard at Brooklyn Women's Hospital, Brooklyn, N. Y., July 19. Mr. Howard is head of Howard Photo Service.

A son, Michael Lewis, to Mr. and Mrs. Ezra Rachlin July 29 in Philadelphia. Father is musical director of the Philadelphia Opera Company.

A son, William Alfred, to Mr. and Mrs. Alfred Jermy August 5. Father is member of Warner Bros. publicity department.

A son, Eric Ward, to Mr. and Mrs. John Zoller August 4 at Cedars of Lebanon Hospital, Hollywood. Father is NBC director.

A daughter to Mr. and Mrs. Russell F. Davis at West Columbia, Tex., August 6. Parents were formerly known as the Redskins, Indian acrobats. Father is now manager of Capitol Theater in West Columbia.

## Divorces

Betty Jane Greer, film starlet, from Rudy Vallee, screen and radio star, in Los Angeles, July 27.

Florence Parry Coogan from Flight Officer Jackie Coogan, formerly of the movies, in Hollywood July 24.

Mrs. Anna LeRoy from Charles LeRoy, magician and lecturer with Peter Kortes Side Show, in Los Angeles July 22.

Charles Andre, French language pic producer for Warner Bros., from Antoinette Girou, Canadian actress, in Hollywood August 3.

Phyllis Avery Van Campen, actress, from James Howell Van Campen, nonpro, in Reno, Nev., August 3.

Mrs. Lena Coffin from Harry Coffin in Cincinnati August 10. Both are former carnival workers.

**MEMORIAM**  
In Loving Memory of  
**Dad Joe Cramer**  
who passed away two years ago, August 14, 1942.  
Miss you more and more each day. Always in my heart.  
Sadly Missed by Daughter  
**LITTLE BITS**

**IN LOVING MEMORY OF**  
**Ramond (Joker) Levan**  
Who Passed Away August 11th, 1943.  
Sadly missed by his many friends  
and the Ride Boys on the  
**ENDY BROS.-PRELL SHOWS, Inc.**

**GLASER**—Arthur R., 49, manager of the Comerford Theater, Carlisle, Pa., in that city August 3. He was in the theater business for 35 years and was also manager of the Strand Theater, Carlisle, at one time. Survived by his widow, a daughter and a brother.

**GORMAN**—Daniel C., 68, many years with carnivals in the States and Canada, in Little Rock, Ark., August 3. His show connections included Hennies Bros. Shows, United Shows of America, Dodson's World's Fair Shows and Phil Little, and for the past 15 years he had been employed by Max Goodman on concessions and on the Wonder Shows of America. Interment in Calvary Cemetery, Little Rock.

**HELLBERG**—John E., 70, president of the American Union of Swedish Singers, in New Rochelle (N. Y.) Hospital August 5. Survived by his widow.

**HUGHES**—Alexander (Mack), 84, former motion picture stuntman, in a fire which destroyed his home in Apple Valley, near Victorville, Calif., August 11. Hughes also was a former Texas Ranger and a one-time performer in Buffalo Bill's Wild West show. Survived by his widow, Eugenia, a former circus performer, and two sons, Frank and Mackie, in the navy.

**JOHNS**—Thomas W., Jr., sheet writer, recently in U. S. Veterans' Hospital, Outwood, Ky., following a lengthy illness. Survived by his widow, Rena; his mother, Mrs. Hannah Johns; a brother, Rudolph, Algonquin, Ill.; five sisters, Ruth Graff, St. Louis; Hannah Toler, Hollywood;

**LUKE**—Mrs. Lee, 63, mother of Keye Luke, film actor, in Hollywood August 3.

**MACK**—Eddie (Eddie J. Hoffman), 65, dance creator and former vaude performer, following a heart attack at his home in Hollywood recently. He toured with his wife, Dot Williams, as Mack and Williams. Survived by his widow and son, Paul.

**NORTHROP**—Harley, 52, former rep player, in a Reno, Nev., hospital August 2 following a sawmill accident in Indian Valley, near Reno. He had toured in rep with Harley Sadler, Fred Jennings, Harold Porter and other companies in the Midwest and West. Survived by his widow, Irene; two daughters, Mrs. Dorothy Lee and Mrs. Bernice Nelson, St. Paul; two sons, Harley Jr., and Lieut. Harold Bird; a brother, J. C., Carlisle, Mont, and two sisters, Mrs. Gustafson, San Luis Obispo, Calif., and Mrs. Evelyn Cook, Sentinel Butte, N. D. Services in Reno.

**ORSATTI**—Mary A., 70, mother of Victor Orsatti, actors' agent, in Los Angeles August 2. Also survived by four other sons, Frank, Ernest, Al and Jeff, and two daughters, Mrs. Carmen Cosgriff and Mrs. Stella Jacobson. Services at the Church of the Good Shepherd, Beverly Hills, August 5. Interment at Mount Cavalry.

**REAUME**—Adelaide Schuster, 81, maternal grandmother of motion picture actor, Tyrone Power, in Los Angeles August 6 following heart attack. Services and interment in Cincinnati.

**SEYMOUR**—Mrs. Harriet Ayer, 68, musical therapist, at her residence in the Hotel Volney, New York City, July 30. She was a graduate of the Royal Conservatory of Music in Stuttgart, Germany. Was a member of the faculty of the Institute of Musical Art and for 11 years headed the piano department of the East Third Street Music School Settlement, New York City. During work in hospitals during the first World War, Mrs. Seymour became interested in therapeutic power of music. For seven years she was chairman of the hospital music committee of the State Charities Aid Association after founding the Seymour School for Musical Re-education. In 1941 she established the National Foundation of Musical Therapy of which she was president at the time of her death. Survived by two daughters, Mrs. Jerome Brush of Brookline, Mass., and Mrs. Valentine E. Macy, New York City, and a

**IN MEMORY OF**  
**ROBERT H. JONES**  
My Pal and  
Business Partner  
Who Died May 28, 1944  
**FRANK HYDE**

# MIDWAY PEAKS BOOST FAIRS

## Bangor Turns Tops for WM

First fair of season for Linderman soars in takes, with heavy night play

BANGOR, Me., Aug. 12.—With money plentiful in this area and weather ideal, the World of Mirth Shows set an all-time high record at its first annual of the season, Bangor Fair, July 31-August 5, by topping all former midway grosses here 75 per cent, reported General Manager Max Linderman.

The record move of the season was also made. Because of scarcity of railroad sidings at Bath, Me., the show's previous stand, it was necessary to load and unload at Brunswick, Me., making an eight-mile haul, which was followed by a 110-mile jump. Trainmaster Wallace Cobb and crew had the last wagon down the runs by 3 a.m. Lot Superintendent Harry Hauck put each piece of rolling stock on location and the job of setting up was finished in time for a noon opening Monday.

Monday, which as a rule seldom gives midways an early play, gave shows and rides a heavy gross. Children's Day, Tuesday, every attraction went over the top. Business, tho off somewhat during afternoons, was big at night. Under direction of Jack Arnott, the paint department has all equipment glistening. Neon signs and flash lighting effects have been completed for show fronts. Mrs. Max Linderman's frozen custard concession has been completely remodeled. All rides have been overhauled and are operating without loss of time.

## Cavalcade Gets In a Big Tardy G. F. Kids' Day

GREAT FALLS, Mont., Aug. 12.—Cavalcade of Amusements had a big Children's Day Tuesday at North Montana State Fair here August 7-12. Tuesday was substituted for Monday as Kids' Day because of late arrival of the show train from Thief River Falls (Minn.) Fair. Fair Manager Dan P. Thurber opened the gates to the youngsters from 10 a.m. to 6 p.m. Tom Allen spotted the show train upon arrival, and equipment was set up in record time for this season.

Owner Al Wagner, who went to Jamestown, N. D., on business last Saturday night, flew to Great Falls, arriving Monday morning. Murl Deemer returned to (See Kids' Day Big for CA on page 37)

## R. & W. Go Big At Minn. Fairs

AUSTIN, Minn., Aug. 12.—Reynolds & Wells Shows have been having excellent business on the early circuit of Minnesota fairs. Every annual of the show has played in the State to date has been far ahead of last year.

Grosses at the fairs and on the Reynolds & Wells midway have been larger at each spot and, altho gate admissions were all increased slightly, crowds also have been larger. H. (Izzy) Wells, co-owner, and Art Signor, manager, said that if early fairs are any criterion the show should come out of Minnesota a big winner.

At the first fair in Ada, altho Sunday was lost because of a storm, the previous year's gross was topped. Hallock Fair was next and broke all records. Then, in order, Fosston, Coleraine, International Falls, Roseau and Mahanomen were all very good.



A REUNION OF THREE soldiers, former troupers and practically reared on the United Exposition Shows and who had not seen one another in over a year, was held when they visited the John R. Ward Shows in Natchez, Miss., while on furlough. Left to right: Corp. George B. (Buddy) Reddinger, Fort Sam Houston, San Antonio; Pvt. William (Billy) Allen, Fort Bragg, N. C., and Pfc. William A. (Billy Dixon) Mills, Camp Claiborne, La.

## ACA Is Ruled Tax Exempt by Treasury

ROCHESTER, N. Y., Aug. 12.—General Counsel-Secretary-Treasurer Max Cohen, American Carnivals Association, announced that the United States Treasury Department has approved the association's application for tax exemption under the recent amendment to the Federal Revenue Act and that he has received a communication from the department, signed by W. T. Sherwood, acting deputy commissioner, which rules that the association is tax exempt and is not required to file income tax returns.

Secretary Cohen said a copy of the association's certificate of incorporation and by-laws have been filed with the Treasury Department and that this was the basis for ruling that the association is a non-profit corporation and therefore not subject to tax.

Annual reports of receipts and disbursements, however, are required to be filed and a report covering these for 1943 was filed by the association and accompanied the claim for tax exemption.

## BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Just, Ind.,  
August 12, 1944.

Dear Editor:

This town and its vicinity are populated by the most honest people in the world. We played our first fair of the season here, doing capacity business from opening until closing. There are no buildings or a grandstand on the grounds, nor is there a fence around it. We didn't put any sidewalk around our tents because the people were too honest to look at a show unless they had paid. Picture 40,000 patrons coming onto the fairgrounds without as much as a rope to hold 'em out! The grandstand location was packed solid for each show, altho there wasn't a barrier of any kind to hold people back. Those who couldn't get onto the space were too honest to look. Those folks are really honest.

No ticket boxes were erected at the main gate, grandstand, our shows or our rides. The patrons who entered merely waved to an imaginary ticket taker. Their waves meant that they would forward checks to the next town for the admissions to the different attractions. The amounts owed were left entirely up to

## Paralysis Bans Throwing More Orgs Off Routes

LOUISVILLE, Aug. 12.—Carnivals, circuses and fairs have been barred from Bourbon County in the Bluegrass until the end of September as a precaution against spread of polio, health officials in Paris announced after the county's first case was reported.

In Louisville, where there are 171 cases, plans for the State Fair at Churchill Downs remain unchanged except for elimination of a baby health contest. Thruout the State there have been 288 polio cases since June 1 and 16 counties have been declared epidemic areas.

## Bantly Spot Is Closed

NEWPORT NEWS, Va., Aug. 12.—Bantly's Shows felt infantile paralysis conditions when health authorities in Elizabeth City County moved this week to bar carnivals, circuses and similar entertainment until November 1. Show had opened in Warwick County and operated a week, co-operating with health officers in discouraging attendance of juveniles under 18. Children's Days were called off, kiddie rides and shows closed and the carnival was praised by officials for its action. But attendance was sharply reduced and the show prepared to move into Elizabeth (See Polio Bans Shift Tours on page 37)

## 5G St. L. Fire Hits Velare Lot

ST. LOUIS, Aug. 12.—Fire on the midway of Velare's rides and concessions at Grand and LaCade here Monday afternoon destroyed three concessions, with all stock, valued at about \$5,000.

Probably only the fact that two concessions of Eugene Franklin were taken down Monday morning, leaving a space of about 35 feet open, saved the remainder of the concessions and kept the blaze from spreading to the riding devices. Fire, which started about 3 p.m., was presumably started by a lighted cigarette being discarded.

Concessions burned were the blower, rolldown and a ball game. Several trucks and automobiles belonging to showmen and concessionaires were badly damaged and some of the men fighting the fire were slightly burned and hurt.

## Jones Chalks Muncie Highs

Expo augmented for Hoosier date—more transport equipment is taken on

MUNCIE, Ind., Aug. 12.—Johnny J. Jones Exposition broke its records at Muncie Fair last week with augmented shows, rides and concessions. Fly-o-Plane and Ridee-O shared top honors in ride receipts. Leo Carrell's Hollywood Apes grossed high money on the midway. New Orleans and Follies of 1944 had top show money.

Additions were Dr. Serge T. Uring, with a new show, "Killer;" Art Nix, with his Hollywood Horses; Lee Cuddy, with his Fly-o-Plane, and Carrell, with his Hollywood Apes show and Miniature Train.

Mrs. Hody Jones, Secretary Ralph G. Lockett, Frances Scott Lockett and others are visiting Chicago while the show is in Joliet, Ill., this week. Owners have purchased several semis to transport added equipment. More flatcars are expected soon. Lady Crystal (Mrs. Art Converse) is at home in Indianapolis under a physician's care. Albert Neuerberg, attorney and secretary of Indiana Colored Fair, Indianapolis, visited the show here.

## Marks Wins Weather Battles in a 3-Week Stretch at Richmond

RICHMOND, Va., Aug. 12.—Altho battling the elements, the Marks Shows chalked an excellent three-week engagement here, first two on West Broad Street and the final on Petersburg Pike. On the second Tuesday, August 1, the midway was struck by the tail end of the hurricane which did so much damage on the Virginia and North Carolina coasts. Chez-Paree top was downed, as were a number of concessions. This section, which had been in the midst of the driest spell ever reported by the weather bureau, upon arrival of the show had higher than normal precipitation. Two nights were washed out and one partially lost.

Concessionaires and show operators report a banner business to date, every location being good except one week earlier in the season. Manager John H. Marks said grosses this season had passed the 1943 mark as of August 10, last year having set the record attendance for the show. Harry Bobbitt's Blue Ridge Mountain Boys, late of Station WLVA, arrived to take over the Hillbilly Jamboree and were joined here by the Sunrise Hillbilles, of WRNL.

New canvas arrived here to replace the damage caused to Art Spencer's Motor-drome and Harry Gravis's cookhouse (See Marks Beats Weather on page 37)

## Smaller Shows Are SLA Donors to RC

CHICAGO, Aug. 12.—Contributions in the Red Cross War Relief Drive of the Showmen's League of America indicate that nearly all donors so far are members of smaller shows and that practically nothing has come from the big railroad shows.

Chairman J. C. McCaffery announced this week that the fund now totals more than \$9,700.

Outstanding donations recently reported are \$500 from the War Workers' Club of the World of Today Shows, sent in by Mrs. Noble C. Fairly, and \$500 from members of the Conklin Shows.



# Showmen's League of America

Sherman Hotel, Chicago

CHICAGO, Aug. 12.—Special meeting of the board of governors August 10 disposed of accumulated communications and bills. Elected to membership were Zack Terrell, John E. Hosmer, Lewis H. Woodruff, Nickolas Collins, Gene D. McCarthy, Manny K. Kline, Manuel Blasco, Clyde Carlton, Claude R. Dutton, William Bozeman, Fred Reed, Harry W. Drees, Leland O. Willows, Frank L. Morrissey, Harry Minor, Martin J. Healy, Hayward Berry, Graham F. Davis, Robert I. Hutson, Sam Arenz, Charles J. Russ, Earl D. Wagner, Max Gruberg, Archie Wagner, Fred L. Leib, Richard H. Ford, Charles W. Hartley, Emory B. Druley, Walter R. Hohn, Eugene Whitmore, I. H. Kibel, Frank Mahery, Si Semon, George H. Taylor, Fred Mitchell and Harry Rubin.

Members of Johnny J. Jones Exposition, playing Joliet, and many Chicago visitors called, including Milton M. Morris, Cliff Wilson, Maurice Ohren, Jack Benjamin, Ben Glosser, Earl Galpin, Hamilton, David Goldfen, Maurice Hanauer, Julius Wagner, C. A. Sonnenberg, Fred Donnelly, Dave Cohen, Joseph O'Donnell, Murray Goldberg, Mr. and Mrs. Bob Hallock, Ray Marsh Brydon; Sgt. Harry Harris, Detroit; Rube Liebman, Leo Lipka, Harry Dennis, Lloyd Smelser and Hal Eifort.

Ted Woodward sent a donation of \$43.50 for the cemetery fund from members of the J. C. Weer Shows. Ray Marsh Brydon, who each week hands in a \$10 bill as a donation to the Servicemen's Mustering-Out Fund, said he felt there were others who might follow suit. C. W. Finney has been in Veterans' Hospital, Hines, Ill., for an operation. Nate Hirsch is still in the same hospital. Mike Doolan reported good returns on War Bond (See SLA on page 54)

## Pan American Shows

### WANT

Ride Foremen on Jinney, Eli, Loop and Plane. Can place good Mechanic at once. Alexandria, Ind., this week. Permanent Address: Riverside Park, Anderson, Ind.

## WANTED AT ONCE

General capable Ride Help. No tear downs. 14 more weeks Columbia Amusement Park; Florida location in winter. Best proposition, come on now; can place you. No time for wires.

**SAM WEINTROUB**  
West Columbia, S. C.

## COMPLETE COOKHOUSE FOR SALE

20x30, dishes, burners, griddles, ready to go, \$800.00. Top and frame would make good Bingo stand. Will sell any part. Jack Lindsay, answered your wire; would like to hear from you.

**SAM GOLDEN**  
Gold Medal Shows Carmel, Ill.

## WANT STOCK AGENTS

Skills and Other Agents. Wire

## GERMANA ZACCHINI

Care Zacchini Shows, Bloomington, Md., 21-26.

## WANT TO BUY

Good small Merry-Go-Round. Possession of same after Labor Day or middle of September. If junk save your stamps. Write

**E. W. SKERBECK**  
Skerbeck Carnival Co. Dorchester, Wisc.

## WANTED

Warrensburg, Mo., Lions' Club Big Frolo, week Aug. 21st; California, Mo., Fair, week Aug. 28th. Shows and Concessions.

## MOUND CITY SHOW

Mexico, Missouri

## Golden Gate Shows Want

Ball Games, Pop Corn, Hoop-La, Stock and Grind Joints, Penny Pitch, Want Mitt Camp. Come on, I will place you. Going south soon, will be out all winter.

**FRANK OWENS, Mgr., Golden Gate Shows**  
Marion, Ky.

# CLUB ACTIVITIES

## National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, Aug. 12.—The executive secretary on a visit to the Carr-Giroud Victory Shows at Hempstead, L. I., met Mr. and Mrs. William Giroud, Jack Carr, Mr. and Mrs. Jules Lasures, Max (Whitey) Adams, Larry Falco, Alfred Rauffuss, Ernest Zagrouski, Bill Harrington and Jules Roth and received the membership application of Robert Hutchings, sponsored by Billy Giroud.

Endy Bros.-Prell Shows are to invade the metropolitan district, reported Eddie Elkins. Two applications are in from distinguished men of the show world, William V. Anderson, Hawaii, a park owner proposed by William Rabkin, Mutoscope Company, and John J. Carlin, owner of Carlin's Park, Baltimore, and other amusement interests. Joseph McKee, chairman of the cemetery committee, reported that work on the monument in Ferncliff Cemetery would be started shortly in the hope that it would be completed in time for formal dedication just before the annual banquet. More applicants to be balloted upon are William Miller, Irving Cadien and William Hammer.

A visit to Dick's Paramount Shows at New Brunswick, N. J., gave a chance for chats with Mr. and Mrs. Dick Gilsdorf and his brother and sister, who were visiting; Mr. and Mrs. William R. Hicks, Mr. and Mrs. Lew Lange, George Nichols, Charles Davenport, Charles Leroy, Bibs Malang, Harry Fielding, Herman Moskowitz, Mr. and Mrs. Frank Mulholland and Alex Janpol. Among interesting soldier letters was one from Pvt. Joseph Amico, who was wounded in France and is recovering in a hospital.

Letters also came from Pfc. Joseph Bevans, in Europe; Pvt. Harry Korotky, Sgt. Arthur Goldberg; Pvt. William Lish, who has been transferred to Camp Wheeler, Ga.; Pvt. Henry Salamon, in Europe; John W. Grant Jr., and Sgt. Leo C. Jenkins, Ward 6, Base Regimental, Hunter Field, Ga. Corp. Robert Balmain is in town awaiting assignment. Morris Glass was a visitor to the clubrooms. It is reported that Sgt. Charles Morris, NSA Silver Star member, passed all examinations and is to go into officers' training camp, possibly in the U. S. A. Warrant Officer H. M. Walker, of the Aquatania, a member of the Showmen's Guild of Australia, visited, as did Ben Weiss, Jacksonville Beach, Fla.; William Elack, Ocean View, Va.; David Endy, Troy, N. Y.; Myer Pimental, who was visiting his wife who is hospitalized here, and W. R. (Red) Hicks and Lew Dufour. More important letters are in the NSA office for Morris Ettinger, Albert Gerand, Hans (Dutch) Hoffman, Morris Lauer, Leonard Lindquist, Albert Palitz and Abe Zimmerman.

## Caravans To Resume

CHICAGO, Aug. 12.—Caravans, Inc., will resume regular meetings in a few weeks, reported Alice Kady, of the press committee. Out-of-town members have been active in securing applications during the summer and membership now totals over 250. Clara Pollick spent her vacation in Wisconsin. Mr. and Mrs. Ernie Lawrence are planning a vacation in August. Greeting card was received from Frances Hennies while visiting Canada. Letters have come from Ann Roth, Alice Wilson, Mrs. Harry Hennies, Clara Pollick, Marie Broughton, Mrs. Nate Hirsch, Lillian Lawrence, Billie Lou Bunyard, Myrtle Hutt, Vivian Richby, Claire Sopenner and Ann Sleyster. Membership applications have been presented from Estelle Reid, Margaret Shelley, Lucile Lamkin, Mrs. Ray Miller, Mrs. June Grantham and Mrs. C. V. McDaniel, sponsored by Ann Roth, Alice Wilson and Vivian Richby.

## Virginia Greater Shows

### WANT

Bingo Help, Caller and Countermen. Drunks, save your time.  
**ROY E. LOLLAR**  
Virginia Greater Shows Salisbury, Md.

## Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, Aug. 12.—Harry Fink presided over the largest business meeting of the summer, with William Hobday, Harry Seber, J. Ed Brown, Harry Hargrave, Joe Mettler, Attorney William Sherwin and John T. Backman assisting on the rostrum. Sammy Dolman presented new members, Claude E. Parsons and Frank T. Lewis, and reported that Bowen's Joyland Shows were 100 per cent PCSA.

Dolman also reported that the ways and means committee had formulated a "Show Within a Show." J. Ed Brown suggested that the date of the show be changed so as to work in conjunction with the visit of Cole Bros.' Circus to Los Angeles September 1-17. Jimmy Dunn and Jimmy Gallagher, sick committee, listed these as being ill: Robert Nell Ward, Charlie Miller, Harry Beaumont (See PCSA on page 54)

# Michigan Showmen's Assn.

156 Temple Avenue, Detroit

DETROIT, Aug. 12.—Meeting August 7 was attended by 57 and presided over by First Vice-President John Gallagher. Also on the rostrum were Second Vice-President Manny Brown, Treasurer Louis Rosenthal, Executive Secretary Bernhard Robbins and Secretary Arthur J. Frayne. Sick committee reported Max Weinstein out of the hospital and recuperating at home, Robert Brooker as undergoing a serious eye operation and that after four years Joe Vernick had been released from Veterans' Hospital.

Service committee reported the last monthly package containing potato chips and salami as being a smash hit with the boys and exhibited a basket of thank-you letters received. From Italy Corp. C. J. (Olsen) Olszewski sent a portfolio of scenic engravings. Donations to the fund came from Edgewater Park, \$50; World of Pleasure Shows, \$25; Forrest Pool, \$10; JoJohn (Milwaukee Red) Young, \$5; Judge's fine box, \$31; Bodart's Greater Shows, \$25 War Bond. Arthur Grzann, membership committee, reported as newly elected John W. Allyn, Daniel W. Bishop, Ellison Booth, Frank (See MSA on page 54)

# Jones Greater Shows Want

For Elkins Festival, Week August 21, Elkins, W. Va.; Pocahontas County Fair, Week August 28, Marlinton, W. Va.; Webster County Fair, Week September 4, Webster Springs, W. Va.; Braxton County Fair, Week September 11, Sutton, W. Va.; Philippi Free Street Fair, Week September 18, Philippi, W. Va.

SHOWS—Want Monkey Show. Want one other Grind Show; must be worth while. CONCESSIONS—Want Fishpond, String Game, Jewelry, Custard, High Striker, Bowling Alley and other legitimate Concessions. Herman List wants Pan Game Dealer, Agents for Ball Games. Address PETE JONES, Buckhannon, W. Va., this week.

# MERIT SHOWS

Now bidding for the following outstanding Maine Fairs: State Fair, Lewiston, Me., September 4-9; South Paris, Me., September 11-16; Farmington, Me., September 19-21, and Fryburg, Me., October 3-7. RIDES—Will place any Ride that does not conflict with what we have. SHOWS—Any clean Show cannot miss over this route. CONCESSIONS—Have room for all Concessions wishing to play this route. Send all communications to

HENRY FINNERAL, Gen. Mgr., 215 Lincoln St., Lowell, Mass.

# WANT

Tilt Foreman, \$60.00 Per Week. No boozier. Will book Octopus or any big Ride.

# AL BAYSINGER SHOWS

Seymour, Wis., Fair, this week.

# CARNIVAL WANTED

"Dates To Suit Your Route"

ELEVENTH ANNUAL COUNTY FAIRS—SHORT SHIP CIRCUIT

LAMAR COUNTY FAIR, BARNESVILLE, GA.—UPSON COUNTY FAIR, THOMASTON, GA.—SPALDING COUNTY FAIR, GRIFFIN, GA.

Eleventh Year of Continuous Operation Under the Auspices of Farmers' Exhibiting Groups, County Agents and Civic Organizations. Played Last Year By Scott Exposition, Year Before By Heth Shows, Year Previous By West World Wonder Shows.

Applicants must have seven or eight major Rides, as many Shows and 30 to 40 Concessions. We cut Show in on the gate, book Rides and Shows on percentage, Concessions flat. No guarantee necessary, but substantial deposits on each spot required. All address: TOM AND JANETTE TERRILL, Managers for Committees, Barnesville Hotel, Barnesville, Ga.

# Johnny J. Denton Shows

WANT

WANT

Ride Help for Little Beauty Merry-Go-Round, Foreman \$50 per week and bonus; Chair-o-Plane Foreman; Leonard Robinson, wire. Concessions: Will sell X on Photos. All other legitimate Concessions open. Good opening for Cook House. Wire or write

JOHNNY DENTON, Clinton, Tenn.

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All Readings Complete for 1944

Single Sheets, 8 1/2 x 14, Typewritten, Per M. . \$5.00  
 Analysis, 8-p., with Blue Cover, Each . . . . .03  
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**NEW DREAM BOOK**

120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-p., Well Bound . . . . . 25¢  
**PACK OF 79 EGYPTIAN F. T. CARDS**, Answers All Questions, Lucky Numbers, etc. 40¢  
 Signa Cards, Illustrated, Pack of 36 . . . . .15¢  
 Graphology Charts, 9x17, Sam, 5¢, per 1000 \$6.00  
**MENTAL TELEPATHY**, Booklet, 21 P. . . . . 25¢  
**"WHAT IS WRITTEN IN THE STARS."** Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample, 10¢.  
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

**SIMMONS & CO.**

19 West Jackson Blvd., CHICAGO  
 Send for Wholesale Prices.



**PENNY PITCH GAMES**  
 Size 46x46", Price \$30.00,  
 Size 48x48", Price \$40.00,  
 With 1 Jack Pot, \$45.00.  
 Size 48x48", With 5 Jack Pots, \$45.00.

**PARK SPECIAL WHEELS**  
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price . . . . . \$13.50

**BINGO GAMES**  
 75-Player Complete . . . . . \$5.00  
 100-Player Complete . . . . . 7.00

1/3 Deposit on All Orders.  
**SLACK MFG. CO.**  
 124-126 W. Lake St. CHICAGO, ILL.

**SNOW CONES POPCORN SUPPLIES**

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

**Gold Medal Products Co.**  
 318 E. Third St., Cincinnati 2, O.

**HUBERT'S MUSEUM Inc.**

228 W. 42d Street, New York City  
 Open 1 P.M. Daily  
**WANT NOVELTY ACTS OF MERIT.**  
 State salary and all details in first letter.  
 Open all year round.  
**SCHORK & SCHAFFER.**

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$350 Unborn Show, 30 Specimens in Glass Bottles.  
 \$8.50 New Baby Theatrical Spot Lamp.  
 \$5.00 New Electric Peanut Warmer. Cost \$20.00.  
 \$25.00 Monkey Hand Organ, Playing Condition.  
 5 Wax Masks, James Gang, \$10.00 Each.  
**WEIL'S CURIOSITY SHOP**  
 12 Strawberry St. Philadelphia, Pa.

**50th OLD HOME WEEK CELEBRATION**  
 Rockwood, Pa., Aug. 21-28

**Beam's Attractions**  
 on the Midway  
 Want Shows and Concessions. Experienced Ride Help, Acts for 10-in-1. Write or wire **M. A. BEAM**, New Kensington, Pa.

**ELECTRICIAN WANTED**  
 Guaranteed not less \$40 per week. Wire **M. A. BEAM**  
 New Kensington, Pa.

**OMAR'S GREATER AMUSEMENTS**

Want for Parkin, Ark., Fall Festival, Aug. 14-19; other Arkansas Fairs and Celebrations  
 Two Flat Rides, Minstrel and other Shows, Concessions, Cook House, Agents for Roll-Downs and other Concessions. For Sale—15 K.W.-D.C. Generator, Tangley Calliope, Show Tops. Want to buy Monkeys.

**MIDWAY CONFAB**

Communications to 25 Opera Place, Cincinnati 1, O.

**PREPPING for Labor Day?**

MRS. FRANK SHEPPARD is now assistant to Secretary-Treasurer Nick B. Stepp in the office of Bantly's Shows.

ON a two-week vacation in Denver, Mr. and Mrs. Scott Lamb and Mr. and Mrs. James Lamb reported a lot of catches from the mountain trout streams.

JOHNNY BOONE penned from Terre Haute, Ind., that after 16 weeks with the Gold Medal Shows, Duke Brewer had placed his concessions on the W. G. Wade Shows for the fair season.

RECENT visitor to *The Billboard* Cincinnati offices was John B. Watson, formerly of the World of Mirth Shows, who recently received a medical discharge.

NARROW MINDED: Minstrel show performer quit because he had been fined \$5 for coming late to breakfast.

A SURPRISE birthday party was given August 7 by Stanley Keyes and Mrs. Dee Wagner for Mrs. Lois Keyes and Buddie and Patsie Wagner, of the Sunset Amusement Company.



JACK CAPELL, paratrooper, and his father, H. N. (Doc) Capell, manager of the Capell Bros.' Shows. Bobby Capell, another son, is stationed overseas with the navy.

MRS. B. M. SCOTT, Scott Exposition Shows, left Beckley, W. Va., for Atlanta to look after her interests in a park where she has five rides and also to arrange winter quarters on the fairgrounds.

D. W. GRIFFITH, producer of *The Birth of a Nation*, and Al Griffith visited Lon Ramsdell, assistant manager of the O. C. Buck Shows, while the show was playing Lockport, N. Y.

A PRAISY piece appeared in *The Washington (Ia.) Evening Journal* after a visit of the Tivoli Shows managed by J. O. Green and owned by Alex Bendixen and H. V. Peterson, who is overseas in the army, reported Fred S. Downing, of Washington.

FLASHY grab stand is one in which the greaseburner's white jacket has just come back from the laundry.

FROM New Bedford, Mass., Joe Kramer reported that Al Weir, formerly with the Hamid-Morton Circus, Al G. Barnes Circus, Dumont Shows and others, was appointed deputy sheriff during the Kiwanis Circus. Weir will stay in that capacity, working out of the New Bedford office.

JOHN GALLAGAN has booked one of his bingo stands on the Gold Medal Shows, and after playing independent fairs he has booked with his other bingo and concessions, he plans to place a few more concessions on the Gold Medal Shows, where Mrs. Gallagan is now managing bingo.

DON AND BESS FOLTZ penned they have joined the Parada Shows with their cookhouse after seven years on the Elite Shows. On arrival they met Dutch Jackie, Tiny Lasch, Chief Le Fever and Jim Hor-

ton, all formerly of the Elite Shows. Jackie Dale visited friends on the Parada Shows and plans to return to Globe Bros.' Circus as soon as her health permits.

PECK WILSON typed of a new park organized by K. F. (Brownie) Smith, Smith's Greater Shows, named Casa-Blanca Park and located in Fairmont, N. C. It will remain open until October 1. There are 3 rides, 15 concessions and a free act. Personnel includes Jack Hafline, business manager; H. E. Bridges, concession manager; Harvey Brooks, ride manager, and Lena Hays, office concessions.

UNDER-the-office-wagon-awning sitters report that the hot August weather has boosted their membership to an all-time high.

THREE executives of the O. C. Buck Shows in Lockport, N. Y., scattered to other parts of the State. James Quinn, general agent, hustled off to Troy. Roy F. Peugh, press agent, departed for Altamont to take up duties as secretary of Altamont Fair, promoted this year by O. C. Buck. Lon Ramsdell, assistant manager, went to Gouverneur to take up advance work for the first two weeks of fairs.

DESPITE help shortage, Capell Bros.' Shows are managing to play to good business. Ada and Lindsay, Okla., proved the largest still dates of the season so far. Manager Capell purchased several semis while showing in Shawnee, Okla. Several of the personnel bought cars and trailers, Joe Beck enlarged his side show.



PHOTOGRAPHED in London, S/Sgt. George E. McAlister, formerly with the Smith Greater Shows, Thomas P. Littlejohn Shows and others and son of Mr. and Mrs. C. McAlister, concessionaires, is a gunner with the 8th AAF. McAlister has received four oak leaf clusters, air medal and the distinguished flying cross.

Line-up at present is given as 5 shows, 7 rides owned by the office, free act and 35 concessions.

MR. AND MRS. CURLY GRAHAM celebrated their 10th wedding anniversary on the Lawrence Greater Shows at York, Pa., holding open house to the personnel. Many beautiful gifts were received. Guests included Mr. and Mrs. Tommy Carson, Mr. and Mrs. Tommy Fallon, Mr. and Mrs. Bert Symons, Mr. and Mrs. Lee Hos, Mr. and Mrs. Slim Dunlap, Ma Hos, Mom Weiss, Kay and Al Gerand, Jimmy and Dot Morgan, Mr. and Mrs. Murphy, Bob and Snooks Young, Kitty and Mac Owens, Jack Stern, Hardy Brady, Dada King and Professor Crow.

PARK AMUSEMENT COMPANY, Inc., Chicago, thru its General Representative Ray Marsh Brydon, leased a building at 510 Chestnut Street, St. Louis, August 9 to open one of its units August 14. It will be under management of Phil C. Mathieu, with John J. Stevens as treasurer and Carl Martin, who recently arrived from Long Beach, Calif., as floor manager. Martin will also present his Chinese Expose, Brydon, after completing arrangements, left for Springfield, Mo., to

**Can't He Now?**

IT is claimed that thru the aid of radar a general agent will be able to detect the presence of another one anywhere in his territory.

visit H. Frank Fellows, president of Ozark Empire District Fair there this week.

WHEN you see a man walking around the midway talking to himself, he is probably one of the smart money boys who bet the horses wrong.

ROX GATTO'S Exposition at Home Shows, after two weeks in Washington, opened to good business in Church Hill Ball Park, Richmond, Va., after losing Monday, August 7, to rain. Bull Martin's Girl Show topped the midway, with the Circus Side Show getting second money. Merry-Go-Round was high grosser among rides, with Ferris Wheels and Chairplane following. Slim Bailey, ride superintendent, rejoined after a short stay in a hospital. Homer Woods joined with 10 concessions. Show played behind a 14-cent gate, with Jay Dee the Great, high pole, as free act.

LOU DAVIS, of Oddities on View with the Harry Craig Shows, reported two weeks of excellent business at the Tulsa, Okla., engagement ending August 6. Jack J. Shirling returned to handle Oddities on View. Tootz is cashier on Box 1. Lou Davis has taken over the No. 2 Side Show. C. W. Eyster was on the sick list. Frenchy Bouillon left the show. Bobby Garrity adopted a son. Madame Fay purchased new animals for her Animal Show. Tilt-a-Whirl led the rides, followed by the Merry Mix-Up. Oddities on View led the shows. Charles Richard Proctor, for 45 years in show business, joined Davis.

FELLOW troupers of the Lynch Greater Exposition Shows saved James Kellum from drowning while the show was in Truro, N. S. Kellum was swimming in the Salmon River when he dived and his head struck a rock. Oswald, of the American Eagles, free act with the show, and Randall MacDonald rushed to the rescue. Oswald dived and brought up the unconscious Kellum. MacDonald and Oswald took turns applying artificial respiration, with Shorty Smith, of the Animal Show, and a policeman. After about 20 minutes Kellum was revived and taken to Truro Hospital, where he spent several days.

RATHER than see midway wives suffer from holding their voices down when dishing out the have-you-heard-about-it news, someone suggested installing a party-line telephone system in house trailers.

NOTES on the Arcade Shows' Dennison, Tex., engagement, July 31-August 5: After the Monday night opening business picked up nightly. Manager and Mrs. B. M. Bishop spent Thursday in Dallas on business. Marvin McCannless is back on the show. A surprise party was given Hazel Bevins Thursday night and she received many beautiful gifts. Her daughter, Laura May, left for San Antonio to attend summer school. Among visitors were Johnny Wortham, Tom and Jack Edwards, Joe Baker and the brother

**1944 BIG ELI FOURTH OF JULY CONTESTS**

brought in the largest reports in 82 years. 15 B-I-G-E-L-I WHEELS reported more than \$500 gross receipts each for the day. These were No. 10, 5, 12 and 16 size wheels.

All BIG ELI WHEELS are fine money-getters. Read all about the Prize Winners in July-August BIG ELI NEWS. A copy sent free upon request.

**ELI BRIDGE COMPANY**  
 800 Case Avenue, Jacksonville, Illinois



**REFRESHMENT TRAILER, \$350.00**

Will sell special constructed Refreshment Trailer—opens three sides—about forty feet serving space—can be closed solid when traveling and opens on sides to form canopy when serving. Complete with light plant and also wired for city power. Can be hauled with any size automobile.

Write **M. J. GALLAGHER**  
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**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

**Home Work**  
 THOSE who don't like the show might express themselves by hissing on the lot instead of going downtown and knocking.

of Sherman and Pank Hill. Since arrival of Glen Edwards, mechanic, show trucks have been repaired and are in good shape. William A. Reid, general agent, returned from a booking tour.

LINE-UP of A. J. Budd's Freaks on Parade with the Douglas Greater Shows in the Northwest is: Charles G. Cox Jr., manager and talker; Fred Stevens, Russ Johnson, tickets; Everett Bridge, emcee, with these acts: Maglon, penguin girl; Tunny Tom, midget; Trouper, high-wire dog; Wanda Miller, sword box; Katherine Schrack, electric act; Jolly Rita, fat girl; Bill Hall, fire act; Fanny Blaise, annex. No. 1 unit on the West Coast Victory Shows has Jack Brooks, talker; Rollo Smith, Bill Thomas, tickets; Vic Lopez, magic and emcee; Mexican Rose, fat girl; Charles Royal, replacing King Tiny Mite, who left for his home in Olympia, Wash.; Zandou, quarter boy; Hanko Adams, handcuff king; Dona Williams, sword box; Natcha, fire act; Mary Morris, annex.

BUSINESS and weather were excellent for Endy Bros.-Prell Shows on the Aiken Street Playground in Lowell, Mass., week of July 24, reported Howard Stahler, press agent. Top money honors went to Doc Garfield and Tom Scully with their new Hall of Science and to Cash Miller with his Circus Side Show. Fly-o-Plane topped the rides. Ralph Justice with his Motordrome had best week of the season. Fire restrictions in the section and electrical and building inspections have been rigid and one or two large pieces of fire apparatus were on the lot nightly. Newspapers and radio tie-up helped to make it an outstanding engagement. Superintendent of Rides Sam Murphy returned from Boston Eye Hospital to rest before returning for further treatment. Mike Roman's Penny Arcade was augmented by more machines and guns and a 40-foot middlepiece was added to the new top.

**Jackson Amusement Co. WANTS**  
 Ball Game, Snow Cone, Popcorn, Candy Apples, Penny Pitch, Bingo, Fish Pond, Pitch-Till-You Win or any other Stock Joint. Jernigan, answer. Will book No. 5 Eli or any other non-conflicting ride with or without transportation for best spots in two Carolinas. Address all mail  
**J. MURRAY JACKSON**  
 Bennettsville, S. C.

**FOR SALE**  
 22-foot Allan Herschell Merry-Go-Round, #12 Eli Wheel, Tilt-a-Whirl and Kiddie Auto Ride. These rides are overhauled, A-1 condition. Switch box, junction boxes, super service cable. Office Trailer, 26x90 top (used 6 weeks, like new), side wall, poles, banner line, banners, ticket boxes, etc. 24-foot Semia and Tractors. Rides that can be seen in park on West Warren Ave. near Outer Drive. Sickness reason for selling.  
**VIC. HORWITZ**  
 Route 2, Box 1249 Detroit 23, Mich.

**ATTENTION!**  
**Animal Show Operators**  
 If you are interested in taking subscriptions to a good sport magazine and can qualify yourself to handle an ABC publication contact  
**MIKE WRIGHT**  
 Trade Service Co.  
 139 N. Clark Street CHICAGO, ILL.

**SEVERAL RIDES WANTED**  
 Could Be After Season Delivery. Write Fully, Giving Condition, Price, Pictures, if Possible.  
**DAVID BAKERMAN**  
 500 Beach St., Savin Rock, Conn.

**Sunset Amusement Co. WANTS**  
 Experienced Second Man for Twin Wheels, also Ride Men who can drive trucks.  
 Decorah, Iowa, this week; Monticello next.

**AMMUNITION FOR SALE**  
 .22 Longs, \$225.00 per case of 10,000. Ship at once anywhere. Small deposit.  
**HARRY BIGGS**  
 BOX 464 DILLON, S. C.

**WANT TO PURCHASE**  
 Children's Rides of any kind or Miniature Train. Write  
**CLAUDE JONES**  
 BOX 555 GAINESVILLE, TEXAS

**SAM LIEBERWITZ**  
 WANTS EXPERIENCED BINGO HELP  
 \$50.00 Per Week.  
 Address: Cars World of Today Shows  
 Springfield, Mo., this week; Miami, Okla., next week.

**In the Armed Forces**


FORMERLY with the Mighty Sheesley Midway, Pvt. Ben J. Nusall, 20215823, V-mailed that he is stationed on Salpan.

S/SGT. WILLIAM C. BELL, formerly with the Bunting Shows, is in the South Pacific, according to word received by his father, C. H. Bell, St. Louis, who also was with the Bunting Shows.

CORP. KENNETH RITCHIE, formerly with Dee Lang's Famous Shows, wrote to his former employer, Dee Lang, that he was abroad with the U. S. armed forces.



FOR 30 YEARS connected with such orgs as Dee Lang's Famous Shows, Mighty Sheesley Midway, Vernon Exposition and Great Sutton Shows, Clyde W. (Fats) Eyster, co-owner-manager of Lou Davis's Oddities on View with the Harry Craig Shows, has been with that org for the past six years.

**"First Things First"**  
 Our first responsibility is to the men at the Fighting Fronts and our policy of 100% co-operation with Uncle Sam as evidenced by the award of the Army-Navy E pennant for our "all-out" war effort.  
 At this time we regret that it is impossible to accept civilian orders until the end of the war. Then we will be able and happy to take care of your canvas needs.  
  
**POWERS & CO.**  
 MANUFACTURERS OF  
**CANVAS GOODS**  
 PHILADELPHIA, PA. CHICAGO, ILL.

**OCTOPUS ROLLOPLANE FLY-O-PLANE**  
 World's Most Popular Rides  
**EYERLY AIRCRAFT CO., Manufacturers, Salem, Oregon**

**WEST COAST VICTORY SHOWS WANTS FOR**  
 Multnomah County Fair, at Gresham, Oregon, Aug. 21-27, Inc., and Lakeview Rodeo and County Fair at Lakeview, Oregon, Aug. 31-Sept. 4; Day and Night on the Streets, and Klamath Falls Fall Festival, at Klamath Falls, Oregon, Sept. 6-10, and Medford Pear Festival, Medford, Oregon, Following.  
 Long Range Gallery, Cigarette Gallery, Sling Shot, Penny Pitch, Frozen Custards. Any Other Legitimate Concessions Not Conflicting.  
**WANT**  
 Ride Help and Assistant Foremen in All Departments. We Pay Highest Salary. This Show stays out till late in November and we are playing the best defense territory in California after our Oregon tour. All answer to MIKE KREKOS, Imperial Hotel, Portland, Ore. No collect wires.

**WINNIMAC, IND., WANTS**  
 For its 10th Annual 4-H Fair, August 22-26 inclusive: Legitimate Concessions of all kinds. Can place Snake Show, Mechanical City and small Pit Show. Will sell exclusive on Corn Game. Jasper County Fair, Rensselaer, Indiana, to follow. Write or wire C. D. MURRAY, Mgr.  
**W. G. WADE SHOWS UNIT NO. 2**  
 Argos, Indiana, this week.

**LEE UNITED SHOWS**  
 WANT POPCORN, SHOWS AND CONCESSIONS THAT WORK FOR STOCK for our Street Celebrations and Fairs in Michigan: Bad Axe, 4-H Fair, Aug. 16-17-18; Business Men's Jamboree and Street Fair, Elsie, Aug. 22-23; Greenville 4-H Fair, Aug. 25-26, and the Best Labor Day Spot in Michigan. ALSO WANT GIRL SHOW WITH 2 OR MORE GIRLS.  
 Address CHARLES H. LEE, Mgr., As Per Route Above.

**STAFFORD'S UNITED SHOWS**  
 Shows wanted, any kind; no Girl. Help to operate Animal and Monkey Show, complete with trucks, on 30% basis. Also want Concession Help. Concessions—Pop Corn and Cracker Jacks, Snow Ball, Candy Floss, Grab Joint, Ball Games, Pitch Till You Win, Hoop-La, Candy Apples, Bingo, Pan Game, Pea Pool, Jewelry, Cork Gallery; any Concessions that work for ten cents. Have eight more weeks in Indiana and twelve weeks to follow in the South.  
 New Castle, Ind., Aug. 14 to 19th; Indianapolis, Aug. 21 to 26th.  
 RALPH STAFFORD, General Delivery.

**PAUL M. FARRIS**  
 WITH SNAPP GREATER SHOWS  
 WANTS AGENTS FOR BALL GAME AND STOCK CONCESSIONS  
 Manitowoc, Wis., this week; De Pere, 22-27; Oshkosh, 29-Sept. 1; Marshfield, 3-7; Fond du Lac, 9-13.  
 All Fairs Until November.

# 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 85 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$6.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$19.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.  
No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

## 3000 KENO

Made in 20 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, \$3.50.

**LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow, Black on white, postal card thickness. Can be retained or discarded, 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.  
**Large Numbers Board, 8 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical \$75.00**  
**3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25**  
**M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.**  
**8,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25**  
**3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.40 per M.**  
**Round Gray Cardboard Markers, 1800 for.. 1.00**  
**Thin Plastic Markers, brown color, M. .... 2.00**  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd., Chicago 4, Illinois

## TENTS

New and Used  
CARNIVAL and SKATING RINK

Write for Prices

**E. G. CAMPBELL TENT & AWNING CO.**  
100 CENTRAL AVE. ALTON, ILL.

## TENTS

Primarily for the Government. Secondary for Shows according to Government release of material.

**UNITED STATES TENT & AWNING CO.**  
2315-21 W. Huron St. Chicago 12, Ill.

## TARPAULINS

New Waterproof Covers, 9x12 ft., \$8.10; 12x14 ft., \$11.75; 15x20 ft., \$20.25.

**CANVAS**

New—Various Weights & Widths Plain and Waterproof

IMITATION LEATHER  
**MICHIGAN SALVAGE CO.**  
808 W. Jefferson DETROIT 26, MICH.

## TENTS—BANNERS

10x15 1/2 Four-Way Khaki, Like New.  
14x21 Living Top, White, Six-Foot Wall, New.  
Charles Driver—Bernie Mendelson.

**O. Henry Tent & Awning Co.**  
4862 North Clark St. CHICAGO 40, ILL.

## ARCADE SHOWS

Playing Texas cotton towns, with largest crop on record and highest price. Will book a few Slum joints, favorable terms; also want Wheel and Slum Skillo. Can use a few good Agents. We are open each and every Monday and need no Ride Hands. Address: Greenville, Tex., Aug. 14-19, and thereafter as per route. Join on with Brownie Bishop, the liveliest little show on the road!

## WANTED

Roll-o-Plane Foreman and Second Man. Top salary, long season. Must join at once. Wire

**L. B. "BARNEY" LAMB**  
Care Marks Shows Rocky Mount, N. C.

## WANTED

Foremen for Ferris Wheel and Chairplane. Woody Butler, Gary Duha, Al McGrath, wire. Other Ride Help that can drive trucks. Agents for Penny Pitch and Block Concessions. All address:

**QEO. CAIN, Natchez, Miss.**

# FROM THE LOTS

## Buckeye State

Portage, Wis. Five days ended August 6. Auspices, Columbia County Fair Association. Weather, good. Business, excellent.

At Columbia County Free Fair there was a moderate crowd at the Wednesday night opening and a big increase daily until Sunday, when State police and fair officials estimated 12,000 were in attendance. Probably 4,500 of these appeared before noon and the show rolled up the best single day's business of the season so far, with two attractions down for lack of parts. Show had a 64-mile move from Wisconsin Rapids and was in the air early. Tuesday, August 1, was the 26th wedding anniversary of Mike and Frieda Rosen and the showfolks planned a surprise for them. Some of the leaders of the organization took over the cookhouse, with baskets and boxes of good eats and refreshments. The boss and his wife saw what was in the air and joined in before arrangements had been completed for the surprise and declared a holiday on the show. The party continued until late afternoon, climaxed with a trip to the Royal American Shows in near-by Madison. Bob Heth is at the Mayo Clinic, Rochester, Minn., for a check-up. Charles LeVine is ailing. Mr. and Mrs. George Donnelly are back after a visit home in Cincinnati. He is superintendent of rides and Mrs. Donnelly operates the cork gallery. Sammy Graden renewed many acquaintances at Wisconsin Rapids, it being the scene of his first professional bout when he was a young boxer just after World War I. Mr. and Mrs. F. J. Kaske joined with a popcorn concession. Mr. and Mrs. Earl Dickson have a new trailer. Mr. and Mrs. Eddie Barbour vacationed two days at The Dells. Frankie Perneti took two men and a truck to Brainerd, Minn., for a new ride. **H. B. SHIVE.**

## Happyland

Hastings, Mich. Week ended August 5. Location, Barry County Fairgrounds. Weather, hot. Business, good.

First fair of the season was very good for shows and rides, but concessions did only fair business. This was the first year with a free gate, a policy that resulted in huge midway crowds nightly. Midway was between main entrance and grandstand, instead of in the infield as in past years. On the run from Pontiac a semi-trailer, carrying one of the Ferris Wheels, overturned. The ride was badly damaged, as well as the trailer and tractor, and the driver, Robert E. Seely, escaped with cuts and bruises. Mr. and Mrs. Mickey Davis joined with three concessions. Lucille Perry is now operating the guess-your-age concession. Girl Revue, under management of Eddie Jamison, and Al Renton's Side Show had a good week, as did Jerry Gray's Monster Show and John Boyles' Caravan of Wonders. Mrs. John F. Reid was on for a week's visit before returning to her Detroit home. Dr. C. C. Groscurth's new top arrived, replacing one destroyed by fire. **PAUL D. SPRAGUE.**

## Exposition at Home

Washington, D. C. Ten days ended July 29. Location, Oklahoma Avenue and Benning Road circus lot. Auspices, Department of the Potomac, Army and Navy Union. Weather, hot. Business, poor.

Ferris Wheel topped the rides and Side Show led the shows. Committee, headed by Foster Touart, department commander, co-operated excellently. Bull Martin, ex-wrestler now in charge of the Side Show and Girl Show, renewed acquaintance with Joe Turner, former wrestler, now operating Turner's Arena and promoting boxing and wrestling. Dick Rainey, former walkathon promoter, was a member of the local committee in his capacity of commander of President's Own Garrison, Army and Navy Union. General Agent G. Hodges Bryant reported being forced to cancel several Virginia spots due to infantile paralysis conditions, including Lynchburg, Roanoke and Danville. He switched the route to the Eastern part of the State, including Richmond and Suffolk. **MARY L. WALLACE.**

## Dodson's World's Fair

St. Joseph, Mo. Week ended August 5. Location, Sixth and Atchison streets circus grounds. Weather, hot. Business, mediocre.

Everything was on the lot before dawn on Monday for the opening on schedule. President M. G. Dodson, altho feeling none too well, was on the lot nightly. Some rides suffered from close proximity of an amusement park, while concessions had a fair week. Wild Life Show, which has shown consistent growth, now requires two wagons for cages and other equipment of Ray Cramer and George Golden, operators. A severe storm Friday just before opening time flooded the lot causing loss of the night's business. Tops of the Blackbirds of 1944 and Daughters of Sin were damaged. Mrs. Roscoe Carter, wife of the utility superintendent, who went to Toledo, O., for a visit with her family, is expected back at Salina prior to the beginning of fair dates at Pueblo, Colo. Jo-Jo Lyle, show's master painter, recovering from burns sustained recently, retouching fronts and rolling equipment. Hymie Schreiber spent a day on the show. **PAUL BARRON.**

## O. C. Buck

Lockport, N. Y. Week ended August 5. Location, Lockport Fairgrounds. Auspices, Lockport County Fair. Weather, hot. Business, satisfactory.

Show moved in on good time and all rides and shows were going by 7 o'clock. In the fair buildings this year there were very few displays by regular exhibitors, with the result that show carried the appeal and drawing power for the fair. Business was good, in spite of the drawback, Grandstand show, including Kochman's thrill drivers, helped to draw patrons from considerable distances. Jack Thomas was hospitalized for a day to clear up a recent illness. George Hoar readied a new ball game. Curly Bomberg's new Roll-o-Plane is sparkling with color. **LON RAMSDALL.**

## Allen & Nickerson

Ironton, O. Week ended August 5. Location, Corn's Showgrounds, Third and Wyandotte streets. Weather, heavy showers Monday and Thursday; remainder of week fair. Business, satisfactory. Enclosed midway.

Another of the writer's favorite towns, with an old friend, D. E. (Ducky) Corn, lot owner and showmen's friend, to assist with details. Late arrival to two trucks and showers Monday prevented opening that night, with rain driving customers home Thursday night. A large Saturday crowd that came early and stayed late put the engagement over. Harry Turner and George L. King came from Huntington, W. Va., Tuesday as guests of Mrs. Fox and the writer and there were several visitors from the J. J. Page Shows at Moorehead, Ky. Show is now headed south thru Kentucky and Tennessee. **WALTER B. FOX.**

## CALLING ALL JUICE STAND MEN

Real Orange Mix Brings You 233 1/3% NET PROFIT

... Made from real oranges, including sugar ... just add water to

# JU'CY ORANGE MIX

The orange drink that has MORE juice and FRESHER flavor because

The EXCLUSIVE JU'CY PROCESS retains all the healthful goodness and fresh fruit flavor of rich oranges in semi-concentrated extra juice form plus sugar.

SEND US YOUR ORDER FOR:

1 Carton—4 Gallons at \$2.50 Per Gallon.  
Total Cost to You, \$10.00—Laid Down Your Address.

One Gallon JU'CY ORANGE MIX Makes 6 Gallons Genuine Orangeade.

Complies with all Federal, State Food Laws and can be sold as real orangeade, finished drink having 15% juice content.

96 8-Oz. Drinks at 10c ..... \$9.60  
JU'CY ORANGE MIX COST ..... 2.50

Your Profit Per Gallon ..... \$7.10  
Or 233 1/3% Net Profit.

Money Orders or Certified Check With Order Unless Rated Organization.

### ATTENTION, FROZEN CUSTARD STANDS

try our

## JU'CY SHERBET ORANGE MIX

The extra juice gives sherbets and ices a true orange taste.

costs only \$6.50 a gallon

... one pint makes 10 gallons of ORANGE SHERBET or ORANGE ICE.

IMMEDIATE DELIVERY  
**JU-C-ORANGE of America**  
LEBANON, PA.

## AMUSEMENT DEVICES

MODERN DESIGN—DISTINCTIVE APPEAL

**Moon Rocket**  
**Sky Dive**  
**Carrousels**  
**Kiddie Auto Ride**

**ALLAN HERSCHELL CO., Inc.**  
NORTH TONAWANDA, N. Y.

### WILL BUY

Rubber or Wax Two-Headed Baby. Want Deformed Animals and Oddities of all kind that are stuffed or in jars. Send full description and price.

**DANNY McNAMEE**  
Care The Billboard Cincinnati 1, Ohio

# WILL PLACE

Merchandise Concessions and Refreshment Stands at

## SHERBROOKE EXHIBITION AUGUST 26 TO SEPTEMBER 1, AND QUEBEC PROVINCIAL EXPOSITION, QUEBEC CITY, SEPTEMBER 2 TO 10

Can also place Independent Shows with own transportation for these dates. Will consider five and ten-year contracts for both of these exhibitions.

# CONKLIN SHOWS

Kitchener, Ontario, August 15 to 24; Sherbrooke, Quebec,  
August 26 to September 1.

# American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Aug. 12.—Membership registered a further gain by receipt of an application from the World of Pleasure Shows, filed by John Quinn, owner, bringing the total to 110 shows. During the past week 20 more personnel membership cards were issued to the C & V Shows. Standings in the race: Endy Bros.-Prell Shows, 126; James E. Strates Shows, 117; George Clyde Smith Shows, 56; Worthy Shows, 35. Visitation schedule included the Strates Shows, Rochester, N. Y.; Fred Allen Shows, Fairport, N. Y., and Worthy Shows, Caledonia, N. Y. Visitors at ACA offices included William C. Fleming, general agent; Dick O'Brien, assistant manager; Eddie Jackson, publicity agent, and Wilson Johnson, billposter, all of the Strates Shows. Many of the personnel of Jim Eskew's Rodeo and Wallace Bros.' Circus were seen locally, including Willard Backenstoe, who visited the ACA offices.

On July 30 and 31 Wallace Bros.' Circus was visited and acquaintances were renewed with Manager Ralph Clawson, who extended courtesies to the writer. There was also an opportunity to discuss outdoor amusement problems with Willard Blackenstoe and Messrs. Fox and Buchanan. On August 2 the secretary visited the Strates Shows at Mayfair Park, Utica, N. Y., and conferred with President Strates relative to the membership drive and other association matters. Many personnel membership cards were

subscribed for. During the next two weeks the plan is to complete the visitation schedule for the remainder of the summer, and shows which desire to be included should communicate at once.

Numerous letters have come from prospective auspices desirous of booking shows. So that there may be no misunderstanding, they have been informed that the association does not book engagements and that these matters should be taken up with the membership directly.

## KIDS' DAY BIG FOR CA

(Continued from page 32)

the show after two weeks in a Bismarck, N. D., hospital and is rapidly recuperating after an operation.

Great Falls air base, being in the Alaska transport command, gave the Cavalcade midway an international flavor. Uniforms showed flying men from Russia, Brazil, Australia, New Zealand, the RAF and China comparing their "old-country" fairs to Montana vintage.

Rain spoiled the first day at Thief River Falls, but Thursday and Friday were big. The long jump to Great Falls was made in fair time, considering that most of the trip was made on the main line, with scores of freight trains loaded with war materials taking precedence over passenger and show trains alike.

## MARKS BEATS WEATHER

(Continued from page 32)

some weeks ago in Hagerstown, Md. Jimmy Simpson's Chocolate Club Revue was augmented with a new 12-piece band. Fats Lorraine is completing interior of his new Circus Side Show. Harry E. Wilson returned from a trip ahead of the show and reported prospects excellent.

Al Cunningham has put his winter pastime, woodworking, to work and results show several innovations in the office. Walter Holliday and George Welsh, custard and corn, respectively, report an excellent season. Corp. Harry McClure, AAB, visited T. A. (Red) Shultz and they celebrated birthday anniversaries together. Trouper Sgt. Jack (Red) O'Brien, when on furlough from Camp Carson, Colo., took a long trip east and visited. L. B. (Barney) Lamb's Loop-o-Plane was a heavy grosser, as was Al Jenkin's Fly-o-Plane, purchased from Chet Dunn. New foreman on the Whip is Tony Pinchbeck. Tiny Billy Taylor is managing the inside of the Hillbilly Jamboree. Joe Brown's Kiddies, from WRVA, were guests of Manager Marks.

## BALLYHOO BROS.

(Continued from page 32)

it was obvious that he didn't belong to a clan of honest people among honest people.

What bothered our idle ticket sellers was: Would the honest patrons mail their checks for the amounts that their walk-aways might have been had tickets been sold. That, too, was left to the memory and honesty of a patron. Our concessionaires took mind or wave-of-the-hand bets and the winners' addresses to which to send the merchandise won. As no money was exchanged during the week, the hauling man and local merchants had to leave the amounts of their bills up to the memory and honesty of the shows' treasurer. The only person in town to doubt our honesty was the freight agent, who refused to leave the payment of the move to the memory and honesty of the bosses. He claimed that the check he would receive might be the same one he had before. We honestly believe that Diogenes, the guy who carried a lantern looking for an honest man, must have been a brakeman.

MAJOR PRIVILEGE.

## POLIO BANS SHIFT TOURS

(Continued from page 32)

City County at Hampton. On scheduled opening day, however, a special grand jury requested the commissioner of revenue to issue no permits to carnivals or circuses until November 1 as a precaution against spread of polio.

## A. & N. Changes Route

CINCINNATI, Aug. 12.—Harriman, Danville and other spots in Kentucky have been canceled by the Allen & Nickerson Shows, said General Agent Walter B. Fox here on Thursday. Because of polio conditions to the south the show probably will hold to a temporary route in Ohio. Switches in itinerary have been made or are being planned by a number of other shows affected.

# SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 25 Opera Place, Cincinnati 1, O.

## Young's Events Successes

DUNDEE, Mich., Aug. 12.—Dundee Street Fair, under CIO building fund auspices, was declared successful, with Ben Morrison's rides and 28 concessions. A War Bond drive was held, a bond being given away each night and \$100 in bonds on the last night, July 29. Event was managed by Dolly Young. Good cooperation was given by newspapers and local officials. At Sylvania (O.) Fire Department's Annual Festival, August 2-6, attendance doubled that of previous years. This was also managed by Dolly Young and the Ben Morrison rides and 28 concessions were on the midway. Department used proceeds for the equipment fund.

## Hamid Acts for Elks' Show

NEW YORK, Aug. 12.—George A. Hamid, Inc., furnished the program and equipment for the Elks' Circus for the benefit of the Crippled Children's Fund in Asbury Park, N. J., August 14-19. Advance sale was reported heavy. Acts pencilled in include Henry Robinson's Elephants; Roberta's Circus, dog and pony act; Spiller's Seals; Jansleys, Risely act; Mike Cahill, aerial; Tanit Ikao, fakir; Fantinos, aerial, and Gonzellos Sisters, animal novelty. Joe Basile's band provides music and Georgetty Brothers head clown alley.

## Storm Cuts Frontier Profit

SWIFT CURRENT, Sask., Aug. 12.—A wind and rain storm on the last night of the two-day Kinetic Club Frontier Days Celebration here cost the committee an estimated \$8,000 in profit. Grandstand admissions have been refunded and the club expects to have \$300 profit after all expenses are paid. Despite bad weather, attendance was 2,000 more than last year.

## WP Booked for Moose Event

COLUMBIA CITY, Ind., Aug. 12.—Moose Jubilee here has contracted the World of Pleasure Shows for the 1944

event, which is in charge of W. C. Hersh. It will be held on the courthouse square, as was the Annual Old Settlers' Meeting which has been canceled for the duration. A varied entertainment program is being planned.

## Shorts

TAPA ETOLL will again direct the Mexican Festival, fifth annual, at North Baltimore, O. It is in honor of Mexican Independence Day and was started in 1940 at Bairdstown, O. More than 12,000 were on the midway last year and prospects are reported better for '44.

HENRY H. LUEDERS, United Booking Association, Detroit, booked these acts for the annual celebration sponsored by the Odd Fellows of Wayne, Mich., for five days closing August 12: Sky High Higgins and Sensational Royals, high acts; Four Marvels, comedy acrobats; Uny and Cycle, comedy bicycle, and Harry Miller, comedy juggler. The Dumas & Reid Happyland Shows were on the midway.

ATTRACTIONS for the annual Field Day in Worcester, Mass., of employees of the Norton Company on the plant's athletic field will be furnished by George A. Hamid, Inc., the vaude-cirk bill to include the Gray Family, song and dance; Bryants, comedy; 'Al, Libby and Betty, comedy bike; Roberta's Dog and Pony Circus and Beehy's Bears. Two shows will be presented, with the plant band and amateurs among employees supplementing pro talent.

# JOHNNY CIABURRI WANTS

Capable Agents for Duck Pond, Ball Games, Cigarette Cork Gallery. Must be sober and have had big show experience. Long season of major fairs booked with CETLIN & WILSON SHOWS. Join immediately. Address: This week, care of Shows, Carlisle, Pa., and then per route. Attention, Tommy Burke.

**73 YEARS GRANGERS!**  
**(Fair) PICNIC 73 YEARS**  
**WILLIAMS GROVE PARK**  
**Mechanicsburg, Pa.**  
**AUG. 28 TO SEPT. 4, INC.**  
*"In the Very Heart of Nation's Greatest Army-Navy and Defense Units."*  
Can Place Shows, Concessions and Other Midway Attractions.

Particularly interested in 10-In-1 or other large front Show for main attraction. Very attractive proposition to good flashy Show.  
Need a Couple More High Class Outdoor FREE ACTS.  
Write, Phone or Wire  
**ROY RICHWINE**

**WANTED**  
COMPLETE CARNIVAL, RIDES, SHOWS AND CONCESSIONS ALSO FREE ACTS FOR **BIG CELEBRATION**  
**OCT. 4th TO 7th, NORTH JUDSON, IND.**  
Contact  
**JOHN E. SMRT, Secretary**

**WANT CARNIVAL**  
For Bozeman Roundup, Sept. 3 & 4 (Aug. 28 to Sept. 4 Available if Wanted) Only Big Rodeo Within 200 Mile Radius. Will Draw Record Crowd.  
**J. W. TSOHACHE, Concession Manager**  
Bozeman, Mont.

**ATTENTION**  
Missouri Fairs and Celebrations  
Have plenty of Rides, Shows and Concessions for you after September 17.  
**Sunset Amusement Co.**  
Decorah, Iowa, this week; Monticello next.

**NEW JERSEY STATE FAIR**  
TRENTON, N. J.  
Opening Sunday, September 10, to 16 Inclusive.  
Now selling choice Space for Merchandise Games.  
All address **CETLIN & WILSON SHOWS** as per route.

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**LABOR DAY CELEBRATION**  
WILMINGTON, DELA., AUGUST 28 TO SEPTEMBER 7.  
10 Big Days and Nights in the Heart of the City.  
AUSPICES STATE DEPT. VETERANS OF FOREIGN WARS.

---

**WEEK AUGUST 21st, COATESVILLE, PA.**  
WANT Fly-o-Plane.  
WANT Line Girls for Famous Paradise Revue; union salary. Posing Girls for Pin-Up Girls Attraction. Both office shows.  
WANT Penny Arcade, Grind Shows of merit, Fun House and Glass House.  
WILL PLACE all legitimate Concessions.  
All address  
**CETLIN & WILSON SHOWS**  
CARLISLE, PA.

**WANT CONCESSIONS**  
All Kinds for  
**6th ANNUAL FARMERS' FALL FESTIVAL**  
Ripley, Ohio, October 19-20-21—3 Nights—Tobacco Warehouse.  
Contact **ED L. CAMPBELL & CLYDE RICHEY, Kiwanis Club.**

# HEAVY BIZ FOLLOWS ROUTES

## Cole Capacity Marks Denver

Some full houses chalked in four-day stand — publicity given safety work

DENVER, Aug. 12.—Cole Bros.' Circus wound up a four-day stand here August 3, which played to several capacity crowds.

Circus officials said attendance, with matinees and evening performances each day, totaled about 30,000.

July 31, opening day, business was a little slow, as is usual in Denver, Monday being slow for any attraction. However, final three nights show played to capacity houses and had three-quarter crowds at the matinees.

Manager Noyelles Burkhart followed up practice he had been using in other cities to minimize effect of the R-B fire. Officials made a special effort to publicize safety features, and were able to get stories in both local newspapers, *The Post* and *The Rocky Mountain News*, playing up the safety precautions taken. (See COLE CAPACITY on opposite page)

## Biz Good for B-R in Seattle; Boomed War Bond Program There

SEATTLE, Aug. 12.—Good business and not one paper house was the word from Bill Antes as Beatty-Russell circus played to near full houses here in its 20th and 21st week of its official route.

Show boomed Victory Square bond drive early in opening and drew top crowd for the year at its well received War Bond show performance, said letter from federal officials praising the upwards of \$20,000 sales at noontime. Real old-time parade preceded square show, which was sponsored by Junior War League and tabbed Children's Hour Day.

Jack Joyce, equestrian, directed, and Antes was in charge. Parade included the elephants, with Mac MacDonald and Bert Pettus in charge; Si Otis and his trick mule, Brownie Gudath and clowns. Clyde Beatty appeared at Victory Square to cheers of thronged kid audience. Show included Concha Escalante in equilibristic feats; elephants, clowns, Otis' mule, Lind and Chappel's dogs and the Beatty chimp.

Show played at new site near a meat-packing plant, which held some of potential patrons from attending. Odor at times was too noticeable. Show was clean, the no-smoking rule prevailed, and concessionaires got top prices for their wares.

Boys and gals in dressing rooms congratulated Mars Bennett, aerial ballet performer, on her birthday anniversary August 3.

## Hugo Bros.' Business Satisfactory in Ark.

WILBURTON, Okla., Aug. 12.—Hugo Bros.' Circus has completed its tour in Arkansas. De Queen was its best stand with a fair matinee and a packed house at night. Business as a whole was satisfactory in Arkansas. The show is now in Oklahoma. Its first stand was Sallisaw, with fair matinee and big house at night. Poteau was also good.

Owners-managers of the show are Mr. and Mrs. Vernon Pratt; Mrs. Jewell Pratt is secretary-treasurer and on big show tickets; Mr. and Mrs. Luther Fuller, front door; Vernon Pratt, equestrian director. Charles (Chuck) Fuller is producing clown, with three assistants. Show runs one hour and 35 minutes.

The program, in order: Spec; riding (See Hugo Bros. Business on opp. page)



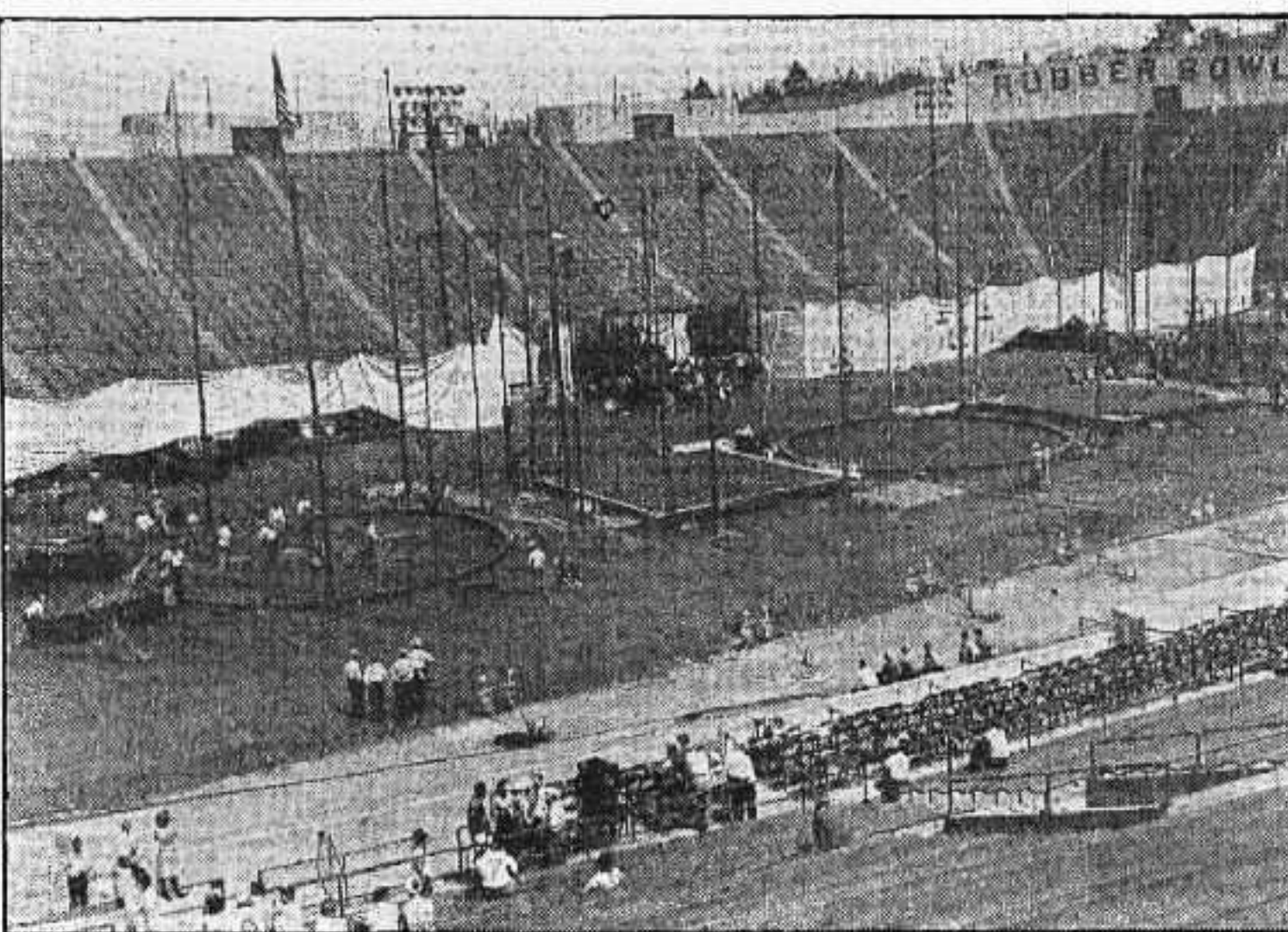
ROBERT RINGLING, president of Ringling Bros. and Barnum & Bailey Circus Combined Shows, Inc., in front of the bandstand of the Rubber Bowl, Akron, O., discussing the Court animal act with Harry Kovar, animal trainer, before the opening show. Alongside of Kovar stands Pat Valdo, the show's general director, and in the background, with dark glasses to protect his eyes from the blazing sun, is Merle Evans, band leader. Photo by Akron Beacon-Journal.

## Wallace Well Protected In Buffalo by Authorities

BUFFALO, Aug. 12.—Every facility and every trained official of Buffalo's fire prevention bureau were on hand during the six performances here of Wallace Bros.' Circus, which closed August 4. Run was August 2-4. Fire Battalion Chief Leo Considine announced through the local press that any grounds for alarm or fear of the public had been reduced to an absolute minimum.

The big-top canvas has been flame-proofed by the circus management and before the opening performance was tested in the local fire department's laboratory. No smoking order was in effect on the Bailey Avenue show grounds. All 18 exit aisles were cleared and constantly attended by police. No surplus of hay in the menagerie or in the big tent was allowed.

The show's generator plant along with the side show and concession booths with inflammable tops were removed a considerable distance from the big (See Wallace Protected on opposite page)



A BEAUTIFUL SHOT, taken by The Akron Beacon-Journal, of the new outdoor set-up of the Ringling show. The three rings and two stages are set between two rows of poles, 10 to each row, and all aerial rigging is suspended between the poles. All poles, ring curbs, stages and rigging are new and were constructed at the Sarasota quarters.

## Public Okays New RB Show; Reaction to "Blue Heaven" Circuit Good at First Stand

Attendance, Reception Under Handicaps Encouraging

(Continued from page 3)  
pours, and roundly applauded the show. Second night drew over 6,000, and the concluding show, in threatening weather, drew about 9,000. Show officials expressed themselves as well pleased with the initial engagement. As one of them remarked: "If we can do this well under so many handicaps, we should do much better when we get a break."

### Pattern for the Season

The set-up in Akron probably indicates the pattern that will be followed for the remainder of the season, as most spots to be played will be stadiums. Show had a four-mile haul to the lot. Most of the physical equipment was, of necessity, spotted outside the stadium. Cookhouse, horse tent and other smaller tops were set some distance across the highway and the elephants were tethered alongside the road. Up a slope from the highway was the midway, with refreshment and novelty stands and ticket wagons along one side and the Side Show, in a new push-pole top, on the other. At the end of the midway was the marquee, leading into the menagerie which was set corral style around the

stadium entrance, with sidewall around the cage wagons. Spec wagons and paraphernalia for *Panto's Paradise* were grouped outside adjacent to the menagerie. Dressing rooms for the performers were underneath the stadium.

The performance under the new arrangement moves along much the same lines as it did under canvas. Show opens with the Court animal acts presented in the two end rings, followed by the Wallendas, high wire act. Then, in order, come the high school horses, featuring the horsemanship of the Ostermaiers, Los Asveras Troupe, and the Bradnas; aerial acts—traps, web and Roman rings, including the Mardons, the Loyals, the De Ocas, Miss Cartier (one sister who was injured is temporarily out of the act), Cora Davis, and the Wolthings; Capt. Roland Tiebor's Sea Lions; *Panto's Paradise*, colorful spec, featuring Emmett Kelly; Lalage, aerialist, featuring her one-arm plauge; clown numbers, featuring Harry Rittley and his toppling tables; the Loyal-Repensky Family of riders; clown firehouse; the Del Montes, the Lopez Trio, and Adrianna & Charly in trampoline and aerial bar acts; clown antics; Cloud Ballet, with 14 cloud swings and featuring Victoria, Rietta and Torrence; Liberty horse acts, worked by Tex Eimlund, Arturo Konyot and Gordon Orton; "Dohoes," beautiful white horse presented by Albert Ostermaier; clowns on track; the Clarkonians and the Flying Royals, flying acts; acrobatic acts, in- (See Public Okays New RB on page 40)

## Ringling Has Good Opening in Detroit

DETROIT, Aug. 12.—The Ringling circus opened its first long run in the open here Tuesday at the University of Detroit Stadium, playing to an invitational audience of about 8,000. The show had its pay-gate opening Wednesday, drawing about 9,000 in all.

First night's show was turned over to the Treasury Department for distribution of seats in connection with War Bond sales. A substantial portion of the tickets were given by the bond committee to servicemen.

Layout is very similar to that used at Akron, with only one side of the football stadium being used. General admission scale here is \$1.40 for adults and 85 cents for children, with a \$2.60 (See RB Detroit Opening on page 40)

## CHS Now Has 150 Members

FARMINGTON, Mich., Aug. 12.—Membership in CHS now totals over 150 active fans and collectors. Among those who joined recently were Dr. D. E. Reid, Lebanon, Ore.; Wallace G. Winter, Bellingham, Wash.; John Wyatt, Bellaire, O.; James MacInnes, Alburts, N. Y., and Milo Smith, Herkimer, N. Y. Dr. Reid collects color photos and movies of the circus; Winter specializes in autographed photos of circus owners and performers; Smith is a builder of model circus equipment and is secretary of the CMBOA. The others are general collectors.

Charles Kito, CHS, Beloit, Wis., visited Cole Bros. at Wisconsin stands, and also watched unloading of Dailey Bros., but was unable to catch show on lot due to war work. Art Stensvad and Tedd Myer spent a big day with Cole show in Grand Island, Neb., former home town of Myer, who was to be inducted into army July 30.

John Young, Ann Arbor, Mich., drove his calliope down to visit Terrell M. Jacobs in Peru, Ind., recently, and looked over the models by Duke Graf and members. (See CHS Has 150 Members on opp. page)

## American Circus Spirit

AKRON, Aug. 12.—The spirit of the American circus could never be downed.

It would have done your heart good to witness the tremendous ovation given the opening performance of the resumed tour of the Ringling circus here August 4.

The laughter and applause of children, parents, uncles and aunts gave proof that the Ringling institution is eternally rededicated to their joys and pleasures.

I was glad to be here to see this with my own eyes. It gave me new hopes, new strength, new courage to live on in the realistic world that could spring away from disaster and tears and again enjoy this great world of make believe, this cherished bit of Americana, the Ringling Bros. and Barnum & Bailey Circus.

Written by Harry S. Dube, publisher of *The Circus Magazine*, Ringling show.

## With the Circus Fans

By The Ringmaster

OFA

President THOMAS M. GREGORY, W. M. BUCKINGHAM  
1014 Hardesty Blvd. P. O. Box 4  
Akron, O. Gales Ferry, Conn.  
(Conducted by WALTER HOHENADEL, Editor  
"The White Tops," care Hohenadel Printing  
Company, Rochelle, Ill.)

When the Big Show plays Chicago we plan to meet with them August 26 and 27. There are no big conventions in Chicago that week-end, so write now to Stevens Hotel, 720 South Michigan Avenue, and tell them how many will be in your party and the date you expect to arrive. The Stevens is a short walk from Soldier Field and will be "headquarters." Some of you already plan on staying with friends, so will not need reservations, but should report at the Stevens to register for program and tickets.

Ella and Fred Bradna spent a delightful five days as guests of Fred Work at his country estate while the Big Show rehearsed and played Akron. It was a busy week for Work, who with Mr. and Mrs. Tom Gregory were on hand to greet the performers when the Ringling train rolled into Akron Wednesday noon. The Gregorys joined Work and his guests at dinner Wednesday night and again on Friday. The climax of the week was Work's after-the-show party on Saturday night. Guests were the Bradnas, Dr. and Mrs. Harris, Phil Fein, Beverly Kelley, Allen Lester, Emmett Kelly, Felix Adler, William Storey and the Gregorys.

Ted Deppish, of the Pete Mardo Tent, screened his circus movies for members of the Ringling personnel during engagement at Akron's Rubber Bowl. Murray Powers, ringmaster of Mardo Tent, and Sunday editor of *The Akron Beacon-Journal*, went all-out for the circus in handling the preliminaries, rehearsals and opening engagement of the show in Akron.

The reopening of the circus in Akron was a five-day red letter event for National President Tom Gregory and wife. Tom closed his desk in Cleveland Tuesday evening and came back to Akron for remainder of the week. The Gregorys were on hand when the train arrived Wednesday morning and drove some of the showfolk downtown. They attended rehearsals on Wednesday and Thursday and opening performances. With their daughters they occupied a box for the Saturday night show. Between rehearsals on Thursday the Gregorys entertained Mrs. Elizabeth Clarke and daughter, Ernestine, at dinner. Saturday night they were among guests at Fred Work's party.

Bill Kasiska, CFA, Baraboo, Wis., has been confined to his home the past two years, reports Frank Kindler.

### CHS HAS 150 MEMBERS

(Continued from opposite page)

ber George Piercy, of Kokomo, while there. Edward Meyers accompanied him on the trip and they caught Mills Bros.' Circus in several Michigan towns on return.

Members Bob Green, Pontiac; Del Brewer, Flint, and Don Smith, the writer, enjoyed visits with William Ketrow when his Renfro Valley folks played Michigan dates. Also visiting were Mrs. Patterson and Edna Egnietzl, Patterson Bros.' Circus.

Mr. and Mrs. Clyde Wixom, Detroit, were callers at the home of the writer. Wixom, whose family owned the wagon show of that name, is writing a history of the old-timers who played thru Michigan in the lumber days.

### WALLACE PROTECTED

(Continued from opposite page)

tent. Topping off all these precautions Engine 18 with a full crew and four hose lines covering every portion of the grounds, were on the scene.

Matinee crowds were slim, but night business was good (2-3) with three-quarter house (4). Ralph Clawson, general manager, reports that matinee business in Utica, Schenectady, Syracuse and Rochester was also light but night business excellent.

During the local engagement, all heat wave temperatures were broken, that with an epidemic of polio now existing here and the hangover from the disastrous Hartford fire, no doubt affected Buffalo attendance.

The show's last New York stand was scheduled for Jamestown (5) and then moved into Pennsylvania and West Virginia.—Reported by Carl Frazier.

## Arthur Packs 'Em At Salt Lake City

SALT LAKE CITY, Aug. 12.—Arthur Bros.' Circus played to a standing line in its engagement here at the State fairgrounds July 31 and August 1 for both evening performances and capacity crowds for the two matinees on exceptionally hot days. There was no straw house, due to local fire regulations, but the evening performances were packed on the sawdust track almost to the ring-banks. It was a turnaway for the final performance, and the unit used 2x20 ads and radio to advertise a next day's performance 3½ miles away in South Salt Lake.

This motor show sold out despite competitive advertising of Cole Bros. to show here August 21 and 22, and a bit of a billing war which ended peaceably. There's every evidence that CB will sell out, too, especially the night shows.

### Anderson Show Has Capacity

KENMARE, N. D., Aug. 12.—Business with the Bud E. Anderson Shows in this State has been capacity to turnaways, and will move into Montana. Three new trucks have been bought, all late models. Shorty Lynn, boss canvasman, left and has been replaced by Joe Applegate; Arch Johnson is his assistant. Doc Ford and Carl Stone are no longer with it. Tom Gorman has the banners and is on front door.

### Barton Biz Continues Good

WEST CHESTER, Pa., Aug. 12.—George E. Barton's Bond Bros.' Circus continues doing good business. Had turnaways at Mount Joy and Elizabethtown, Pa., and excellent biz at Oxford, Quarryville and New Holland, Pa. Recently at Womelsdorf, Pa., Sam Dock was two miles from his home town and many relatives of the veteran trouper called on him. Barton bought additional seats and a side show top.

### HUGO BROS.' BUSINESS

(Continued from opposite page)

monk; swinging ladders, Betty Jean Pratt and Joy Snodgrass; clown walk-around, with baby Vi Ann Keys, one-year-old, riding Egypt, camel; pony drill, Betty Jean Pratt; ring contortion, Bonnie Fuller; concert announcement with Chief Keys and his cowboys, cowgirls and Indians; special horse act, Betty Jean Pratt; clowns; wire act, Ted Wilson; Rita Jo Pratt's pony act; clowns; wire-walking dog, Gale Fuller; menage horses, Joy Snodgrass and Betty Jean Pratt; clowns; high-diving dog from top of tent; novelty rope act, Fuller Troupe; double high-bar, Gale Fuller; Liberty horses, Betty Jean Pratt; Mrs. Vida Keys playing calliope for program.

Side Show: Chief Keys, manager; Ted Wilson making the openings; No. 1, ticket box, Bonnie Fuller; No. 2 box, Ted Wilson; Gale Fuller, scenic painting; Mrs. Fuller, musical bottles; Chief and Princess Keys, impalement act; shooting thru a woman, by Gale and Bonnie Fuller; animals, midget cow; Egypt, camel; four Shetland ponies, and monkey family. Concert is headed by Chief Keys. Solomon Hotema is boss canvasman with two assistants. Chief Keys is big show boss canvasman with eight workmen; Roland Lee Hardin is seat man; Pete Hickman, ring stock boss with two grooms, Harvie Sweet and Ted Jefferson. John McGlathin has outside stand; Tev McQuary is usher; Glen Grady, electrician; Mrs. Ted Wilson, doll rack; Mrs. Short, cook; Chief Keys, *The Billboard* and mail agent. The show is carrying 35 people.

### COLE CAPACITY

(Continued from opposite page)

Both papers carried pictures showing canvas being sprayed with flame-proofing liquid and also gave space to explanation of safety measures.

Fact that first-day crowds were a little light was attributed to possibility that there was some reluctance on part of spectators to attend the circus as long as the R-B fire was fresh in their minds. However, favorable publicity and precautions on the grounds such as fire engines always on duty helped to remove that problem, officials believed.

Side-show biz fluctuated along with the main show, playing to capacity when the big tent was crowded, and having lighter crowds at the same time also.

## UNDER THE MARQUEE

Communications to 25 Opera Place, Cincinnati 1, O.

### SOUTH early?

JEANNIE DAVIS, trick rider, has joined Jinx Hoaglan's Hippodrome.

CLOWN Happy Maxwell is with J. Ward Beam's Thrill Show, which played the Bangor (Me.) Fair.

ADOLPHUS DELBOSQ, at present in Cincinnati, was recently injured and is in Christ Hospital.

RAY BRISON, with Beers-Barnes, was visited at Bradley Beach, N. J., by S. S. Adams.

BEST place to learn about your future is around the stake and chain wagon where the old-timers philosophize.

A. E. WALTRIP, with RKO-Radio Pictures, Inc., has been transferred from Minneapolis territory to Cincinnati.

VISITING Bailey Bros. at Rutland, Vt., was L. G. Marshall, reporting full houses at both performances.

WALLACE Bros.' Circus canceled a tentative date in Newport News, Va., scheduled for August 23 because of the polio epidemic in that area.

JOE CONWAY and C. Carlin visited Beers-Barnes Circus at Tuckerton, N. J. They are trying to buy equipment for their circus.

PRYOR DORE pens that fans visited Beers-Barnes at Sunset Beach Park, Bridgeton, N. J., August 12. Hunt circus will follow, but will use the city's mid-town Memorial Field.

WHERE there are colored canvasmen there is always a trio that can sing the camp meeting hymn, *It's the Old-Time Religion*.

THE JAKE POSEYS observed their 60th wedding anniversary August 13. Jake was formerly boss hostler with the big tops. Affair took place at home of Mr. and Mrs. Mike Tshudy in Baldwin Park, Calif.

HAVING been granted a leave of absence for the summer, Tige Hale is playing trombone in Carl Woolrich's band on the Bud Anderson Circus. C. H. Smith, bass, is also on show for the season.

ATTENDING the Hunt show at Monticello, N. Y., was Sig Zeno. Night performance was capacity. Management reports a wonderful season and that show is heading South for a long season.

THEN there's the native cut-up who wants to jine for his keep for the favor of letting him cut a few didoes in front of the seats.

J. JACK STANLEY, formerly a promoter for indoor circuses, is located at Bastrop, Tex., where he is operating three different places. It is near a large army camp located at Camp Swift.

CLOSING with Jones Greater Shows, Ray Earline Garrison is working in the Annex of the Bud Anderson Circus. Jollie Ena, fat girl, and Mr. and Mrs. Leslie Wolf have joined the Anderson Side Show.

FLORENCE TENNYSON, former prima donna of Cole Bros.' Circus and wife of Phil Fein, of the Ringling show, is in

Illinois Masonic Hospital, Chicago, recovering from an operation. She is reported doing nicely.

ONE in every town: The native who tries to impress you as being a former trouper by saying: "I worked on the Ferris Wheel on the Buffalo Bill Show."

MR. AND MRS. ARTHUR STENSVAD, North Platte, Neb., and Tedd Meyers, Iola, Kan., visited the Cole show at Grand Island, Neb., July 27. Col. Harry Thomas showed the group a good time. Due to the fact that the band is short-handed, Harry has been doubling on the drums. Bill Woodcock recently joined as elephant man. He opened his collection and revealed many articles of interest.

MR. AND MRS. RUSS WARNER, circus fans and members of the Models Builders' Association, and George Kienzle caught the Bob Dickman Circus at High-spire, Pa., July 31. G. W. Hamilton is general agent. Show gives a pleasing performance, running two hours. Captain and Mrs. Irwin have a good animal presentation. Doty Sisters, who do dance routines, is a new act to the big tops. New addition here was the Smith Sisters in a musical Western turn. Show has been playing spots in Maryland, and is now routed thru Central Pennsylvania, doing excellent business.

THEN there is the story about a circus press agent who asked the price of a full-page ad. The advertising manager replied: "\$100." When the agent asked the price of a half-page ad, the a. m. answered: "\$100." Then he added: "It doesn't matter what you take. We are going to get \$100 out of the show."

THE RENDEZVOUS for troupers in Portland, Ore., is The Anchor Inn, owned by Daisy Avery, a friend to showmen. Charles A. O'Connor, on a recent visit there, met the following troupers, who are employed in war work: Ollie Nelson, James Kelly and Joe Fish, with S. P. & S. Railroad; John T. Sullivan, a mate on Columbia River tugboat, is now a foreman handling mail at the Union Station; James Early, who was with Beatty-Russell, is in a shipyard. Ed (Barnum) Fahey, an old eight-horse driver, now 80, is retired and doing nicely on his celery and onion farm. Shorty White, a long line skinner, is also around. Joe Hynes, hotel chef, has joined with Zig Simpson's cafe on the (See Under the Marquee on page 56)

## ACTS WANTED

Suitable for Indoor and Outdoor Circuses

### ERNIE YOUNG AGENCY

155 N. CLARK ST. CHICAGO 1, ILL.

### TWO-CONDUCTOR WEATHER

PROOF WIRE, 18-Gauge, Stranded,

\$10.00 Per 1000.

SINGLE-CONDUCTOR (as Above),

\$5.00 Per 1000.

### Crown Machine Co.

2928 N. Kenneth Ave. CHICAGO, ILL.

## BAILEY BROS.' CIRCUS

Owned and Managed by BOB STEVENS

The Show they said would never open is still operating and owes no bills. Billposters, Lithographers, Bannermen, wire Mike Pyne. Riggers and Seat Men, come on. Top salaries and the best Cookhouse with any circuses. Season runs into late November.

All address as per route in *The Billboard*.

## MUSICIANS WANTED FOR CLYDE BEATTY & RUSSELL BROS.' CIRCUS

BAND BARITONE, TRUMPETS OR CORNETS, SNARE DRUMMER.

Others Write or Wire O. A. GILSON, Bandmaster, As Per Route.

Walla Walla, Wash., Aug. 14th; Moscow, Idaho, Aug. 16th; Spokane, Wash., 17-18-19-20.

## DRESSING ROOM GOSSIP

### Ringling-Barnum

Show opened in the University of Detroit Stadium for a 12-day run. Opening night was Bond Night with a sellout house. Layout is the same as in the Akron bowl. Dressing room is up for this engagement, and is set up outside the stadium. Charlie Sparks and Walter L. Main visited in Akron. Among those visiting in Detroit were Charlie Jones, former property boss with this show and winter Shrine shows; John Manko, Ramsey, Tommy Crawford, Harry Sphinx, Leo Dennis, Shirley Tremblay and Madeline Fisher.

Joe Siegrist has replaced Buster Melzories in the Flying Royals act. Harry Dann's snake gag is terrific. John Tripp and Harry Nelson are now doing the Mairzy Roates laundry gag. Shura Neuberger is now doubling for Emmett Kelly in *Pantos Paradise* with Shura sleeping on the stage and Kelly riding the float. Cliff Chapman visited with his family in Pontiac, Mich. Georgia Drake is leaving for a while and her place will be taken by Gaby in the menage act. The writer is looking forward to his home town, Chicago. **DICK MILLER.**

### Cole Bros.

The Plunkett family had a reunion in McCook, Neb., and did they have a time. A lot of the folks will remember Denver. The high altitude got a lot of them in more ways than one. Denver is the home of Charles and Katie Luckey, also the old quarters of the Seils-Floto show. The event of the week also took place at Denver. Paul and Ruth Nelson, Ethel Freeman, Georgia Sweet, and Bob Porter, of the Famous Children's Hour, made breakfast three days in a row there and that is an event. Georgia Sweet has a new slant on how the sun-tanners should tan with an umbrella. Since Joe Hodgini has been working the Liberty act, he has more whips than Albert Schumann, and he informs me that they were imported from France. That must have been a long time ago. When you read this Florence Tennyson, prima donna over here the past three years, will have undergone a major operation and it is the sincere wish of everyone on the Cole show that she is well on the way to recovery. Agnes and Bert Doss, please note: We were shocked at your loss, and you two swell people have our deepest sympathy.

A nice gesture on the part of Mr. and Mrs. Bob Royle in Denver; they served coffee and cake to all hands between shows. Charles Forest has Otto Griebling out every day getting a Bob Porter sun-tan and developing his stomach and chest muscles so that Otto can make the cover of one of the leading health and strength magazines. Charley, you have undertaken a tough job. Evelyn Wilbur saw the picture *Buffalo Bill* in Denver and liked it so well she saw it twice. Fuss Plunkett had a little tough luck in Denver; he lost one of his best seals.

Visitors: T. Corp, Louis Velarde, who was over here, doing his bounding rope act, had a swell three days. He went in Harold Voise's bar act and did very well. Richard Frey, Canon City, home of Bird Millman, visiting his many friends on show and took pictures. Mr. and Mrs. Joe Carvello had a big time with their son who spent two days with them. Sick list: H. J. McFarlan, Charles Forest, Gloria Pearl and Gerry Plunkett.—**FRED-DIE FREEMAN.**

### Beatty-Russell

A new lot was used for the Seattle nine-day stand. Lot is located on Airport Way, near the Frye plant, three miles from heart of town. Members of the Ernestine Clark Tent, OFA, were busy during the Everett engagement. Harold and Dorothy Rumbaugh, equestrian director and wardrobe mistress, respectively, entertained many showfolk in their Circus Room at their home. The room features an old-time parade, with about 100 pieces of equipment of circus miniature models. A model big top, menagerie, side show completes the display.

At the matinee, July 27, children from the Lutheran orphanage were guests of members, Circus Fans, Ernestine Clark Tent and were supplied with peanuts, popcorn and soda pop. A red letter day for Clyde Beatty and Brownie July 28. Clyde snagged a 35-pound salmon, and Brownie a five-pound salmon trout from

Pudget Sound. The salmon steaks, a la Chef Brownie, were swell. While on the subject of chefs I would like to extend well-earned plaudits to Chef Charlie Oliver, of the cookhouse department; also to Manager LeRoy, of the Side Show department.

New arrivals on show: Mrs. Bill Moore (See *BEATTY RUSSELL* on page 56)

### PUBLIC OKAYS NEW RB

(Continued from page 38)

cluding the Brannock Troupe, the Four Skating Macks, the Naitto Troupe, Reynolds and Donegan Six Pyramid Skating Girls, and the Karrel Troupe; clowns in the "Sharing a Car" gag; Victoria and Torrence, high act, working 135 feet in the air; grand finale, *Changing of the Guard*, with scores of gorgeously costumed girls and elephants.

#### Fewer Singles Suggested

Performance moved smoothly and under the brilliant lighting it was a beautiful sight. There are occasional draggy moments, especially when acts are spotted singly, leaving most of the arena empty. In this writer's humble opinion the show could be speeded up and made much more effective if fewer singles were used and there was some action in the end rings at all times. After an audience has sat for two hours it becomes restless and even if the remainder of the show is paced at a fast tempo the customers begin to walk.

Initial stand was well publicized. Extensive billing was used, and plenty of the new, colorful lithos were displayed in windows thruout the downtown section. Ads 110 lines deep across two columns were used in *The Beacon-Journal*, Akron's only daily, for several days before the show opened. Murray Powers, Sunday editor and an enthusiastic circus fan, gave the show a great break. Circus made the front page with stories and pictures for four days straight. The Associated Press considered the reopening of the show of sufficient importance to warrant sending a man in for special coverage and the result was a colorful story carried by papers thruout the country. Allen Lester handled the press and did a fine job. Roland Butler, press chief, was in Akron for a couple of days before the opening, then left for Detroit, the second stand. Beverly Kelley, in charge of radio, had the circus on the air continuously. In addition to numerous spot announcements there were a number of full quarter-hour programs, on several of which Kelley appeared. Felix Adler, clown, interviewed on several programs, did a splendid selling job.

#### Innovations are Coming

Just what innovations will develop from this new type of circus presentation remains to be seen. The Ringling show has no intention of remaining a topless show. If a flameproof top were available now it would be immediately put into service and there is still a possibility that a top will be used again this season. Robert Ringling and other show officials have some ideas in mind that probably will cause some of the old-timers to shake their heads and say: "It can't be done"—but it will be.

One innovation that seems certain is doing away with the "blues." It is likely that in the future the Ringling show will have all grandstand seats. There also is talk of all-metal seats, perhaps aluminum when and if the metal becomes available. If metal seats are adopted they probably will be cushioned. All canvas will be flameproofed, and with the recently perfected process of manufacturing such canvas, excessive weight will be avoided. It has been suggested that plainly marked "Exit" signs be posted thruout the big top, something that has been neglected in the past. Many other suggestions have been advanced and no doubt the best of them will be adopted sooner or later.

Robert Ringling, president of the circus, expressed himself as highly pleased with the start under the new set-up and the favorable reaction from the public. Ringling is a stickler for perfection. "The show is predicated on precision," he said, "and constant rehearsal is the only way to attain precision." James A. Haley, first vice-president and assistant to the president; George W. Smith, manager; Pat Valdo, general director; Fred Bradna, ringmaster, and Merle Evans, director of music, all expressed their satisfaction at the new set-up and were confident

## Conducting Hearing On Cause of RB Fire

HARTFORD, Conn., Aug. 12.—Col. Edward J. Hickey, commissioner of State police, who by virtue of his position as State fire warden is conducting a hearing to determine the origin and cause of the Ringling circus fire of July 6, has practically completed his work.

He said that there are four more witnesses to examine but he would not disclose their identity. He paid two visits to the circus grounds August 5 after questioning certain witnesses who had attended the circus. He and Coroner Frank Healy were particularly interested in that portion of the ground where the bleacher seats had been located before the Ringling circus was destroyed. It is generally considered that it was in this section of the tent the roof first burst into flames. Colonel Hickey is convinced that one or more bodies of patrons were cremated in the flames. Asked concerning a report from Torrington, Conn., were three members of a family are said to have been cremated, Hickey stated: "I believe that at least one person has been cremated and very likely part of that family is in that category."

The cases of the fire officials of the circus, charged with manslaughter in connection with the deaths at the fire, are still pending in Police Court with hearings scheduled for August 11.

The bill of Connecticut Congressman Miller of Wethersfield, seeking fireproofing regulations for circuses and the designation of a State official, such as the secretary of state, to accept service on legal writs, thus making unnecessary the holding of circus employees such as was required after the recent disaster here, won't get any serious attention in Congress this year, according to official word received in Hartford from Washington. Most of the committee members of the House Interstate and Foreign Commerce Committee, to which the measure was referred, are out of Washington and the presence of a quorum there for any length of time before elections is not very bright. Non-action by Congress this year would require reintroduction of the bill by Miller in the new Congress next January as bills expire with the death of a Congress.

Herbert Duval, special Ringling circus representative now in charge of the newly opened Hartford office, officially expressed to Mayor Mortensen the appreciation of the show for the assistance given by the city during the disaster here: "I want to express the deep and sincere appreciation of the Ringling Bros. and Barnum & Bailey Circus to the city of Hartford for its magnificent assistance at the time of the July 6 fire and for its patient, kind and generous co-operation since the fire. We are indeed most grateful." The letter appeared in city-wide press bulletins here.

A total of 80 estates of circus-fire victims, equivalent to a months' activity in the Hartford Probate Court, have been filed since July 6, Judge Russell Z. Johnston said. Nearly three-quarters of the estates are those of children, whose only assets included school savings, War Stamps and Bonds.

The Circus Victims' Fund has passed the \$40,000 mark, officials reported here.

### RB Billing Chi Heavily

CHICAGO, Aug. 12.—Advance crews of the Ringling circus started billing here Monday and are giving the city heavy coverage. Arthur Hopper, traffic manager and general agent, has been here for several weeks, and F. A. Boudinot, assistant general agent, arrived this week. Car No. 1 in charge of Frank Mahery and car No. 3 in charge of Si Semon arrived late last week and their crews have the billing well under way. The downtown section is already heavily billed. No 24-sheets are used here. Express trucks, lithographed banners, car cards, window lithos and daubs give the circus a good showing. Bernie Head, contracting press, has been here for more than a week. Allen Lester, story man, who will handle the local press, arrived Wednesday, and Beverly Kelley, in charge of radio, will come in next week.

that it would be successful. Tom Gregory, president of the Circus Fans' Association, was on hand thruout the engagement and was lavish in his praise of the fine job done by circus officials in rebuilding the show and putting on a top-notch performance.

## The Corral

Communications to 25 Opera Place, Cincinnati 1, O.

JOSEPH ROSS, Detroit showman, has the program and some concessions in connection with the rodeo being staged this week by John Daros and Jack Andrews at Grand Rapids.

BILL (WINDY) MCKAY, formerly with the Cactus Cowboys, was recently discharged from the army, and is now back with the boys. They have been booked to play rodeos with Roy Rogers this fall, opening in Montreal.

YPSILANTI (Mich.) Junior Chamber of Commerce has called off plans for a rodeo to be staged late this season, because of lack of time for preparation, in favor of a full week stand centering around next July 14.

WINNERS AT the Three Hills (Alta.) Stampede were: Bronk riding with saddle, Frank Brown, Art Brown, Art Boice; bareback, Art Boice, James Graves, Jake Kramer; steer riding, James Rau, Bud Hansen, J. Kramer; chuck wagon race, J. Ross, Eli Weisenburger, Art Ross.

RECORDS or near records were established at three major Utah rodeos over the July 24 State holiday, Pioneer Day. Every show had almost capacity. In Salt Lake City the Days of '47, with new arena set-up, approximated 1943's record take of \$50,000. This year R. A. Richter, Bozeman, Mont., replaced Leo J. Cremer, Big Timber, as rodeo contractor. Sheldon J. Brewster, secretary-manager of the Utah State Fair, was manager of the celebration, and the rodeo was held at the fairgrounds. In Ogden, playing the same dates, July 20-24, with Harry Rowell, of San Francisco, as rodeo contractor, the celebration sponsored by the city commission, played to a gate about the same, altho with less population to draw from. Provo, Utah, entered the lists this year for the first time when Leo J. Cremer, Big Timber, Mont., opened the spot. He played to about 19,000 persons and a profit, the first ever scored in the central Utah city. The three-way competition was a carnival for the Turtles, the competitors. There was \$19,000 awarded for competition in one week in Utah.

### RB DETROIT OPENING

(Continued from page 38)

for grandstand tickets. Newspaper reaction has been co-operative, according to Roland Butler, who suggested that the total lineage of publicity might set a local record, particularly on art work. Eight-column layouts have been given by at least two papers. Bulk of sales have been in grandstand seats. Attendance, especially of children, was hurt slightly by spread of stories of an anticipated polio epidemic, with public warnings by the City Health Commissioner.

Location is well served by one street-car and several bus lines. It is far enough out to make parking feasible within a fair distance.

### Held for Superior Court

HARTFORD, Conn., Aug. 12.—Five circus attaches charged with manslaughter in connection with the death of 167 persons in the fire at the Ringling circus July 6, were bound over to Superior Court by Judge Norman Yellin in Police Court yesterday. James A. Haley, vice-president, and George W. Smith, general manager, were held in bonds of \$15,000 each. Bonds of \$10,000 each were set for Leonard Aylesworth, chief canvasman; Edward Versteeg, chief electrician, and David Blanchfield, chief wagonman. The five came to Hartford from Detroit, where the circus was showing in Municipal Stadium.

### No Miami Bowl for RB

CINCINNATI, Aug. 12.—Pete Roberts, secretary of the Burdine Orange Bowl, Miami, has informed Ringling officials that the bowl's advisory committee has voted against allowing the circus to play the bowl unless it can show in August or after the New Year's football game. Because of heavy football schedule, there is no open time in November, and if show plays Miami it will have to be in some other spot.



**Patrons' Fun \$ Pays War Bills Schmeck Opines**

CINCINNATI, Aug. 12.—When folks go out for fun to an amusement park, they are helping to win the war, according to Herbert P. Schmeck, Philadelphia, chief engineer and manager of the Philadelphia Toboggan Company, builders and operators of thrill rides and fun devices. Schmeck was in Cincinnati several days this week for a visit to Coney Island here and its principal officers, Edward L. Schott, president and general manager; Fred E. Wesselmann, vice-president, and Ralph G. Wachs, secretary-treasurer.

"Amusement parks thruout the country are recording phenomenal business, and as a result tremendous sums are pouring into the U. S. Treasury to help finance the war," Schmeck said. "Every time a funseeker pays for an admission ticket to a park or a ride or some bit of refreshment, he is contributing something toward paying Uncle Sam's war bills.

"Recently there has been some falling off in attendance at amusement parks. There are various reasons for this. The principal one has been the intense heat. People get too tired to start out, especially if transportation problems made their trip difficult. Other factors have been the increase in working hours due to the new 48-hour week, and the combination of gas rationing and the growing reduction in the number of automobiles in service.

"However, those who do go to amusement parks, and there are still plenty of people who do, are spending at an all-

(See FUN & AIDS WAR on page 43)

**Biz Best in 20 Years At Searle Suburban**

MANLIUS, N. Y., Aug. 12.—With money plentiful in this area and with the improved gas situation booming the draw from Syracuse, only 11 miles away, Suburban Park here is experiencing a bonanza season. According to Owner-Manager Fred W. Searle, business is the best since he took over Suburban operation 20 years ago.

A new Chairplane has been added this season, making a total of eight rides. Dancing is held on Friday, Saturday and Sunday nights, using local bands.

Free acts may be used in August, Searle says.

LOUIS WISH, concessionaire at Eastwood Park, East Detroit, Mich., has seven game managers who have been with him since the park opened 15 years ago. Veterans are Bob Sugar, Marshall Ferguson, Louis Stone, Jack Wish, Bill Ferguson, Pop Gross and Ray Redman.

**CONEY ISLAND, N. Y.**

By Uno

No Mardi Gras this year, according to Isadore Kraus, carnival president and ride owner. Reasons—rationing and priorities, which makes a really good parade impossible. This will be the first time since 1918 that Coney and its customers will not enjoy a close-of-the-season celebration. Other causes, says Kraus, are labor shortage, unsatisfactory and hard-to-get subscriptions and increased costs. Coney's first Mardi Gras dates back to 1908.

Ball-rolling games: Five-Star Final on Surf Avenue is operated by Stanley Gersh, Sam Garber, Herman Rapps and Butch Ehrman. Assistants in the game are Jack Klepper and the veteran, Julie

**HURWOOD BUYS VA. FUNSPOT**



W. R. HURWOOD, widely known in the amusement business in the Delaware, Maryland and Virginia sector, who heads Hurwood Industries, Inc., which has just acquired the 80-acre amusement park at Crystal Lake, near Danville, Va. Immediate improvements are being made on the play spot.

**R'kaway, Coney Still Jam 'Em**

NEW YORK, Aug. 12. — Rockaway Beach and Coney Island continue to crack attendance records. Last Saturday (5) Rockaway Beach established a new weekday record, with 1,055,000 heat-dodgers on its shore-front, and topped this with a high attendance of 1,325,000 Sunday (6). Most of the Rockaway eateries ran out of food supplies before mid-afternoon Sunday.

Coney Island also chalked up its biggest Saturday (5), with attendance estimated at over 1,000,000. On Sunday (6) attendance ran well over the 1,000,000 mark. Bathhouses, rides, shows, eateries and concessions did near-capacity business.

Orchard Beach, city-operated bathing spot on Long Island Sound, registered around 100,000 bathers Saturday (5), and 85,000 Sunday (6). Jones Beach, State-operated beach on Long Island's south shore, hard hit by gas rationing, hit only the 55,000 mark Sunday (6).

New York's record heat wave was temporarily interrupted by showers and cool breezes early this week, with most of the relief coming at night. The days continued hot, tho slightly less humid.

Dan. Fascination, on the opposite corner, is operated by Sidney Kahn and managed by Salvatore (Cappy) Caponegri, with John Russo, assisting. Five-Star Final on the Boardwalk is supervised by Moe Silverman; his wife, Sadie, and son, Irving. Of the nine Poker-Roll games, Surf Avenue has three, one operated by Abe Rapps, and two by the Rifkin brothers, Harry and Louis. Bowery has three controlled by Phil and Nat Faber, and the Boardwalk has the rest, two owned by Nat Faber, one by Simon Faber, one by Angie Caponegri, and the other by Joe Bosignore, ride man.

Luna Park. Bill Miller, now that it is official that there will be no Mardi Gras and now that he is owner, with the Danziger Bros., of Luna, plans to stage a carnival with bands and free acts, all within the park's area, for the usual seven-day period, two weeks following Labor Day. . . . Manager Phil Pates is ready to board up the entire park should Germany surrender before the Coney season ends, September 17. Other Island establishments will most likely follow the idea. . . . Luna's baseball team heads the local league by a large percentage. Nine is made up of Phil Manteo, Joe Orlando, Eddie Davis, John Lorenzo, Eddie Stern, Dominick Candella, Sol Baron, (See CONEY ISLAND, N. Y. on page 43)

**AC Steel Pier Goes on Block**

ATLANTIC CITY, Aug. 12.—Frank Gravatt, owner-operator of Steel Pier, popular Boardwalk entertainment center for nearly a half century, this week clarified sale rumors that have been making the rounds in the East for several weeks with the announcement that he is relinquishing the pier to re-engage in developing the real estate potentialities of Atlantic City, a field in which he has pioneered.

Altho several groups are reported to be interested in the purchase of the property, according to Gravatt, no sale has been closed at this writing. One report had a South American syndicate making a substantial bid for the property. Asking price for the vast amusement enterprise is reported by Gravatt to be (See Steel Pier On Block on page 44)

**Auburn May Get Funspot**

AUBURN, N. Y., Aug. 12.—A new amusement park may soon occupy the island in the city of Auburn. A combine composed of Lon Ramsdell, Harry Schwartz, Sid Grunewald and Ralph Flannigan will lay plans during the winter for installing rides and various amusements on the island.

**80 - Acre Tract To Be Improved**

Amusements to be developed immediately at cost of 30C—rest a model farm

NORFOLK, Aug. 12.—Taking advantage of the excellent economic advantage in Virginia resulting from heavy government spending on war activities and looking forward to an early restoration of tourist travel in the State immediately after the war, W. R. Hurwood, operating as Hurwood Industries, Inc., has just purchased an 80-acre amusement park at Crystal Lake, situated on Virginia Route 58, three and one half miles east of Danville, Va.

Thirty acres of the tract, already serving as a general amusement park, will be further developed immediately at a cost of about \$30,000. The remaining 50 acres will be developed as a model farm, operating in pasture as an Eastern cattle ranch featuring pure-bred beef stock. Hurwood will be advised in this operation by the Department of Agriculture (See Hurwood Buys Park on page 44)



Frank Gravatt Says,

**"YES"**

THE **STEEL PIER** ATLANTIC CITY

**Is For Sale**

**For a Million and a Half**

- 66,000,000 attendance to date.
- 150 ft. on Boardwalk, 1/2 mile over the ocean.
- 5 theatres seating 6650.
- Ballroom, 4000 cap.
- All units entertain 20,000 at one time.
- Stadium (open air), cap. 5000.
- Boardwalk Exhibit Hall, 17,800 sq. ft.
- Potential exhibit space, 50,000 sq. ft.
- Floor area, 280,000 sq. ft.
- Air-conditioned.
- 100% sprinkled.

"Having raised this, the biggest attraction on the Atlantic City Boardwalk, to the eminence of the World's Greatest Showplace, I am ready to relinquish it to someone with vision.

"There's a phenomenal future in the Steel Pier for a purchaser desiring to become big in show business . . . or for a national manufacturer to exhibit his products.

"For Atlantic City I see a new era of prosperity never before approached. I wish to retire from the amusement business to return to the field in which I pioneered a quarter-century ago. I want to devote my efforts to the development of my hotel and real estate interests in Atlantic City, the World's Playground, where 15,000,000 people are entertained yearly."

**MR. CONCESSIONAIRE NOW TAKING ORDERS FOR ORIGINAL KENTUCKY DERBY**

This skillful game positively will rank among top concessions, such as Fishpond, Coney-Race, Bingo or any other. For pictures and full particulars, price, etc., write **KENTUCKY DERBY, Fontaine Ferry Park, Louisville 12, Ky.** P.S.: Game can be seen in operation at above address:

**WANTED TO BUY ROLLER COASTER**  
Big or Small. Write to **SANTOS y ARTIGAS**  
Salud 153, Havana, Cuba.

# AIRPORT SITE HAS OHIO NOD

## Favor Tract At Columbus

Committee report is to go to legislature, perhaps at special session for 1945

COLUMBUS, O., Aug. 12.—State Director of Agriculture John T. Brown is optimistic about the outlook for a 1945 Ohio State Fair because the first definite step for a new site was taken this week by the executive committee, which has recommended a tract adjoining the new Don Scott Airport on Sawmill Road, north of Columbus. This covers about 1,000 acres and is almost seven times as large as the old grounds, now used as a supply depot for the aviation branch of the army, having been taken over in 1941.

Recommendation of the executive committee will be handed to the legislative committee August 16. It will then go to the Legislature for final acceptance and appropriations. The situation may bring up the question of Gov. John W. Bricker calling the Legislature into special session so that a 1945 State fair can be held, even if under canvas. Plan is to start permanent buildings immediately after the war.

The committee reported that the proposed site would provide adequate facilities, ample parking space and plenty of outdoor room for exhibits and attractions. Site is on a high level ridge between the Olentangy and the Scioto rivers. Aquaplanes could land within a mile, and the Scott Airport, now with permanent buildings and at which military personnel operate planes, could provide all that would be required from an aviation standpoint, it is pointed out. Railroad and highway facilities surround the tract and highways of still wider proportion are planned. Within a mile of the tract is Columbus Zoo, which on Sundays has drawn as many as 80,000 people.

## Estavan's Exhib Gets Out of Red

ESTEVAN, Sask., Aug. 12.—Estevan Agricultural Society has a clean slate to start another year and has wiped off old obligations as a result of efforts during the past two years. A \$1,000 mortgage is being paid and a note of \$262 settled. A total of \$200 will be invested in War Bonds, and repairs will be made to the grandstand.

Attendance at the '44 two-day fair was largest in years, it being estimated there were about 2,300 more admissions than last year and a total attendance of 10,000. Many visitors were from the States.

Grandstand attendance and midway business were up. George Hamilton Attractions were in front of the grandstand and E. J. Casey Shows on the midway. Livestock exhibits were increased and quality was unusually fine due to good pasture. Because of labor shortage and late arrival, the midway did not open until the night of the first day and had to tear down early on the second night to make freight connections.

## Heat Curbs Lockport Gates

LOCKPORT, N. Y., Aug. 12.—Niagara County Fair here July 31-August 5, drew medium crowds, record high temperatures holding down the day gate while night attendance improved. George A. Hamid, Inc., furnished the grandstand show. Jack Kochman's Hollywood Hell Drivers showed Monday and Wednesday. O. C. Buck Shows were on the midway. Fayette E. Pease, former State assemblyman from Niagara County, is the association president.



THESE MONTANA EXECS went in for the most pretentious attractions programs ever offered at their fairs. Dan P. Thurber (left), secretary-manager of North Montana State Fair, Great Falls, surmounted wartime problems at the 13th annual August 7-12 and made a special bid for attendance of kiddies. Secretary-Manager Harry L. Fitton (right), Midland Empire Fair, Billings, laid out an ambitious schedule for that annual August 14-19. Barnes-Carruthers patriotic revue was in front of the grandstands and Cavalcade of Amusements was on the midways at both fairs.



## Belated Kids' Day Is Heavy At Great Falls

GREAT FALLS, Mont., Aug. 12.—Surmounting wartime problems, the 13th annual North Montana State Fair here August 7-12 opened Monday with thousands attending. Due to late arrival of the Cavalcade of Amusements' show train and part of the Barnes-Carruthers grandstand show equipment, Children's Day was changed from Monday to Tuesday. Showers fell during the day, especially during the Monday afternoon racing with pari-mutuels.

Grandstand show started about 30 minutes late, and much credit was given to Fred H. Kressmann for getting things working in the short time available. The show was well received by a good crowd, altho fireworks Monday night consisted of opening shots, and it was announced that rain had spoiled the big set pieces for that particular show. The Cavalcade of Amusements arrived during the afternoon, the train was immediately spotted by Tom Allen and the show was unloaded and on the fairgrounds in the shortest time used during entire season to date.

Tuesday everything was ready for youngsters and they turned out by the thousands. Fair Manager Dan P. Thurber opened the gates to kids from 10 a.m. to 6 p.m. as a gesture of good will to the Cavalcade. On Monday there was a big army street parade, and the fair was officially opened by Brig. Gen. Dale V. Gaffney, commanding officer of the Alaska wing, air transport, and Tuesday Governor Sam C. Ford was guest speaker. With a strong rodeo, seven running races, grandstand show, fireworks and Cavalcade of Amusements, a record fair was expected.

J. E. Christoffson, of *The Great Falls Tribune*, did a big job in handling fair publicity. Cavalcade will leave here Sunday for Midland Empire Fair, Billings, Mont., where the same Barnes-Carruthers *Allies Victorious*, running races, rodeo and fireworks will give the fair the biggest attractions ever offered there, according to Harry L. Fitton, secretary-manager.

## Man. Police Probe Grandstand Blaze

PORTAGE LA PRAIRIE, Man., Aug. 12.—The \$11,900 grandstand on Island Park Exhibition grounds here was destroyed in a midnight fire August 1. Royal Canadian Mounted Police are investigating. Only a short time before the blaze started board members had toured the grounds.

Flames were prevented from spreading to a racing stable and industrial exhibits building. The stand, which could seat about 5,000, was built in 1909. It was insured for \$11,900. Last year a barn burned and arson was suspected. At that time fires broke out in several places.

## Mobile Passes Up First Dates, Annuls Midway Contracts

MOBILE, Ala., Aug. 12.—Greater Gulf Coast Fair Association announced that it had canceled September 14-23 dates for a 1944 fair and had annulled a contract with Hennies Bros.' Shows.

Announcement was made by Fournier J. Gale, president of the fair association, who said that the association reserved the right to hold a fair later in the year. It has been rumored that a fair would be held early in November with the Royal American Shows getting the nod for midway attractions.

Louis J. Berger, general agent of Hennies Bros.' Shows, was here in connection with the cancellation.



## AGRICULTURAL FRONT

Condensed Data From July Summary by U. S. Department of Agriculture, Washington, D. C.

CROP production this year may equal the near-record 1943 output, according to July 1 forecasts. Acreage harvested may be the greatest yet except for the years 1929-'32. Drought in the East and South, however, threatens to reduce yields somewhat. The 1944 wheat crop is estimated at a record-smashing 1,013,000,000 bushels—the wheat loan rate was raised to 90 per cent of parity. Nearly 3,000,000,000 bushels of corn is forecast, fifth largest crop in history, together with near-record production of other grains, hay and tobacco.

Deciduous fruit production is expected to be almost a fifth higher than in 1943 while vegetable output is up 10 per cent. In contrast, the 1944 cotton acreage is the smallest since 1895 which, together with increased cotton ceiling prices under the Stabilization Extension Act, are chief reasons for the 10-market average price of cotton pushing above 22 cents for the first time since 1928. The act also increases cotton loans to 92½ per cent of parity. The new stabilization law directs the President to use all lawful means to support farm prices of many commodities at full parity or at the highest price received during the first nine months of 1942 adjusted for gross inequities and for seasonal variation.

The period of shortest supply of feed grains in relation to demand appears to have passed for the current feeding year ending next September. Altho too early

in the season to be able to forecast probable total feed-grain production in 1944, indications point to fairly optimistic prospects.

Large increases in livestock and poultry numbers during 1941-'43 compared with supplies of feed caused feed reserves to be reduced, notwithstanding the feeding of large quantities of government wheat in the 1942 and 1943 crop years. Demand for all concentrates has been very strong during 1944. Supplies of feed grains entering commercial channels during recent months have not been of sufficient volume to fully satisfy demand.

Total reserves of corn, oats and barley at the end of their respective crop years are likely to be little more than half as large as the average for the 1937-'41 period, when substantial reserves were accumulated, but the carry-over probably will be about the same as the long-time average.

On July 1 a 302,000,000 bushel crop of barley was in prospect for 1944, about 6 per cent less than in 1943, but somewhat more than had been expected earlier this year. June 1 carry-over of barley was 67.6 million bushels, the smallest since 1940, but still considerably above that of drought years, when it dropped to as low as 22,000,000 bushels (1935). The 1944 production of oats is forecast at 1,183,000 bushels. A crop this size would be 3½ per cent larger than the 1943 production, and 15 per cent larger than the 10-year (1933-'42) average production. It would be, however, (See *Agricultural Front* on opp. page.)

## Utah State Heir To Theater; New Bills Are Varied

SALT LAKE CITY, Aug. 12.—Almost continuous performances have been set for the new theater at the '44 Utah State Fair here, said Secretary-Manager Sheldon A. Brewster.

The army, which took over the grounds two years ago gave them up two weeks ago, left the fair board a fully equipped theater, the former horticultural building. It will be maintained for a new line of entertainment, including band and instrumental contests, beauty revue in line with the Miss America charter from Atlantic City obtained by the fair board, and a newly organized State-wide singing contest.

Grandstand show, which is sold this year as last on a combo with the gate ticket, will be booked by Walter Trask, Los Angeles, and will be supplemented by fireworks.

DETROIT.—Henry Lueders' *Victory Revue* has been set by the United Booking Association for Eaton County Fair, Charlotte, Mich. Unit carries 45 people, and includes eight acts, featuring two high acts, Skylets and Sky High Higgins. F. E. Gooding rides will be on the midway. Lueders also has set for Clinton County Fair, St. Johns, Mich., Willie Ride, comedy unicycle; Marie Corelli and Company, gymnasts; George Willard, canine act; McKay and McKay, guitar and singing, and Harry Miller, comedy juggler. Fair will be strictly a 4-H type this year.

## Around the Grounds

**WINDSOR, N. S.**—Windsor Fair, which will be held again this year, is Canada's oldest fair, having been established over 150 years ago. Few years have been missed since its founding. Buildings and grounds have been improved.

**PICTOU, N. S.**—Pictou Fair is being revived this season after a lapse of five years. A race track is being built and all buildings are being repaired. There will be harness and running races on two days. Acts will be presented between heats and at night.

**WATERFORD, Pa.**—Waterford Free Fair this year will have a victory program, said Secretary Ray J. Salmon, who reported that strong support had been given the annual because any profits accruing are put into War Bonds and other patriotic efforts. Paul Babbitt is president; Roscoe Mitchell, vice-president; Harry Merritt, financial secretary, and E. L. Heard, treasurer. Kline Attractions' acts have been booked and Chet Howard's rides have been contracted.

### Milledgeville Branches Out

**MILLEDGEVILLE, Ga., Aug. 12.**—An enthusiastic meeting of farm and civic association and fraternal leaders held here this week has assured success of Middle Georgia Fair's 20th anniversary in Milledgeville this fall, said State Senator J. H. Ennis, who heads the fair as president in his 15th term. Premium list, one of the largest issued by a Georgia county fair, provides for competitors from Baldwin and five adjoining counties. In view of fine crops and heavy defense workers' pay rolls, the fair committee has broadened its scope.

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### Marion County Free Fair

Will be held Aug. 28 to Sept. 2, 1944. Want Shows and Concessions. **HARRY C. ROBERTS, Secy.,** Wanamaker, Ind. Phone: Irvington 8514.

#### WANT

#### FOR TIOGA VALLEY FAIR

Tioga, Pa., Sept. 4th to 8th, 1944  
Rides, Shows and Concessions. The only fair in Northern Pennsylvania. Opens Labor Day.  
**CARL H. FORREST, Secy.-Treas.**

## AGRICULTURAL FRONT

(Continued from opposite page)

ever, 12 per cent smaller than the record crop of 1942.

July 1 prospects point to the fifth largest corn crop on record and, tho it is too early to judge the final outturn, a record 57 per cent of the acreage is in hybrid varieties. A large hay crop is in prospect for 1944, about equal to 1943's large one and exceeded only by the record crop of 1942. Pasture conditions on July 1 were generally favorable, but rain was needed in most of the Eastern part of the country.

### Pig Crop

This year's expected 88,000,000 pig crop will be about a fourth smaller than last year, tho the third largest annual crop on record. In 1943 the crop was 122,000,000 head, and the average for the 10 years, 1933-'42, was 75,000,000 head. The 1944 spring crop totaled 56,000,000 head, 24 per cent below last year's record of 74,000,000 head, but only 8 per cent less than the second largest spring crop in 1942.

On June 1 farmers reported they intend to breed some 50,000,000 sows to farrow this fall, compared with 76,000,000 actually farrowed last fall. Such farrowings would result in a fall pig crop of about 32,000,000 head, assuming that the June breeding intentions are carried and the number of pigs saved per litter is average. This would be 33 per cent less than last year's record fall pig crop, and 27 per cent less than the near-record one of 1942.

A reduction in the number of pigs to be raised this year has been largely the result of: (1) The least favorable hog-feed price relationships during the past winter and spring since late 1940, (2) a very small supply of feed grains in relation to the number of grain-consuming animals on farms, and (3) an announced reduced support price for hogs in October. In addition, last winter's and spring's market gluts of hogs had considerable influence on the raising of fewer pigs this year. Closely related to the second point above is the fact that for the first time since 1941, current feed production must supply nearly all the needs for animal feeding next year because there are very little reserve supplies left. Despite this sharp reduction in the pig crop, slaughter supplies of hogs will probably be larger this year than last. Reduced pork production will not begin until this fall.

## CONEY ISLAND, N. Y.

(Continued from page 41)

Petie Zebra, and Phil Pates, manager. . . Eddie Stern has been tried out by the Dodgers. . . Harry deDio Jr. double celebrated August 8, his fourth birthday and his debut as a clown in his parents' circus. . . Tom Veasey spent his vacation with friends at the circus, away from the elephants at the Franklin Park Zoo, Boston. He was formerly with Weir's Elephants. . . Eddie Kreitzer, ace cashier, will have the hat-check concession at Webster Hall, Manhattan, this winter. . . Eddie Davis promoted from a Luna cashier to manager of the Convoy ride, just outside the park, recently purchased by Bill Miller from Lew Klein.

Miscellaneous. Bruce Florie, former talker outside Joe Kaufman's photo establishment on the Bowery, is reported missing in action in the South Pacific. . . Ride king Jimmie Kyrimes expects his Looper (Bowery) ride, the only one of its kind anywhere, to exceed the total take of 1943, when it grossed near 2G weekly, a 50 per cent increase over 1942. Capacity of ride is 12 cars, two passengers to a car. . . Buster Castle, talker, moved from Rosen's to the World Circus Side Show. . . Vic Gaut, talker, shifted from the Mammoth freakery to Tirza's girle show. . . I. H. Klein, owner of the Thunderbolt ride, solicited subscriptions for the maintenance of a Coney Island Servicemen's Center located at 529 Surf Avenue. . . Al and Joe Buxbaum's Shamrock House on the Bowery lists as entertainers Marty Bokstom, novachord; Helen and Kay McCarthy, Irish reel and tap dancers; Gladys Davis and Joan Flynn, singers; Ed Casty, singing barkeep; George Quinn, accordion; Al Wilson, impersonations; Paddy McDermott and Barney O'Toole, busboy dancers, and Sam Mass, Al Bennett, Tommy Weldon, Little Victor, Danny Porter, Tommy Martin and Teddy Hoffman, singing waiters. Chief drink mixologists are Hughie Flynn and Charles Drao.

Jack Stern, operator of old-time movies

at Feltman's, all set for the road. Following week of October 1 at the Newark Opera House with a Gay '90s company of 12 alternating with old-time pix, he and the troupe proceed on a tour of the South. . . Sally Clarke is new cashier at Crazy Kastle. . . Bowery Barn, operated by Oscar Buchwald and George Russo, this season absorbs the tax thru a policy of continuous dancing, for which the music is served by Al Cerino and His Boys and Dan Williams. . . Al (Poker-Al) Mal-fucci is celebrating 24 years of Island ticket selling, the last 12 of which have been for the Thunderbolt ride. Tells how he came to his Poker Al moniker. He was the only member of a social club, the Coney Island Atlantics, in existence up to 10 years ago, who held a royal flush in spades.

## FUN \$ AIDS WAR

(Continued from page 41)

most unprecedented rate on the attractions the parks have to offer."

Schmeck predicted that very few new amusement devices will put in an appearance during the first few years after the close of the war.

"The first concern of most amusement parks will be to remodel or replace attractions which are wearing out and cannot be replaced now," he said. "Besides, designers and engineers have been too busy on war production to plan new kinds of devices."

## Carlstead Gets a Boost

**INDIANAPOLIS, Aug. 12.**—Paul Carlstead is the new grounds manager at Riverside Park here, succeeding John W. Darter, deceased. Ernest Robinson succeeds Carlstead as ride manager. George Golding, concession operator, has returned to his Riverside post after nine weeks of absence caused by illness. Riverside attendance is ahead of last year and spending is more than double, according to John Coleman, president.

## Atlantic City

By Maurie Orodener

**ATLANTIC CITY, Aug. 12.**—Atlantic City continues to have record-breaking week-ends. Beaches and Boardwalk on Saturday and Sunday, July 29-30, were jammed to the point of standing room only, as a crowd of 250,000 took over the resort.

For the third consecutive year, the Miss America beauty pageant committee has leased the Boardwalk's 5,500-seat Warner Theater for the preliminary and final judging of the beauty contest to be staged between September 6 and 9.

Ventnor Pier will stage an old county fair August 24-26, sponsored by the resort's American Legion post. Last year a similar indoor fair attracted over 5,000 persons.

Placing beach erosion as the No. 1 project, members of the newly created planning commission asked the city commission to appropriate \$100,000 for such work. The commission took the stand that until steps to halt the damage of storms and tides on Atlantic City's beach front had been taken, there was little use of presenting any planning projects affecting the beach front.

**WILDWOOD, N. J.**—William C. Hunt, head of Hunt's Amusement Enterprises here, has been appointed National War Fund chairman of Cape May County. He will organize fund-raising committees in the 14 resorts and towns in the county in connection with the United War Chest fund drive this fall. Hunt recently headed a successful bond drive in Wildwood and was also chairman of the Red Cross campaign. Quotas in both campaigns were over-subscribed.

**PFC. ALBERT KAMM**, former concessionaire at Eastwood Park, Detroit, and Riverview Park, Chicago, has been made an M. P. at the Rehabilitation Center, Camp Phillips, Kans.

## WATERFORD FAIR

SEPTEMBER 6-7-8-9

Can use Shows and Concessions.  
**RAY SALMON, Sec.,** Waterford, Pa.

## With the Zoos

**PHILADELPHIA.**—Roger Conant, curator of the Philadelphia Zoo, recently described over KYW a demonstration in the milking of snakes. The actual milking of the snakes was done by Nigel Wolf, zoo's herpetologist, before an audience largely composed of Boy Scouts. This is believed to have been the first broadcast of a demonstration of a snake milking before a radio studio audience.

**DETROIT.**—Development of plans for a new zoo for Detroit have been approved by the Detroit Recreation Commission. Plans call for the construction of a new zoo, presumably replacing the present ancient site, on Belle Isle, but at the east end of the island, where new land is being built up from the former river bottom.

**IRVINGTON, N. J.**—Olympic Park is presenting a new circus bill, with La-Fleur and Manus, aerialists; Gonsalla Sisters, trained animals, and Charles Delghan, equilibrist.

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.

**Selden THE STRATOSPHERE MAN**

PERMANENT ADDRESS  
CARE OF THE BILLBOARD, CINCINNATI OHIO.

## Francesville Street Fair

September 14, 15 and 16

Want Rides, Free Acts, Shows and all kinds of Concessions. Positively no gambling. Will be held on streets in the town of Francesville.

Fair Manager  
**ERNEST E. SMITH**  
Francesville, Indiana. Phone 112.

## CARNIVAL WANTED

20th Anniversary Middle Georgia Fair

Date: SEPTEMBER or OCTOBER

Defense workers, weekly payroll of half million, bumper crops will make this our greatest fair. Wire

J. H. ENNIS, President  
Milledgeville, Ga.

## 22nd ANNUAL WEST TEXAS FAIR

September 1 to 9, Incl.

One of the Largest Fairs in Texas.  
Free Grandstand Each Day.  
Want Legitimate Concessions for Independent Midway and Grandstand—Anything Except Shows, Rides, Games of Skill or Custard.  
**GROVER NELSON, Manager**  
West Texas Fair Association  
Ablilene, Texas.

## Switzerland County Fair

Fairview, Ind.

4 Big Days—Aug. 30th-Sept. 2nd.  
Exhibits and Amusements. Day and Night.

Address:  
**SECRETARY LE ROY ROSE**  
R. #1, Bennington, Ind.

## CHATHAM FAIR

CHATHAM, N. Y.

September 2, 3 and 4

Want Shows and Concessions  
**W. A. DARDESS, Secy.**

## RIDES AND CONCESSIONS WANTED

Big Colored Fair. Excellent spot.  
Tasley, Va., Aug. 23-26.  
Contact **J. EDGAR THOMAS, Accomac, Va.**  
Phone: Onancock 21

Communications to 25 Opera Place, Cincinnati 1, O.

## Eastern Pro School Directed by RSROA Held in Six Spots

NEW YORK, Aug. 12.—The RSROA Eastern Professional School held in New York July 31-August 5 proved to be very beneficial and successful. In order to give the professionals a chance to see the New York rinks, school was held in different spots each day. Sessions were held at Gay Blades Monday and Tuesday; Queens Rink, Wednesday; Bay Ridge, Thursday; Park Circle, Friday, and Wal-Cliffe, Saturday, where the operators of the various rinks were hosts to the visiting professionals.

Constructive ideas were discussed, and Fred Bergin took over the teaching of school after Victor J. Brown gave a talk and description of the flexibility of a roller skate. All professionals were in favor of the flexible skate and all were interested in the difference in skating

and possibilities of what a roller skate will do with the proper flexibility.

School was held from 9 a.m. to 5:30 p.m. and all discussions were dealt with. This school was one of the best ever held and its progress is a great advancement to roller skating.

### Pros Attending

Professionals who attended and the rinks they represented are: Charles Womble, Norfolk (Va.) Health Center; Arthur Eglington, Chris Guthy and Toni Marvin, Wal-Cliffe Rollerdomes, Elmont, L. I.; Edmund W. and Winifer Young, Ventnor (N. J.) Athletic Center; Arthur B. Cicero, Blairsville, Pa.; Irene Roeder, Eli Skating Club, New Haven, Conn.; Terry Davis and Millie Ferris, Bay Ridge, Brooklyn; Roland and Margaret Cloni, Park Circle, Brooklyn; Edna Bauer Souce, Brooklyn Rink, Brooklyn; Herbert Wilson, Gay Blades, New York; Clifford and Millie Wilkins, Queens, Elmhurst, L. I.; Bill McMillan, Skateland, Cleveland; Betty Bargmann, Riverside Stadium, Washington; Irene Boyer, Rollerland, Columbus, O.; Dorothy Steitz, Arena, St. Louis; Al Staub, Lonie Riley and Bob Riley, Hillsdie Rollerdrome, Richmond Hill, L. I.; Violet Kelly and George Herbert, Chez Vous, Upper Darby, Pa.; Virginia M. Binkley, Mrs. C. J. Goodwin and A. P. Fisher, Rainbow, Mechanicsburg, Pa.; Mary Channler and Wilbur Lenox, Bal-a-Roue, Medford, Mass.; Barney Fluke, Empire Rollerdrome, Brooklyn; Jean Dunn and Phyllis Sprock, Coliseum, Baltimore; John Hoffman, Hoffman's Skateland, Albany, N. Y.; June Steenbeek, Paterson (N. J.) Recreation Center; Dorothy Opatrny, Lexington, Pittsburgh; Helen Hatcher and Charles McFadden, Cavalier Arena, Richmond, Va., and Mrs. Helen Stewart, Riverside Rollaway, Agawam, Mass.

## Martin Announces RSROA State Reps

DETROIT, Aug. 12.—Full list of 29 State representatives and the District of Columbia for the RSROA was released here this week by Fred A. Martin, secretary-treasurer: California, Mrs. Newnan Owens, San Rafael; Colorado, J. W. Norcross, Greeley; Connecticut, Benjamin F. More, New Haven; Delaware, Edward W. Schrumm; District of Columbia, S. J. Leoffler Jr., Washington; Florida, William H. Stewart, Tampa; Georgia, Charles Z. Kahn, Atlanta; Illinois, Phil J. Hays, Chicago; Indiana, Joseph A. Cantor, Indianapolis; Iowa, Mrs. H. B. Caple, Des Moines; Kentucky, J. F. Singhiser, Louisville; Maine, Frank B. Allen, Ellsworth; Massachusetts, Fred H. Freeman, Boston; Michigan, Fred A. Martin, Detroit; Missouri, E. D. Jones, St. Louis; Montana, Dorothy Kephart, Billings; Nebraska, Thomas S. Boydston, Lincoln; New Jersey, Victor J. Brown, Newark; New York, Joseph P. Seifert, Brooklyn; North Carolina, Fred Charles, Winston-Salem; Ohio, Walter H. Delscamp, Dayton (Western), and Charles Horvath, Cleveland (Eastern); Oregon, Hazel Latourette, Portland; Pennsylvania, Elizabeth Kelly, Philadelphia (Eastern), and H. D. Ruhlman, Pittsburgh (Western); Rhode Island, Ernest E. Young, Natick; Tennessee, N. A. Yingst, Knoxville (Eastern), and Elos Bellanti, Memphis (Western); Utah, Al Larsen, Salt Lake City; Washington, Glenn C. Hubbard, Spokane; West Virginia, H. D. Ruhlman, Pittsburgh, and Cecil Milan, Washington, Pa.; Wyoming, R. L. Hudson, Cheyenne, and Idaho, Frank Holtzclaw, Boise.

The First Best Skate



**QUALITY**

**RICHARDSON BALLBEARING SKATE CO.**  
Established 1884  
3312-3318 Ravenswood Ave. Chicago, Ill.  
**The Best Skate Today**

**No. 321 DUSTLESS FLOOR DRESSING**

Cleanse the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D.

**GAGAN BROTHERS**  
444 Second St., Everett, Wash.

**LOCATION**

I want to rent or lease permanent Rink or Building suitable for Rink in a going town. I have equipment and experience. Write or wire

**CLARENCE LEVERINGTON**  
1848 E. Broadway, Alton, Ill.

**SKATING RINK OPERATORS**

Local Radio Spot Announcements build prestige and attract customers. Every Radio listener is a potential customer. Develop patronage through local Radio advertising! Tell your community about your Rink with daily inexpensive Radio Spot Announcements!

For the latest news in Radio, see our Radio section.

**SKATING RINK FLOOR**

40x80, first maple. Flooring slowly and carefully taken up by owner, practically new, sanded once. Flooring bundled and ready to ship F.O.B. Steelville. Best offer over \$800.00 takes. Optional to buy entire frame skating rink building for the flooring. Building carefully taken down, lumber raked in dry place, ready to ship F.O.B. Steelville. Best offer over \$1500.00. Building painted inside and out. Apply owner.

**KENNETH C. HORNE, Box 184, Steelville, Mo.**

**FOR SALE**

**OUTDOOR SKATING RINK—50x130**

Finest portable maple floor, beautiful modernistically decorated top, 300 pairs skates, excellent sound system included. First \$4000.00 takes it. Now in operation at Harriet Island Amusement Park, St. Paul, Minnesota.

**BAZINET SHOWS, INC.**  
ST. PAUL, MINN.

**WANTED TO BUY FOR CASH**

Richardson and Chicago Plates with or without trucks. Write us immediately what you have.

**JOHNNY JONES, JR.**  
132 7th Street Pittsburgh 22, Pa.

**SKATES FOR SALE**

On account rink building in our park destroyed by fire just before opening, have 280 pairs Chicago Skates, one hundred with new wheels. Lots parts, grinder, etc. Make offer.

**R. C. TORIAN**  
Biltmore, N. C.

**WANTED**

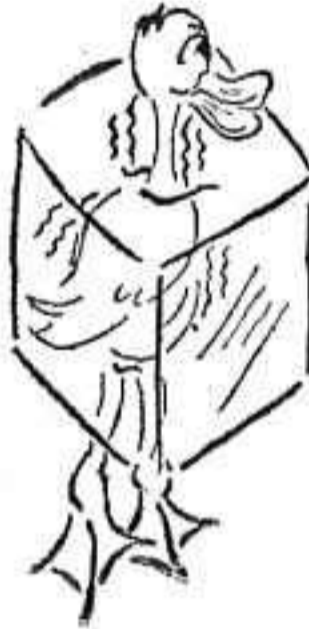
Building in good sized town suitable for Roller Rink. Skating surface should be 60'x120' or over. Buy, lease or percentage.

**A. W. LaMAY**  
23507 Lawton, East Detroit, Mich.

**TOE STOPS**

White Thick Pre-War Rubber Toe Stops, Ladies and Men's Sizes, Per Doz Pairs, \$3.20 Plus Postage. Shoe Laces—All Sizes and Colors. Ask for Prices.

**ST. LOUIS SKATE SUPPLY**  
109 N. 15th St., St. Louis 3, Mo.



W.P.B. Order M-91

froze me for the duration

BUT I'VE STILL GOT A NEST EGG FOR THE SMART OPERATORS who plan ahead.

April 7th white duck went on the "out list for the duration"—that fine white duck that goes into those HYDE ROLLER SHOES, but we looked ahead and built a reserve of manufactured shoes.

So, if YOU look ahead now, too, and plan for your Christmas needs you won't have to worry too much about our dwindling stockpile.

Remember, white leather went out two years ago, so send us your order today and don't get caught "on the ice for the duration" like our poor white duck.

Get your orders in today!

**Hyde Athletic Shoe Co.**  
Cambridge, Massachusetts

## Mayor Quits When Spot Runs Sunday

SCRANTON, Ia., Aug. 12.—Sunday roller skating will continue here despite the resignation of 74-year-old Arley Jemison as mayor. Two weeks after city council authorized operator Bill Vader to keep his city park rink open Sundays, the mayor resigned in protest. R. M. Henderson, appointed mayor in Jemison's place, said he had made a study of the question and found support for Sunday skating even among church attendants.

Pastor of the Methodist Church, the Rev. Edward L. Stone, said he had not taken part in any discussions with the council, but declared:

"I have not felt there is anything to say against Sunday skating when it does not conflict with church activities for the young people and is operated right." He said he had visited the rink several times and found that "it provides wholesome entertainment for young people, and we have been short of entertainment for them."

ATLANTIC CITY. — H. B. Maxey, of wax-show fame, has leased his March of Time in Wax to the Steel Pier here for the season. Featured is a life-size reproduction of the Lord's Last Supper.

## STEEL PIER ON BLOCK

(Continued from page 41)

\$1,500,000. The property was acquired by Gravatt in 1925 for a reported \$2,000,000, and it is said that in the intervening years nearly a like sum has been spent in improving and expanding the structure.

One of the largest amusement centers of its kind in the world, Steel Pier extends 150 feet along the Boardwalk, reaching a half mile out over the Atlantic Ocean. On the pier are five air-conditioned theaters, one of them featuring stage presentations. There is also a theater exclusively for children. A ballroom accommodates 2,000 couples. At the extreme ocean-end of the pier is an open-air stadium accommodating 5,000 people for the presentation of circus and water acts. Thruout the pier are numerous exhibits booths, a zoo, funhouses and other entertainment. There is an exhibition hall of 17,800 square feet.

Since it opened the pier has enjoyed an attendance of approximately 66,000,000. The peak day of 84,000 attendance was in 1931 when Amos 'n' Andy and Rudy Vallee appeared there simultaneously.

In addition to owning the Boardwalk business block opposite Steel Pier, Gravatt is the largest stock and bond holder in a number of leading Atlantic City hotels. He also owns a country club, several land developments and other properties. Since the elimination of the dim-out the upsurge in business in the last year has convinced Gravatt that a new era of prosperity for Atlantic City is at hand.

## HURWOOD BUYS PARK

(Continued from page 41)

and Virginia Polytechnic Institute, and the farm is expected to become a demonstration project of economic value to the rural people in a territory several hundred miles in extent.

Crystal Lake itself, or the amusement park section, will serve primarily the people of Danville, Martinsville, Chatham, South Boston and Halifax, who have no other comparable resort in convenient reach. It has a swim pool 105 feet wide and 220 feet long, with filtration plant, bathhouses, artificial beaches and playgrounds, and an unfailing spring-fed source of pure water. Improvements being undertaken at once include a paved parking area, rides, dance hall, skating rink and concessions.

Hurwood is widely and favorably known in the amusement business. He has operated various forms of amusements at Rehoboth Beach, Del.; Ocean City, Md., and Ocean View, Virginia Beach and Norfolk, in Virginia. He is a forward-looking operator, with plans now forming for further developments in Virginia as soon as the Danville project is put on a working basis.

## Healthy, Wise and Happy



Good Sport for Young and Old

Keep Your Skates in Good Repair . . .

There Will Be No New Skates Until It's Over, Over There

**"CHICAGO"**  
TRADE MARK REG. U.S. PAT. OFF.

**ROLLER SKATE CO.**

## War Use of Films Is Paving Way for Civilian Expansion

CHICAGO, Aug. 12.—The army's use of 16mm. films is going to lead to greatly expanded use of this medium in academic fields after the war, in the opinion of Maj. Edward Ford Stevenson, of U. S. Army Signal Corps. Before entering the army, Major Stevenson was president of Visugraphic Pictures, Inc.

A few progressive industrial concerns used motion pictures for advertising and publicity and as training aids for salesmen and for factory workers before the war, according to Stevenson, but there was never any real co-ordination between pictures and text material. Schools, too, had made limited use of motion pictures, but there was no comprehensive attempt to use them in the academic world.

As a result of the signal corps' experience with films as a means of training soldiers there is available, for the first time, a demonstration of visual education and training aids at work. It has been positively proved, the major declares, that learning time can be decreased and technical skills improved with films.

Hollywood has been awakened to the enormous potential market for films outside of the entertainment field, he believes. Furthermore, some of the finest technicians from the movie city, thru their experience in the armed forces, have gained their first experience in this particular type of work. Educators and producers of industrial, advertising and publicity films have been working with those whose entire concern heretofore has been the box office.

### Speed Learning Process

Major Stevenson believes there has been a greater advance in the training propaganda and educational field in the last two years than has taken place in the entire history of the movies up to this time. He also says this is the first completely new development in the method of teaching since the invention of the printing press, and that this utilization of motion pictures is the first real contribution toward speeding up the learning process.

One of the most promising outlooks after the war is that industrial accidents may be greatly reduced by the use of films. The army, navy and air forces have so cut down their rate of accidents that it is not inconceivable that insurance companies might grant lower rates on employer accident liability insurance to concerns which make attendance at motion pictures of shop practice a compulsory part of their training program.

The propaganda field for films is so great and so much has been done with them in this war that the Office of War

Information is now preparing an exhaustive report on the subject for release after the war, the major revealed.

## Pamphlet Describes New OWI War Pix

WASHINGTON, Aug. 12.—War Films for War Use, a booklet listing 79 non-theatrical films available from 270 film library distributors in 48 States, is the latest release from the bureau of motion pictures, Office of War Information. The booklet describes these war information films and lists the names of all distributors co-operating with OWI to provide nationwide distribution.

Purpose of the 16mm. films is to inform the American people of the status and progress of the war. They cover both the fighting and home fronts; point out the issues of the war and clarify the nature of our enemies; build an understanding and a respect for our Allies around the world, and drive home dramatically and positively what Americans are doing and must do for victory.

The pictures are being widely used in war plants, labor groups, service clubs, women's clubs, parents' groups, civilian defense meetings, community gatherings, schools and colleges, churches, rural meetings and fraternal groups.

Films on our fighting forces include *Desert Victory*, *The Negro Soldier*, *Reports From AAF*, *Target for Tonight*, *Report From the Beachhead* and *What Makes a Battle*.

Films on our allies include *Report From Russia*, *Here Is China* and *The Dutch Tradition*. Production-front films include *Suggestion Box*, *Day of Battle*, *Behind the Winning Punch*, *The Arm Behind the Army*.

The nature of our enemies is covered by such films as *Divide and Conquer*, *Our Enemy—The Japanese* and *The World at War*. The home front has been dramatized in such films as *Food and Magic*, *Challenge to Democracy*, *It's Everybody's War*, *Magic Bullets* and *When Work Is Done*.

The films have been made available thru the co-operation of various government agencies and the information services of our allies.

Copies of *War Films for War Use* may be obtained from the bureau of motion pictures, Office of War Information, Washington (25). All bookings for the films should be made from local film libraries co-operating with OWI in war film distribution.

## WPB Nixes New Theaters, Except in Essential Cases

WASHINGTON, Aug. 12.—Erection of new theaters will be authorized only when the War Production Board is convinced that a new movie house is "absolutely essential in the community," William Y. Elliott, vice-chairman for civilian requirements, WPB, told a newly organized theater owners' industry advisory committee.

Members of the committee reported that, altho production of projectors using specialized bearings is being delayed by shortages, repair parts for existing equipment are being provided in "sufficient quantities" to keep projection and sound equipment operating.

## San Antonio News Notes

SAN ANTONIO, Aug. 12.—Alberto Coppel succeeds J. J. Jimenez as branch manager of the Latin-American Film Exchange here. Jimenez is leaving for his former home in Mexico. Gustavo Mohme, of Clasa-Mohme Films, Inc., Los Angeles, visited here recently en route to Mexico City for a vacation. Another visitor from Hollywood was King Vidor, who was also on his way to the Southern Republic to make a picture. Karl Hobbeltzelle, Interstate president of Dallas, was on a periodic visit to his Rex Theater, San Juan, Tex.

## REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

## Season a Dandy For Hayworther

GRIFTON, N. C., Aug. 12.—"SeaBee" Hayworth Tent Theater, now in its 12th week on the road after more than a year of stock in Pink Hill, N. C., has been playing to highly satisfactory returns to date, according to Manager Hayworth, with the usually lush fall tobacco season still in the offing and promising to put a bang-up finish to a corking canvas trek.

At Winterville, N. C., last week, show ran into the tail end of hurricane which moved up the Coast from Florida, and the Hayworth troupers remained up all night to battle high winds and a heavy rain. A few snapped ropes was the only damage. Show plays Port Barnwell, N. C., next week.

During the show's recent engagement at Grimesland, N. C., members of the Hayworth organization exchanged visits with the showfolk of the Billy Wehle one-nighter, which played Washington, N. C., nine miles away. Gabfest began in the studios of WRRF, Washington, where the Wehle showfolk aired a program, and had the following participating: Billy Henderson, Cal and Bonnie West and Billy Wehle, of the Wehle tent; Carl and Rufus Armstrong, ex rep and tab performers and now WRRF staff execs, and "SeaBee" Hayworth, Joe Hayworth and Josh Ellington, of the Hayworth rep. After the broadcast, the Wests and Billy Henderson visited the Hayworth opry at Grimesland.

## Oldies Pull Solidly For Babb in Dallas

DALLAS, Aug. 12.—Business continues on a high level for the Wayne Babb Players, who opened here recently for an indefinite stock stand under canvas.

The tent theater is located in the midst of a government housing project of 20,000, and the inhabitants are just beginning to find out what the Babb show is all about, with the result that they are filing past the box office in increased numbers each night. These, in addition to the Oak Cliff and Dallas regulars, are building business noticeably.

Last week the Babb Players presented Glenn Harrison's old-timer, *Honest Sinners and Sainly Hypocrites*. This week's offering was another oldie, *The Push*, with Neil Schaffner's *Trail of the Lonesome Pine* slated for early presentation.

Amateur Night each Friday, with cash prizes, is an added business stimulator. Bill Free, recently honorably discharged from the navy, has been scoring with his swoonatra-type specialties. He also plays parts.

## Harley Northrop, Rep Vet, Killed in Mill Accident

RENO, Neb., Aug. 12.—Harley E. Northrop, 52, who spent many years in rep with Midwestern and West Coast shows as comedian and musician, was fatally injured in a sawmill accident in Indian Valley, near here, and died in a local hospital August 2. He was injured when a timber fell against a saw, a piece of wood striking him in the head.

He had trouped with the Harley Sadler show in Texas and the Fred Jennings and Harold Porter rep organizations on the West Coast. He was with the last-named company for nine years. Northrop quit show business several years ago to look after his ranch and mill interests in Nevada and Northern California. Further details in *Final Curtain*, this issue.

## Change in Kramer Cast; Press Lauds Male Players

SUNBURY, Pa., Aug. 12.—Rosemary Davidson leaves the Ella Kramer Company at Rolling Green Park Theater here tonight after final performance of Howard Rooney's mystery melo, *Gentleman Rests*, and will be replaced by Zita Spangler in *Heartaches Versus Headaches*. Two males in the cast have been draw-

## Rep Ripples

HAROLD J. PORTER, who operated rep shows in the Middle West for a number of years before moving to California in 1921, where he continued in the rep game until December, 1941, now has four tent picture shows going on the West Coast. One is permanent, two are playing one to four-week stands, and the fourth is on a circle. . . . JOHN D. FINCH, the ex-Billroy now serving with Uncle Sam's army in Burma, writes under date of July 25: "Happy to say that my morale has jumped a couple of pegs, as *The Billboard* has finally penetrated to the heart of the Burma jungle. And, that isn't all. Since I've been getting *Billyboy*, the news has been drummed thruout these God-forsaken wilds, and I'm constantly being annoyed by a lion, tiger, elephant or leopard dropping in to read the Cole or Ringling 'help-wanted' ads. I ran into my buddy, Ralph Blackwell, again recently, and he's still doing his bit with Special Service. We put out a rep or tab show about every time we bump into each other. Saw a mention of my old friends, Dome Williams, Mack Ferguson and Harry Rollins in the column recently. Would like nothing better than to sit in on a real gab session with these three and the addition of Cal (Kentucky Chocolate Drop) West. How deep the snow!"

LOLA E. PAINTER (Remmers), of the WAC, is in Hunter Hospital, Savannah, Ga., recovering from injuries sustained recently in a fall. Her serial number is 400864. Miss Painter, who rejoined the WAC some eight months ago after a previous discharge, is expecting to be discharged again soon. . . . ARTHUR KINSLEY, who at present has his vaude-pic trick in Northern New England, will take the unit into schools in the late fall. . . . BROWNIE'S FUN SHOW, three-people unit, is in Northern Oklahoma, splitting between fairs and hall dates. . . . ARTHUR CURRIER, veteran repster, is setting a one-man flesh opus for schools, to open after he winds up the season at a Maine beach resort. . . . PFC. KEITH W. HART, who before his induction operated a vaude-picture unit with his dad in Texas, is now with the army in France. His address is 38359322, APO 595, care Postmaster, New York. . . . LAVINE'S SHOW, vaude-pic trick, after a month in Eastern Maine, has returned to the Province of Quebec, Canada. Demore and Flamm, with their music and dramatic specialties, furnish the flesh end.

GILBERT ROBINSON plans to take a vaude-picture show in Northern New England this fall and winter to play schools and halls.

ing fine comments from local papers, Howard Rooney and Marvin Howard. Both hail from Chicago. Rooney directed the current *Gentleman*.

Remainder of the cast includes Ella Kramer, Lucy Tonsfeldt and Jayne Simonson. Miss Kramer has operated successfully this season in the face of cast trouble and restricted bus service. The theater is located about three miles from the main road, and because of the gas situation busses run into the park only three times a week. Performances are given nightly.

## SLOUT SHOW WANTS

MAN TO HANDLE STAGE, GEN. BUS. ACTOR capable doing some leads. State all, if you do specialties and what. Join immediately for long season. WORKINGMEN, come on.

Week Aug. 14, Eaton Rapids, Mich.; 21, Hillsdale, Mich.

## WANT TO BUY

Complete Dramatic Tent Outfit, including seats, stage, wiring. Prefer a 60 or 70 with 3 30-foot middles; also Trucks. Give condition and price. BOX D-264, The Billboard, Cincinnati 1, Ohio.

## SALE

35 MM. PROJECTORS Silent Sound  
16 MM. FILMS REWINDS

Splicers, Mikes, Amplifiers, Screens, Lamps, Photocells, Trados. Bought. Free Lists.

MOGULL'S 59 W. 48TH ST. NEW YORK 19, N. Y.

16MM. SOUND PROGRAMS COMPLETE WITH SHORTS \$5 Per Night

GOOD PICTURES, GOOD PRINTS \$10 Per Week MORGAN FILMS 402 E. 5th, - Free List - Peru, Ind.

## Sound Features and Shorts

Movie Camera Films—Lamps—Reels—Screens—Rowinders, Etc. Send for Large FREE List.

ZENITH 308 West 44th St. NEW YORK CITY

## -CLOSING OUT-

16MM. SOUND FEATURES from \$5.00 per reel up. FREE LISTS. Also bargains in S.O.F. Shorts.

MULTIPRISES Box 1125 Waterbury, Conn.

16 MM. RELIGIOUS SUBJECTS 35 MM.

Westerns, Actions, Selected Shorts. Wanted: 16MM. Sound Projectors.

OTTO MARBACH, 630 Ninth Ave., N. Y. City









# SHAPE MARKET PLANS FOR '45

## Surplus Goods Give Ideas for Novelties

NEW YORK, Aug. 12.—Merchandise leaders here this week expressed enthusiasm about the improved outlook for civilian goods. Due to military successes, they expect considerable improvement in supplies before the end of the year.

Samples of new merchandise are beginning to be shown by manufacturers, but production is still contingent on getting more materials. A still better picture of the future may be had when the spot authorization plan is issued August 15. Merchandise men here report that government surplus goods have not yet been released in sufficient quantities to be important in the specialty field. Some stores in New York and Chicago have been selling steel ammunition boxes in the last week or so. The suggestion is being made here that some of the government surplus goods might be re-fashioned into various novelty goods such as lamps, ash trays, etc.

## MERCHANDISE TRENDS

By Evelyn Mareneck

### Big Financing

All reports indicate there will be plenty of money available for financing business after the war. The SEC has recently added its authority to these reports by saying that the net working capital of American corporations increased about \$17,000,000,000 since 1939. Banking conventions recently gave out the reports that banks are loaded with money and that interest rates may continue low after the war. Savings funds held by the consuming public are also at a peak never dreamed of before, so all this would indicate that there will be plenty of money available for all kinds of business developments and expansion, employment and other needs after the war. The only danger being pointed out is that post-war inflation is still possible. There is also some danger that world money plans may not mature and hence the United States may find its gold hoard gradually reduced in value.

### Electrical Gadgets

The industry advisory committee for the electrical appliance industry, chiefly major appliances, has asked the WPB to restrict each company's output to its 1942 models for probably a year after civilian production is resumed. Other industries have considered making this same request. The fact that a high WPB official has urged manufacturers to follow this plan indicates that official restrictions may be applied for many months after Germany is knocked out. The WPB issued Order L-65, covering electrical appliances, in amended form June 3. There were few changes in the amended form of L-65. However, it is interesting to the specialty trade because it repeats the original list of a great many novelty items which may get important attention in future changes in the order.

### Civilian Survey

The Office of Civilian Requirements recently made its report on a third survey covering the nation to determine what consumer goods are most needed.

The OCR has been doing very constructive work in making these surveys and the data should prove very useful to manufacturers, jobbers and retail outlets in gauging future markets. These surveys will be made at regular intervals and each time the information gathered becomes more specific as the survey workers gain more experience. Electrical gadgets and appliances have occupied a prominent place in consumer opinion on what they need most. It is expected that WPB and other government agencies will use the service to decide on plans for producing most needed consumer goods in the future.

### Protests Imports

The president of the Elgin National Watch Company strongly urged that American firms be given a fair chance against Swiss watches in the future. He charged that Swiss watches had been given unfair advantage to glut the home market while American firms were making war goods. This took place at the recent war conference of the National (See Merchandise Trends on page 52)

## Orgs Combine On Promotion

Will provide convenience for buyers — boosts Chi as merchandise center

CHICAGO, Aug. 12.—Plans for a grand combination of markets for 1945 was announced this week by Paul W. Kunning, an official of the Chicago Association of Commerce. The announcement coincided with the big semi-annual gift show which was held here July 31 to August 10, as well as other specialty markets.

The plan announced by the commerce official is another step in making Chicago the great merchandise center of the nation. A number of organizations joined in formulating the plan, and it is expected to open with the big spring market from January 29 to February 10. (See Shape Market Plans on page 51)

## Reports Show Disks Up Revenue for '44

WASHINGTON, Aug. 12.—The revenue reports by the Treasury Department for the month of June gives some interesting data on sales of radio sets, phonograph records and similar electric goods. Phonograph record manufacturers paid into the Treasury a total of \$197,935 in June, 1944, as compared with \$87,207 of the previous year. Since a good many retail stores selling specialty merchandise are also adding records, the tax data on such merchandise becomes more important.

The comparative figures of internal revenue collections in June from other products were as follows: Radio sets, components, phonographs, \$154,879.49, as against \$213,578.82; musical instruments, \$42,343.68, against \$47,867.85; electric, gas and oil appliances, \$552,395.99, against \$273,386.36; refrigerators and air-conditioners, \$77,012.69, as compared with \$404,164.73 aggregated in June, 1943.

## WE HAVE OVER A HUNDRED DIFFERENT FIGURINES

From 3 Inches to 15 Inches High

ranging in price from \$3.60 to \$90.00 per doz.

Made of Terra Cotta Composition, Beautifully Colored.

Works of Art in every detail.

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No. 3789K. Blue Boy and Girl. The Gainsborough Figures, 7 1/2 in. high, \$30.00 per doz. pairs.

All Figurines come packed from 1/12 to 1/6 doz. per number in carton, according to size, and may be bought in these quantities.

We carry a tremendous assortment of GIFT GOODS, ranging in price from \$1.80 to \$90.00 per doz. Set K of fully illustrated price lists will be mailed to any re-seller on application.

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IMPORTING AGENCY, Inc.

115 to 119 K SOUTH MARKET ST. CHICAGO 6, ILL.

## A Heller of a SELLER the NEW

## WALKIE-TALKIE COMBAT PHONE



Kids are nuts about this imitation of the portable radio set used by Carlson's Raiders in the Makin Island raid, CARRIES CONVERSATIONS UP TO 100 FEET. Set has MEGAPHONE SIGNAL DEVICE for coding Messages, Collapsible Make-Believe Aerial and Range Finder. Brilliant, eye catching colors for display.

RETAILS up to \$1.50

AGENTS • RETAILERS • CONCESSIONAIRES

\$9.60 per Doz. - - - Sample \$1.00

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## Special! WHILE THEY LAST

### CIGARETTE LIGHTER AND BILLFOLD COMBINATION

Here it is! The buy of the year! A beautiful all metal mechanical windproof cigarette lighter and alligator calf white and dark saddle black goat, all leather billfold—both for only \$24.00 per dozen. Set is packed in individual gift boxes. A sure-fire repeat item . . . Send your order in today. Rated firms shipped open account, others C. O. D. 25% deposit with order.

### LOCKET

Genuine mother of pearl, gold on sterling locket, boxed in attractive picture frame \$30.00 Per box. Only . . . . .

MARLENE SALES 105 N. Clark St. Chicago 2, Ill.

# CARNIVAL AND PARK SPECIALS

Our buyers have scoured the markets for merchandise

CARNIVAL SPECIALS	
Hawaiian leis, Med. Size	Per Gross \$ 4.00
Medium Size Plaster Dogs, Etc.	6.50
Red, White and Blue Tissue Shakers	6.00
Spotted Tails with Comic Cards	Per 100 4.00
Jumbo Fox Tails with Comic Cards	Per 100 23.00
White or Blue Yacht Caps, Doz.	1.90
Animal Shaped Glass Liquor Bottles	Per Case (36) 9.00
U. S. Weighted Darts, Doz.	1.20
4 to 7 Inch Hoop-La Hoops, Doz.	.55
8 Inch Hoop-La Hoops, Doz.	.65
Knife Rack Rings, Per 100	2.50
Shooting Corks, Per 1000	2.25

U. S. MADE SLUM	
Paper Flag Bows	Per Gross \$ .90
Felt Wisecrack Pennants	.95
Comic Paper Masks	1.00
Engraved Wedding Rings	1.00
Muslin Flags on Sticks	1.15
Plaster Dogs, Ducks, Etc.	1.25
Plastic Thimbles	1.20
Cloth Flag Bows	1.35
Lead Pencils	1.85
Humorous Mirror Folders	2.95
Mirror Memo Books	4.50
Comic Buttons, Per 100	2.25
Motto Buttons, Per 100	1.25
Powder Puffs	3.00
Jumbo 14-Inch Pencils	4.00

ASSORTED IMPORTED SLUM 10 Gross for \$9.50

Order from this ad. All prices F. O. B. Indianapolis. No order shipped C. O. D. without 25% deposit.  
**KIPP BROS., 117-119 S. Meridian Street, Indianapolis 4, Ind.**

## PREPARE FOR THE FAIRS!

**FOX FUR TAILS**  
very small 3c and 4c Each  
12 Inch, Ea. 10c  
15 Inch, Ea. 12 1/2c  
Extra Large 15c  
Very Large 20c  
With Snappy Sayings on Assorted colored cards

LOOK OVER OUR LINE OF DE LUXE SCOTTIES of Real Fur in Asst. Colors

13x12" — Colored With Ribbons. \$2.00 Each.  
23x17" — With Colored Ribbons. \$3.00 Each.

**SLUM ANIMALS**  
Small Standing and Sitting Dogs, Cats, Ducks, \$1.25 Gross.  
Hat Bands, Assorted Snappy Sayings, \$2.00 per 100.

Small Red Leis ..... \$2.00 Gr.  
Plastic Cigarette Cases, Assorted Colors 2.00 Dz.  
Key Chains, Assorted ..... 6.00 Gr.  
Comic Paper Masks ..... .90 Gr.

NO CATALOG  
**CARNIVAL NOV. CO., INC.**  
30 West 3d St., New York, N. Y.

We Manufacture All Advertised Items

## MERCHANDISE YOU ARE LOOKING FOR CAREFULLY SELECTED BINGO ASSORTMENTS

Many New Items—Many Hard To Find Items—Practical—Novel—In Demand.  
ORDER A SPECIAL DEAL—BE CONVINCED—\$25.00, \$50.00, \$100.00 UNITS

GLASSWARE	SLUM GIVE AWAYS	NOVELTIES
Over 100 Feature Items, including Ruby, Green, Golden Glow, Crystal Moonstone, \$3.00 to \$12.00 Gross. Order by Assortments. \$20.00, \$40.00, \$75.00 Units	Over 100 Red Hot Specials From 75¢ to \$3.00 Per Gross. Not the Regular Run—But Plenty Now. Popular in Demand. Flash. Order by Assortments. \$10.00, \$25.00, \$50.00 Units	Hats, Leis, Tails, Hat Bands, Comic Buttons, Chinese Snakes, Batons, Swaggers, Pocket Knives, Lighters, Charm Key Chains, Table Novelties, Toys, Pennants, Souvenirs.

LIMITED STOCKS STILL AVAILABLE  
Blankets, Lamps, Smokers, Bar Sets, Enamelware, Outery, Tray Pottery Ware Items, Luggage, Tourist Sets, Mirrored Chests, Fancy Cedar Chests, Tackle Boxes, Francy Boxed Towel Sets, Fur Animals, Etc.  
SAVE TIME—DON'T WRITE FOR LISTS—PLACE ORDERS FOR SAMPLE UNITS.  
25% DEPOSIT WITH ALL ORDERS, BALANCE SHIPPED C. O. D.

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD., ST. LOUIS 3, MO.

**LET'S DO IT WITH DEWEY**  
A Campaign Novelty. Two Types—Sells at 25 & 50c.  
IT GETS THE MONEY  
No. 1—\$1.75 Doz. \$20.00 Gross. No. 2—\$3.00 Doz. \$35.00 Gross.  
Wire Orders for Quick Delivery. Shipped C. O. D.  
**RAYSOL PRODUCTS (3) POPLAR BLUFF, MO.**

**CATALOG NOW READY**  
WRITE FOR YOUR COPY  
12 GRO. (12 KINDS) AMERICAN MADE SLUM. SPECIAL PREPAID ..... \$15.00  
NOTE, PLASTER USERS: Write for list of special items to take the place of plaster.

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## Popular Items

**Dewey—or Don't We?**  
"Let's Do It With Dewey," a novel campaign item is being put on the market by Raysol Products, Popular Bluff, Mo. Merchandisers who are anticipating the election will stock up on these attractively made novelties to supply those customers who will be Dewey-ing it, while others don't. The slogan "L. D. I. W. D." is in the center of the desk-size novelty which is mounted on an imitation walnut base, 10 inches long by one inch square. An American flag stands at one end, while the symbolic elephant stands on the other. The novelty stands two and one-half inches high and is said by Republicans to have real eye appeal. Raysol is also offering other campaign novelties.

**More Hangers**  
Plastic clothes hangers with popular features are proving notion sales builders, the All-Styles Hanger Company, of New York, report. These clothes hangers are perfect designs in faultless plastic and are available in clear colors. A necessary item in the home, they offer a combination of features that make them attractive to customers. A raised center prevents sleeved dresses from slipping, top cutouts keep sleeveless dresses and lingerie on the hanger, and underneath there are hooks for loops of skirts. Novelty departments in merchandise stores will do well to stock up on these hangers to meet the demand.

**Colors Back**  
Staminate Corporation of New Haven, Conn., announces that the famous Floating Art Colors, which decorate candles and other objects, are back on the market. A money-making item, these art colors can be used for dipping objects, making swirling designs of beautiful, washable colors for their decoration. They are said to be guaranteed to work in either hard or soft water and are offered in sample sets of six vivid colors in 2-dram vials. With the many uses these colors have, merchandise salesmen are welcoming the return of this popular item.

**Paint 'Em—Hang 'Em**  
Brilliantly boxed sets of plaques, together with an assortment of paints for coloring, are being offered by Eca Toys, Inc., Chicago. Educational, constructive, artistic—these toys promise a fascinating pastime for young and old alike. The plaques, coming four in a box, can be obtained in flower, fruits, animals, birds and scenery designs, and they are said to be charming ornaments for the home when completed. Eca Toys, Inc., is featuring a complete line of other decorating sets, all claimed to be big features in art-craft attractions.

**Finest Assembled MARMOT**  
Mink dyed striped, with embroidered fancy flowered lining. 25% with Unbeatable price. Very fast seller. Big money maker.  
\$25.00 Ea. 25% with order, balance C.O.D. F.O.B. N. Y.

Also have complete line of other fur garments at lowest factory prices. Write for Complete Information and FREE PRICE LIST.

**COHEN BROS. & SONS**  
148 W. 28th St. New York City, N. Y.

**Kitchen Stool**  
A real value in a kitchen necessity. Upholstered kitchen stool has 12" padded seat in black or red simulated leather. White enameled legs. Height 24". Individually packed, weight six pounds.

**B28A25**  
Each ... \$1.85  
Lots of 12 Each ... \$1.75

**Bakelite Utility Box**  
For quick and easy sales! Here's a low priced utility or cigarette box that's practically a give-away at the price. Modern in design, made of black bakelite with gleaming chromium-plated cover. Overall size, 3 1/2" x 2 1/2" x 1 1/2". Sample, 25¢.

**B38A50**  
Per Dozen ..... \$2.65  
In Gross Lots ..... \$30.00  
Per Gross .....

**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  
25% Deposit Required on C. O. D. Orders. We Sell Wholesale Only. Catalog Sent on Request.

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WHOLESALE DISTRIBUTORS SINCE 1919  
217-223 WEST MADISON ST., CHICAGO 6

**PLASTIC CHARMS**  
for your Slum Prizes  
Buy them direct from us  
We manufacture and sell more CHARMS than anyone else in the whole world.  
Charms in Bulk — \$4.00 per thousand  
Charms on Gift Cards — \$5.50 per thousand  
F.O.B. New York  
\$1.00 deposit with order — balance C.O.D.  
Made in U.S.A. by  
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333 HUDSON ST. NEW YORK 13, N. Y.

**BINGO SUPPLIES**  
BINGO CAGES . . . PLASTIC MARKERS\*  
REGULAR SPECIAL—7 COLORS. MIDGETS  
1 to 3000. BOND, 1 to 3000.  
5-Up-6-Up-7-Up to Pad.  
Write or Wire for Catalog  
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HIGHEST QUALITY. MONEY-BACK GUARANTEE!  
TRICKS — JOKES — NOVELTIES  
Hot Gigg (Attractive Pkg.) . . . 50¢ Doz.; \$4.95 Gr.  
Hot Toothpicks (12 in Pkg.) . . . 50¢ Doz.; 4.95 Gr.  
NEW—FAST SELLING—PROVEN  
Exploding Stick Matches . . . \$5.95 Gr.  
Snake Matches . . . 4.50 Gr.  
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Wiggly Snakes, 15" . . . 1.50 Doz.  
DON'T FORGET: Order your Comic Xmas Cards now. Finest line available. Humorous, attractive. Sure-fire sellers.  
ALL ORDERS FILLED PROMPTLY.  
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# NANCO INCORPORATED BARGAINS

Prize Booth-Concessionaire  
**SWEETHEART PINS**  
Sterling Silver—Gold Plated

**\$1 EACH**  
**\$12 A DOZ.**  
WORTH MUCH MORE



AIR FORCE



ARMY

While they last, at this low price. Fine jeweler's pieces. Wonderful buy. SEND FOR LIST OF ITEMS NOW REDUCED FOR QUICK SALE.

25% Cash With Order—Balance C. O. D.



**NANCO, Inc.**

221 Fourth Ave.,  
New York 3, N. Y.

## SHAPE MARKET PLANS

(Continued from page 49)

The annual fall market will be held from July 30 to August 10.

Kunning stated that the primary object was to combine a number of merchandise lines into the two big seasonal markets so that travel by merchants would be reduced. It has also been learned that merchants not only want to cover one market while here, but they want to buy many lines of goods. Combining the lines into two big annual markets will enable buyers to see many lines of merchandise while in the city.

Announcing the plan to start early in 1945 suggests that Chicago manufacturers and wholesalers are optimistic about having merchandise to display by that time. A number of merchandise promotion people will give the new plan their full support. A compliment was paid to the specialty merchandise trade in that the dates selected for the two seasonal markets coincided with the usual dates for the gift and novelty shows usually held in Chicago.

### Other Groups

It is not known at the present time whether such national groups as the toy and music merchants' organizations will schedule their shows in the future to coincide with the two seasonal markets. The toy and music trades shows are held under the auspices of national organizations and are more in the nature of conventions than seasonal market displays.

The fall market drew bigger attendance than the same market a year ago. It was reported that at least 20,000 buyers were in the city this season, while the record last year was about 18,000. Buyers began arriving about 10 days before the opening this year, and so the final week of the market was somewhat of an anticlimax. Trade reports said the market showed some decline toward the end. Buying was brisk and trade leaders agreed that the sellers' market was on the wane.

Reports about gift merchandise on display were encouraging. There was a total of 2,400 manufacturing and wholesale firms in the Chicago area included in the market. The Palmer House and the big Merchandise Mart were the chief centers of the merchandise showings.

### New Stimulation

The market was stimulated by recent steps taken by the WPB to release ma-

terials for making civilian goods and also a lot of buyers were anxious to get a preview of what they might expect when peace returns. The WPB order which permits making of experimental models in the future had not been in effect long enough to allow many new items to be made for showing.

As at the New York show held a few days earlier, a lot of buyers were interested in knowing whether manufacturers had yet obtained enough aluminum to make new items. The china and glassware firms were not selling so much during this market season, but they were building good will for the future, they said.

Most buyers were interested in Christmas gift goods, and the early season for sending gift merchandise for men in the services was also a factor in the buying.

**HARD TO GET NECESSITIES**  
—ALSO—  
**MILITARY PATRIOTIC ITEMS**

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WORLD'S Lowest Priced WHOLESALERS

**FUR COATS**  
JACKETS—CHUBBIES

LARGE assortment of NEW 1944 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

**S. ANGELL & CO.** Manufacturing Furrier  
288 W. 27th St. (Dept. b-3), New York 1, N. Y.

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**WHITE STONE ENGAGEMENT, WEDDING AND NOVELTY**

Order by number, enclosing 1/3 DEPOSIT. We ship Balance C. O. D.

**Pendant Heart Sterling Silver**  
"Friendship" Ring. Two dangling hearts attached to an extra wide sterling silver band. Delicate "forget-me-not" design.

Order No. A-845. **\$9.00** Dz.

No. W43BN Wedding Band. Choice of Sterling Silver or 1/30th 14K R. G. P. **\$2.75** Dz.

No. W8861R. Sterling Silver Whitestone Wedding Ring. Set with 5 stones. **\$4.50** Dz.

SSE No. 97—Sterling Silver Whitestone Engagement Ring with side stones and large center stone. An extra value. **\$10.50** Dz.

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White Stone Sterling Silver with Side Stones.

No. 5258 **\$12.00** Dz.  
Sterling Silver, Side Stones, Large Center Stone.

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**SHINE IN THE DARK!**

**LUMINOUS FLOWERS**

By Nite Glow

Large Gardenia with Bud . . . \$3.80 Doz.  
Special Gardenia with Bud . . . 4.00 Doz.  
Super Special Gardenia with Bud . . . 6.00 Doz.  
Fine Medium Gardenia with Bud . . . 4.75 Doz.  
Small Gardenia without Bud . . . 2.25 Doz.  
Double Gardenia (Corsage) . . . 4.00 Doz.  
Triple Gardenia . . . 4.00 Doz.  
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Sunflowers . . . 3.60 Doz.  
Triple Tea Roses . . . 3.60 Doz.  
Hair Bows on Comb with Luminous Gardenia . . . 3.25 to 5.00 Doz.  
Double Roses (Hand Decorated) . . . 4.00 Doz.  
Triple Roses (Hand Decorated) . . . 5.00 Doz.

Also Assortment of Luminous Religious Figures—Write for Circular.

1/3 Deposit, Balance C.O.D., F.O.B. N. Y.

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Medallion 3-5794

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**With an Order Selected From This CONCESSIONAIRES' PRICE LIST**

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Paper Flag Bow Pin	.90
Plastic Thimbles	1.20
Lead Pencils, Full Length	1.44
Bean Blower, 10 In.	1.00
Jitter Beans, 200 Pack, Box	1.70
White Metal Wedding Ring	1.00
Plastic Charms with Tassels	1.10
Transfer Pictures	.90
Comic Hat Bands, Per 100	2.00
Comic Pennants, 1 1/4 x 2 1/2 In.	.75
1 1/4" Comic Buttons, Per 100	2.25
2" Comic Buttons, Per 100	4.00
Mirror Memo. Books	4.50
Monkey Mirror, 2 1/2 x 3 1/2 In.	2.95
Pat. Badges, Carded, Per 100	.90
Colored Tin Clips, Per 100	.60

**Ball Game Merchandise Gro.**

10" Car Tails w/ Comic Card, Per 100	\$4.50
9/12" Fox Tails w/ Ribbon Ties, Per 100	10.75
12/15" Fox Tails w/ Ribbon Ties, Per 100	12.75
16/18" Fox Tails, Per 100	16.00
Yacht Caps, Junior Sizes	24.00

**Bingo Merchandise Each**

Wood Frame Glass Tray, 9x17"	\$1.00
Stoneware Casserole, 6 Pack Ctn.	2.16
Stoneware Cookie Jar, 6 Pack Ctn.	2.40
Gold Frame Mirror, 11x14 In.	1.35
Wood Mag. Rack, Walnut or Maple	1.15
Vacuum Type Glass Coffee Maker	.98
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Fiesta, 4-Piece Ref. Set	1.10
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Prices F. O. B. Terre Haute, C. O. D. Orders Must Be Accompanied by 25% Deposit. Hundreds of Other Articles of "Wanted Merchandise" Are Shown in Our Latest 1944 Catalog—Write for Your Copy Today.

**LEVIN BROS. Since 1886 Terre Haute, Indiana**

**"A PERFECT LIGHTER THAT NEVER FAILS"**

It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-110—\$7.20 Per Dozen.

**ROHDE-SPENCER CO.**

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**MAGIC RACES**

At cigarette touch 6 horses are off. See them run to post.

**BIG PROFITS**

Fast seller. 40 Races, \$1.00. Low quantity prices. Sample free.

**BARKLEY COMPANY**

Green Hill Place DRYDEN 8, VA.

**DYNAMIC SUMMER PACKAGES**

**BOX CANDY**  
(\$2.90 PER DOZ. AND UP)  
for OPERATORS—FAIRS—PARKS—CONCESSIONS  
Tasty, delicious assortments; quality goods. Attractively packaged.  
Accepting orders for delivery NOW. Please state your business.

**GOLDWYN COMPANY** 731 PLYMOUTH CT. CHICAGO 5, ILL.

**IMMEDIATE DELIVERY**

**EXPLOSIVE MATCHES**

OUR SPECIAL PRICE

1 to 10 Gross Lots . . . \$3.75 Per Gross  
10 Gross Lots or More . . . 3.50 Per Gross  
Net Cash With Order.

**STUART NOVELTY CO.**

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# BINGO

**SPECIALS ★ CARDS**  
**TRANSPARENT MARKERS**  
Write for Bulletin

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#7901—Uniform Size White and Assorted Colors, Spring Ring Catch, Choker Length. \$18.00 Per Doz.

#7902—Uniform Opera-Length (54 inches), White and Flesh Only, Light Weight. \$42.00 Per Doz.

Send for Sample Assortment — \$30.00.  
TERMS: 1/3 With Order, Balance C. O. D.  
Free Price List Other Costume Jewelry Items.  
We Guarantee Immediate Shipments.

**RICHEY COMPANY**  
303 Fifth Avenue, New York 16, N. Y.

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#### GENUINE LEATHER TIGHTWAD

Smallest modern billfold, equally liked by men and women for carrying paper currency in suits, slacks or in pocket books.



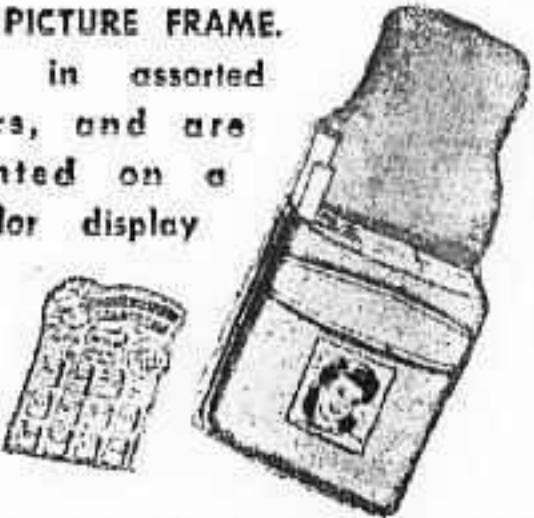
#### GENUINE LEATHER COIN PURSE



Will be in great demand for ration tokens. They arrive in assorted colors.

#### GENUINE LEATHER CIGARETTE CASES

with PICTURE FRAME. Come in assorted colors, and are mounted on a 2 color display cards.



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Novelty Stores—Gift Shops—Hustlers We have attractively packaged sets that are real sellers and good values.  
Set #1 has 12 Pictures, 7x9 Inches  
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Set #3 has 5 Pictures, 4x5 Inches  
Lithographed in 9 colors on good paper stock. Best work of most prominent artists, nothing sordid or offensive, priced right for profit.

Also a new line of ten-cent packaged Novelty Items suitable for Joke and Trick Stores. Clever, comical laugh-makers that sell fast. Consisting of Joke Business Cards, Tickets, Quiz Pals, Puzzles, Placards, War Jokes, Ration Card Jokes, Diplomas, Licenses and others. Two-pound Sample Pack of over fifty items and THREE complete sets of PIN-UPS with wholesale price lists of entire line, \$2.00.

Please State Your Business.  
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BUTTONS AND CARDS (Bulk)

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Identification Bracelets, \$5.72 Doz. Ask for Free Illustrated Catalog.

**MILLER CREATIONS**

Factory: 2772 Lincoln Ave., Chicago 14. Phone: LIN 4394

### MERCHANDISE TRENDS

(Continued from page 49)

Wholesale Jewelers' Association in New York.

Arthur P. Care, of the E. W. Reynolds Company, Los Angeles, chairman of the post-war committee of the association, warned that the industry, "must prepare for a post-war period of more or less uncontrolled price advances, during which speculative excesses will develop." A sharp deflation may follow, which may not last very long, but it may equal that of 1920-'21, he said.

#### Coins in Demand

The demand for coins has established a record production in the United States

mints, according to the director, Nellie Tayloe Ross. Circulation of coins indicate that many half dollars, quarters and dimes are getting across merchandise counters. The mints have been working on a 24-hour schedule to meet the demands of domestic coins, turning out money at the rate of nearly 35 tons a day. Over 2,500,000,000 coins were turned out in the fiscal year ending June 30 in comparison with some 2,114,000,000 of the preceding year.

#### Cosmetic Sets Cheaper

A new pricing, authorized by Amendment 5 to MPR-393, will result in lower retail prices for packaged gift cosmetic sets, according to OPA. The amendment is based on the same trade discounts as those for individually packaged cosmetics, and packagers can now use the alternative pricing method. The amendment, which went into effect June 24, will allow a little more leeway on the coming cosmetic gift items to meet the Christmas holiday demands.

#### Manicure Needs

A request that production be resumed of a few types of manicure implements was made by members of the manicure implements industry advisory committee. WPB reported that this request was made by the committee because war contracts are not sufficient to keep skeleton forces operating.

#### The Fate of Lamps

Some consideration is being given to the idea to put lamps on the list of 125 items for which spot authorizations may be made when the order is issued August 15. Altho this list of critical items is by no means complete, a survey made showed that lamps were one of the items on the second level of shortages. The question of whether aluminum could be used in place of the ordinarily used metals in lamps was probable, as aluminum may only be used to replace other metals for items whose production is already authorized, and lamps have been definitely restricted for some time. The final fate of lamps must wait until the spot allocation program is set up, and at that time it is quite probable that critical articles will be added to the list as the needs demand.

### BINGO OPERATORS

- #70/1 Boxed Blankets, 70x80 ..... \$2.00 Ea.
  - #70/15 Multi Chenille Bathmats, Boxed ..... 1.60 Ea.
  - #90/19 8-Pc. Tourist Set... 2.00 Set
  - #80/29 5-Pc. Dresser Set... 1.85 Set
  - #100/15 Boudoir Lamps... 2.25 Ea.
- Immediate Delivery.  
25% Dep., Bal. C. O. D.

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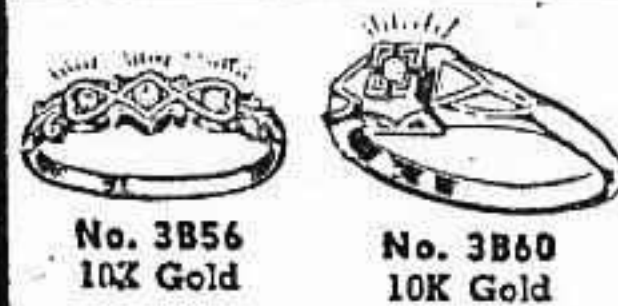
#### TIES, 8c EACH (Approx.)

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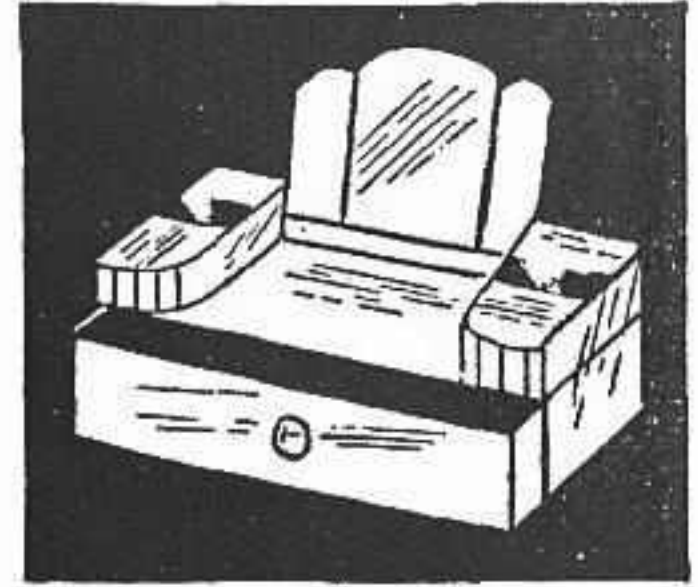


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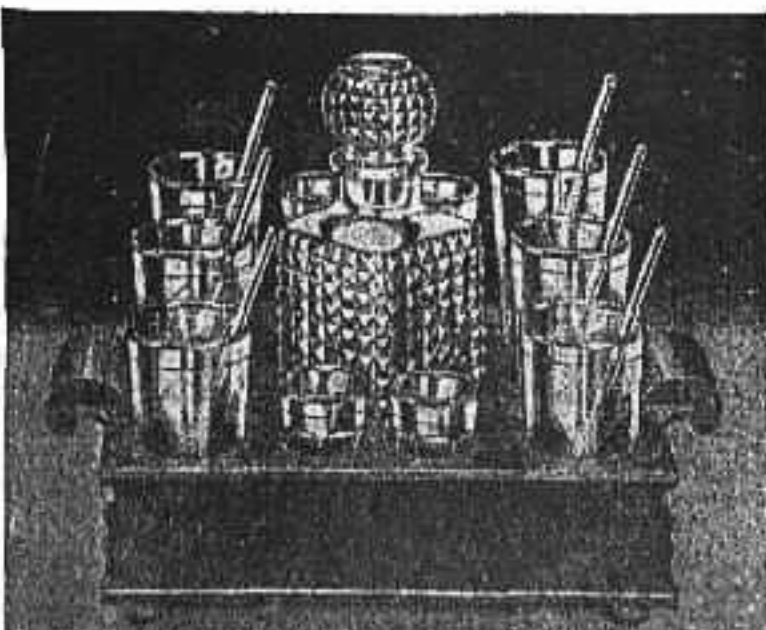
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Samples ..... 2.25 Ea.

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\$170—PENCILS—PROPEL—REPEL—Wood; Police Club Shape. .... 85¢ DOZ.  
\$234—R A Z O R E D G E—VEST POCKET KNIVES, Plastic Handle. .... \$13.50 PER 100  
\$219—Genuine STEERHIDE BILLFOLDS, Individually Boxed. .... \$7.50 DOZ.

TERMS: C. O. D. 25% CASH WITH ORDER.

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1 Walnut Finish Cabinet, 10 1/4 in. by 14 1/2 in. by 3 1/2 in., with 2 easy grip handles and 4 Ball Legs. 6 Crystal Hi Ball Glasses with Gold Band Edge. 4 Crystal Spirit Glasses with Gold Band Edge. 6 Crystal Swizzle Sticks. 1 Crystal Decanter. 1 Crystal Glass Stopper. Individually packed. Weight per set 8 pounds.

24 Sets or More ..... \$2.37 Per Set  
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25% Deposit with all orders. Full remittance for Samples.

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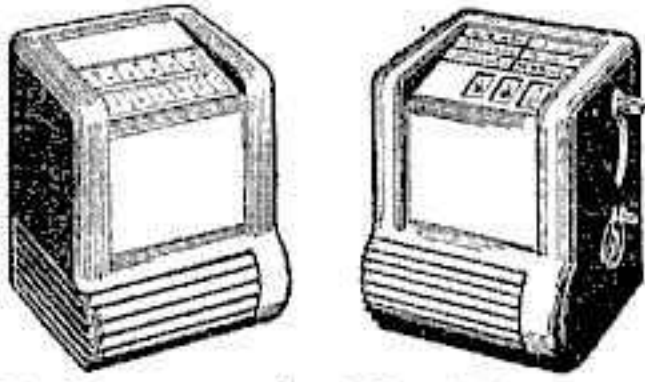


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24 Assorted On Attractive Display Card  
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SPECIAL THIS WEEK—2 Cards for \$3.40.  
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Top flap covers reels and gives appearance like table radio. Flap folds back, shows reels, plays like slot machine.

BRAND NEW EQUIPMENT

A little money-maker for home or bar. Unconditionally guaranteed. High grade mechanism. Insert 5¢ and 3 reels spin and stop like slot machine (not automatic payout). Chart on top shows odds for payoff. Not a radio, but hinged flap gives illusion when desired. Size 6x8x6 in. Wt. 6 lbs. Shipped postpaid if check remittance comes with order; otherwise sent C. O. D. plus postal charges. Each... \$14.75

WEBB DISTRIBUTING COMPANY 612 N. Michigan Ave. Chicago 11, Ill.

Deals

By Ben Smith

We were wondering how much longer it would take ops as a group to see the light, take paper and pen in hand and start contributing squibs for the column. A line from an operator on what he is doing, the type of deal he is working, the merchandise he has been able to obtain and how it is moving in his territory, and how he solved personal operating problems, which are bound to crop up in all operations, is sure to make interesting reading and prove helpful to other operators.

It never hurts to know what the other fellow is doing. However, the only way to get him to come across regularly is for you to come thru with some info yourself. How about it?

A premium which has flash and consumer appeal, which can instill a desire to own it, will go well on a card. The premium does not necessarily have to be new, tho if it is new and timely so much the better. Size of board or card to be used is determined entirely by cost of the item offered and the amount of profit the operator would like to clear. The smart operator does not attempt to make too much on each card placed but looks for big money on volume turnover. To illustrate: Merchandise which costs about \$6 may be offered on a deal which takes in around \$12, a take that allows the operator to pay a location man \$2.50 for each card that completes. The operator's net return on the deal and the placement man's pay is adequate, for if the deal is right both can clean up, the deal being small enough to turn over rapidly. As the deal grows in size proportionate return to the operator and placement man should be larger to compensate for the longer time necessary to complete the larger card or board. As a rule, the individual who sells the card does not receive a cash return. One of the major awards offered on the deal is much the better incentive for him.

Pipes For Pitchmen

By Bill Baker

Communications to 25 Opera Place, Cincinnati, 1

SGT. MORRIS BLUESTEIN... V-malls from England that he reads The Billboard to keep up with what the boys and girls in Pitchdom are doing at home. (Another good reason to send in your pipes.) His outfit was cited twice for its work. He asks for pipes from Morris Kahntroff, Slim McKnight, Whitey Monsette, Red Ball, Curley Hayes, Crip Williams, Barney Kaplan and the other pitch boys. Address him Sgt. Morris Bluestein, APO 559, care Postmaster, New York, N. Y.

MERCHANDISE will be back on the market soon. Lots of it will be new.

ANDREW DAY... on flying birds, has left the Cole Bros. Circus to ready for the pumpkin fairs. He asks pipes from Kid Shepard, Turk, Grave-Yard Collins and Ben (Horseback) Meyers.

EDDIE MARCH... is now teamed with Ben (Horseback) Meyers on toy balloons and floss candy. Both were formerly with Cole and Polack circuses. They ask pipes from Ben Stone, Red Larkin, Whitey Mometz, Gordon brothers and Schwartz brothers.

STANLEY NALDRETT... is heading for the Nebraska State Fair at Lincoln after reporting laying an egg in Madison, Wis. He says he made up for that week, however, at Rockford, Ill.

VACATION TIME for some of the folks who earned it during the winter.

DICK HILLGROVE... released from the army, is again operating his Kurex Laboratories at his old stand in Cincinnati.

JACK (BOTTLES) STOVER... infos that it looks as tho it will be okay from now on in the Shenandoah Valley, around Harrisonburg, Va. He cut up jackpots recently with Colonel Maitland, on the leaf; Pat Malone, Jimmy Stover and Jimmy Paradise in Martinsburg, W. Va. He asks for a pipe on Judge Patterson, Phil Babcock, William Dietrich and the rest of the gang.

BIG AL WILSON... in his 13th week at McCrory's, Dayton, O., with astrology, is ready to quit until Christmas. He pipes that his horse, Silk Blouse, is being sent to a Chicago track in charge of Blake Strong, Al's partner in the gee-gee biz.

ARE YOU READY for the folks who are thinking of heading back to their homes when the war jobs ease off?

MISS MARIE... La-Nu's swirl and curl girl, pipes from Chicago: "There aren't going to be as many bottles and jars of Mom Powell's peerless products for the pate sold in my No. 1 Woolworth store in Chicago during August as there were in July, for I am heading back home to good old Massachusetts to rest the pipes and sun-tan the torso.

"I have been raking in the shekels since giving Mr. Woolworth and Mr. Powers, his up-and-at-'em manager in No. 1, a break 11 weeks ago, but anyone has to treat his or herself to a vacation now and then. I'll return to action with my vocal apparatus well rested the day after Labor Day, and expect to really get it in September.

"Plan to stop off in Cleveland for a few days to check up on how they're getting on in No. 28 Kresge's, where I harvested enough cabbage to buy a cottage near Milford, Mass. And it's to that cottage that I'm heading for the old



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Novelty Batons, Gr. .... 9.00
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Hot Seats, 50¢ Dz.; Gr. .... 5.75
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Magic Hoo Coln., Dz. .... 1.20
Comic Diplomas (Gin Rummy, Bull-shooter, Etc., 35 types \$1.50 per 100; Per 1000 .... 12.00
Laugh Station (Asst. Joke Item), TAKES IN \$4.00, Ea. .... 1.50
Foaming Sugar, 90¢ Dz.; Gr. .... 10.50
Key Chains, Per 1000 .... 21.00
Novelty Axis Sheets, Per 1000 .... 3.00
Police Badges (Amer. Made), Gr. .... 9.00
Pistol Packin' Holster Key Chain, Gr. .... 8.50
Bitter Cigarettes, Gr. .... 2.25
Skull Key Chain, Gr. .... 9.00
College Pennants, Compl. Asst. Per 100. 12.50
Wedding Rings, Gr. .... .85
Chess, Checker, Peg Softball, Peg-o-Ching (Plug Sets), Dz. .... 1.75
Novelty Picture Album, \$1.70; Gr. .... 18.50
50% Deposit With Order.
Send for Complete Price List.

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Sneezing Powders, Extra Strong.... 40 \$3.25
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Stink Plugs for Cigarette Bums.... 50 3.80
Lovers' Cards, They Sell Good.... 50 3.80
Sooner Dog With 3 Pills.... 60 7.95
Sooner Dog Pills, Six in Pkg.... 60 4.95
Chans Laundry Ticket Trick.... 60 5.75
Daddy Bank Roll, Stage Money.... 50 4.40
Wine and Water Trick.... 85 5.95
Trick Snake Matches, So Funny.... 50 4.25
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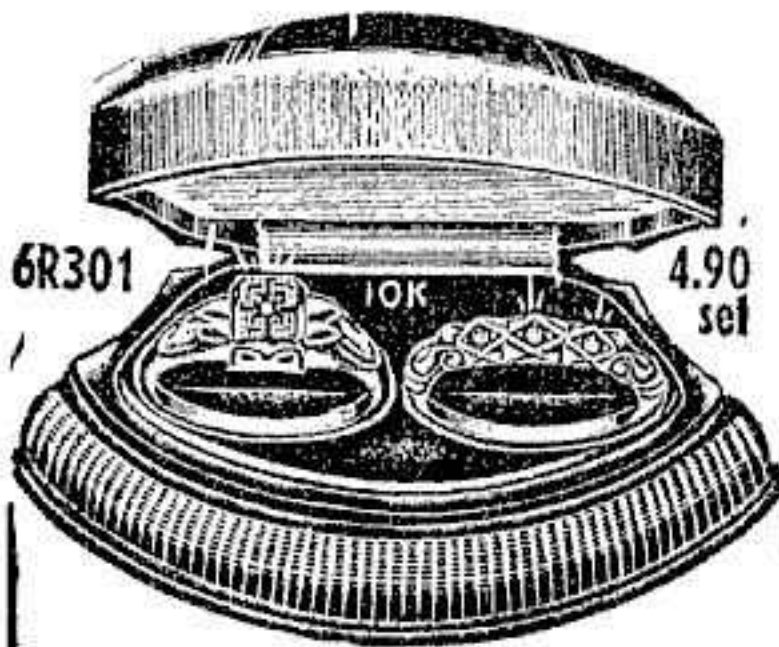
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 6R301—1 Diamond Engagement Ring and  
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 6R305—3 Diamond Engagement Ring and  
 3 Diamond Wedding Ring .....Set 6.40  
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 5 Diamond Wedding Ring .....Set 8.65  
 WRITE FOR NEW CATALOG FEATURING  
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vacash, and the more pitchers that show up at Miss Marie's merry manor the better.

"After splitting a bean with pals back in our Beantown, I'm going to split a quart of champagne with Mom Powell (at her expense, of course) at her Atlantic City hacienda, and when I get back to Chicago I'll make a final report.

"Just in case some of you smooth shouters have forgotten little Miss Marie—I pitched La-Nu in Boston about 10 years ago and worked with Mabel Burns. Went to school nights at the Wilfred Academy. Now, remember? I don't see any of the old gang very often and would like to hear from any of you."

**SOME OF THE BOYS** are back in the biz following a trek with Uncle Sam's armed service. Pipe in.

**EDDIE LEONARD** . . . pipes from Philly that the recent street-car strike there made biz an all-time low for the week, with people going to Jersey seashore spots until it was settled. Recent expose of fortunetelling aimed at gypsy tellers by *The Philadelphia Daily News* did not include mental acts or horoscope workers, which makes the city still open, Leonard pens.

**BEN YZNAGA** . . . Philly foot worker, in Asbury Park, N. J., for the summer, reports good takes. Returns to the Quaker City in September.

**JACK KAHN** . . . is working the Coney Island (N. Y.) Boardwalk with Sol Addis.

**DICK WOLFSON** . . . has Frank Rebedeau, Chicago med worker; Joe Carroll and Al Hassman working to reported good takes in his New York 50th Street store.

**SIDNEY PINCUS** . . . is working shampoo on the Atlantic City Boardwalk to folding geedus. Some big turns are also reported on the planked promenade by shampooers Marsha Graff, Sylvia Friedenson, Patricia Clarke, Mildred Endler, Bobby Hassman, Hazel Haynes and Dotty Hassman.

**Next Issue**  
**LIST NUMBER**  
 Will Feature the  
**Following Lists:**  
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 Order a copy from your news-  
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 25 Opera Place  
 Cincinnati, Ohio

of \$10 are payable September 1 and that new membership fee is \$15.  
 Recent visitors included Past President Louis Margolis, in town on business, and T/Sergeant Harry M. Harris, who spent 10 days on furlough and left for Camp Rucker, Ala. During his visit Mrs. J. W. Quinn, World of Pleasure Shows, presented him with a \$25 War Bond. Sergeant Harry Paskow, en route to a new station at Fort Benning, Ga., visited for five days and brought along his fiancée from California.

**SLA**  
 (Continued from page 33)  
 awards for the Servicemen's Mustering-Out Fund. Ray Marsh Brydon was elected to fill the vacancy on the board of governors caused by the death of C. D. Odom. President F. E. Gooding reported he was elated with support given him, members of the Johnny J. Jones Exposition, Royal American Shows, Endy Bros.-Prell Shows, World of Today Shows, Cavalcade of Amusements and others promising a lot of co-operation on the Mustering-Out Fund.

**Ladies' Auxiliary**  
 Applications for membership forwarded by Past President Edith Streibich and proposed by Mrs. Al Wagner, Cavalcade of Amusements, are from Mrs. Milo Anthony, Mrs. Martha Wagner, Mrs. Maybelle Campbell and Florence Alvino. Letters have come from Nan Rankine, past president; Evaline King Belew, Carmen Alice Seymour, Myrtle Hutt and Madaline Ragan. Mary Ragan, twin sister of Madaline Ragan, is a visitor from San Francisco. Lena Schlossberg at a housewarming party had as guests Mrs. Ida Chase, past president; Mrs. Kenny, Rose Page and some of Mrs. Schlossberg's kin. She left for Philadelphia and a few weeks' vacation. Ida Chase is grandmother of a girl, Michele, born to Phyllis Chase, daughter-in-law. Her son, Bruce Chase, of the marine corps, is in town on furlough. Mrs. L. M. Brumleve, past president, is in Wisconsin recuperating after an illness.

**PCSA**  
 (Continued from page 33)  
 and Harry Phillips. Donating War Bonds to the Mike Krokos building fund were William Scott, Harry Seber, Walter Newcomb, Joe Mettler, Charles McHaney and Harry Hargrave. Harry Seber reported that shows around San Francisco were doing good business and that beaches were crowded regardless of weather.

Visiting members included Bert Fisher, Hennes Bros' Shows; Bill Nichols, Mission Beach, and Walter Newcomb, superintendent of the Santa Monica Pier. Bank night award went to Sam Dolman. Board of governors held a special session after the meeting. William Sherwin reported on a county meeting which discussed tent shows, fireproofing and fire prevention.

**Events for Two Weeks**

- August 14-19  
 CALIF.—San Anselmo. Dog Show, 20.  
 ILL.—Clayton. Old Settlers' Celebration, 17-19.  
 Findlay. Home-Coming, 14-19.  
 Hamilton. Fall Festival, 16-18.  
 MO.—Urish. Annual Reunion, 15-18.  
 N. Y.—Schenectady. Dog Show, 20.  
 N. C.—Newton. Soldiers' Reunion, 14-19.  
 PA.—Doylestown. Legion Carnival, 14-19.  
 S. D.—Burke. Home-Coming, 18-19.  
 Hudson. Firemen's Sports Day, 18.  
 White River. Frontier Days, 19.  
 UTAH.—Midvale. Harvest Festival, 17-19.  
 (August 21-26)  
 ILL.—Chrisman. Horse Show, 25-27.  
 IA.—Hartley. 4-H Show, 21-22.  
 KAN.—Leoti. Old Settlers' Picnic & Fair, 21-22.  
 KY.—Paris. Am. Legion Celebration, 21-26.  
 MASS.—Bridgewater. Dog Show, 27.  
 MO.—St. Louis. Gift Show, 20-23.  
 N. C.—Roanoke Rapids. Lions' Festival, 21-26.  
 O.—Akron. Dog Show, 27.  
 Hoytville. Home-Coming, 21-26.  
 Massillon—Dog Show, 25.  
 Valley City. Home-Coming, 26-27.  
 PA.—Reading. Dog Show, 27.  
 S. D.—Madison. Turtle Days, 25-26.  
 Salem. Harvest Festival, 24-25.  
 CAN.—Hamilton, Ont.—Lions' Club Carnival, 24-26.  
 Montreal, Que.—Gladiolus Show, 25-26.

**MSA**  
 (Continued from page 33)  
 Bynum, Jack J. Coin, Leroy C. Crandall, Ralph Dickerson, Earl R. Feathers, Vernon Lee Huntoon, William Kling, James G. Mangan, Johnny Meyer, Walter Nummer, Ray Sleeper, Frank T. Sullivan, Eugene F. Sullivan and Dave Wallace. Announcing 1945 membership cards, Executive Secretary Robbins revealed that special cards have been made for men in service. He reminded that dues

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 A New and Better Line of  
**OAK-HYTEX BALLOONS**  
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 Eileen Rogers is offering her Jewelry Concession at the Crystal Palace Market in San Francisco for sale. She has the exclusive right on the engraving. Show case, equipment and stock that moves goes to the first bidder. Also her lease. Write or wire her at 939 Eddy St., Apt. 31, S. F., Calif. Can be had reas. Xmas trade guarantees it as a fast money-making speculation. She established this place prior to the war. The trade is already built up.

**Dream Yarns**  
 By E. F. Hannan

**SHOW BUSINESS** has many times been pictured in book and magazine by those who have had the least possible acquaintance with it. Of all the real showmen I have known, the slowest to rush into print were those who knew best and might have told most about the business.

The circus has taken an awful literary basting in this respect, pseudo novelists and dreamland chroniclers rushing in where experienced show folk would hardly dare tread. This has come about partly from the growth of fan and hobby enthusiasm in this branch of show business, the writers seeking a rich and amateur field among these well-meaning groups and individuals.

Now comes a yarn about med, and in it the writer pictures an old-time med show whose members are comprised of a hop-head, hula dancer, kinker, trained fox, female impersonator, deaf mute, and a blind accordion player. Add this to a doc, who was a confirmed drunkard, and a lecturer who was a champion chaser, and you have a combination that would have stumped even Barnum.

The doc and lecturer rode horseback from stand to stand, the performers followed on foot; how the blind musician

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**FIRE GUTS LUNA**

(Continued from page 3)

the subway lines to beyond Luna Park and Feltman's.

Almost the entire west side and rear end of the park were completely burned out, but the flamboyant entrance and administration buildings at the front end were not damaged, nor was the elevated structure of the Brighton Beach subway line which passes directly thru this end of the park. This was very fortunate, as cutting this line would have added greatly to the confusion, as this line normally transports about one-third of the visitors to Coney Island.

Principal rides destroyed were the Scenic Railway (Dragon's Gorge), Coaster (Mile-High Sky Ride) and Boomerang. Part of the water chute structure and sidings of the chute pool badly damaged. Some smaller rides slightly damaged.

To Coney Island the greatest loss is the complete destruction of the tall, light-studded tower in the center of Luna Park which was one of the landmarks of the resort until the construction of the parachute tower at Steeplechase, after the World's Fair, the tallest structure in Coney Island.

Shows wiped out were the Aqua Girls, diving show; "Hitler at the End of a Rope," hoke show, and Anderson's Dog and Pony Circus. No show personnel nor any of the animals of the circus were injured.

Remaining intact were the swim pool, administration buildings, ornate entry

gates, ballroom, large building housing Wonderland Freak Show, and several rides at the front end of the park, including Scooter Boats, Bug, Whip, Swooper, Ghost Train, Roll-o-Plane and Circle Swings. Large Merry-Go-Round and Mirror Maze east of the water chute also escaped serious damage.

Bill Miller, who with the Danziger brothers only recently became owners of Luna Park, has little to say excepting that the disaster was "heart-breaking." Park is covered by insurance, but no details are available, the very recent transfer of the park and most of its equipment tending to confuse that angle.

There is no possibility of the park re-opening this season and not too much chance that, under wartime conditions, it can be reconstructed in time for next season. All licenses were suspended shortly after the fire was brought under control to prevent any possibility of any concessionaires attempting to open up until everything has been checked up.

Miller agrees that the fire started in the Dragon's Gorge structure, but its cause is unknown. Mayor La Guardia and high-ranking fire and police officials were on the scene and the usual "too late" investigations were getting under way.

Apparently no showmen or park employees were seriously injured. There were some injuries among firemen and volunteer fire fighters, most of which were treated on the spot.

**DUMONT SHOWS**

CULPEPPER, VA., WEEK AUGUST 14

ANNAPOLIS, MD., WEEK AUGUST 21

Want Shows—Animal or Side Show with own transportation and equipment. Want legitimate Concessions. Want one or two Wheels. Johnnie Reddick wants Musicians, Chorus Girls, Comedian. All winter's work. Salary and percentage. Want Nail Joint Agents. Want to buy Deluxe Roll-o-Plane for cash. Address: LOU RILEY.

**Kellie Grady Shows Want**

For eleven weeks in the best part of Alabama: Shows, Rides and Concessions. Can use Ferris Wheel Foreman; if you drink don't answer. Will sell my Show for cash. Have six Rides; Sound Truck, best on road; fifteen Concessions, Light Plant, all new Canvas, Trucks and Trailers. All Rubber in A-1 shape, also all Rides. Show booked until November 1. Want cash. Will book Shows right.

Cordova, Alabama, this week and next.

**BENTON, PENN., FIREMEN'S FAIR, AUGUST 21-26**

Want Grab Joint, legitimate Concessions and Shows of all kinds. Have big route and an outstanding Labor Day spot. Help in all departments, sensational Free Act. For Sale—Kiddie Airplane Ride and Venetian Swings. Answer, this week.

**MICKEY PERCELL, Mgr. PIONEER VICTORY SHOWS**

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**Want for T. and B. Shows**

All Concessions open. No Flat Games. No Gypsies. Will buy for cash No. 5 Wheel. Will furnish Concessions for reliable Agents. Chipley, Fla., Aug. 15-25, American Legion Celebration; Blountstown, Fla., American Legion Celebration to follow; then fairs in Peanut Belt.

T. AND B. SHOWS, CHIPLEY, FLA.

**A. M. P. SHOWS WANT**

"JUGGY"

Ten-Cent Dime Stores, High Striker, Bowling Alley, Novelties, or what have you? Will book one Flat Ride. Book any Show with own outfit. Three Acts that can play seven Fairs.

A. M. PODSOBINSKI, Gordonville, Virginia, this week.

**JASPER COUNTY FAIR**

RENSSELAER, INDIANA, AUGUST 29 TO SEPTEMBER 1

WANTED—Legitimate Concessions of all kinds. Can also place a few good Shows and any Ride except Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl. Address

WM. H. BAHLER, Rensselaer, Indiana.

**A RED ONE**

I hold exclusive on all Rides, Shows and Concessions. The only Fair around St. Louis. Sponsored by Emerson Electric Co., one of St. Louis's largest War Plants. Held on their Grounds. CAN PLACE CLEAN SHOWS THAT ARE CAPABLE OF TURNING THEM. Rides booked. EVERYONE WILL DO CAPACITY BUSINESS HERE.

CAN USE A FEW MORE CONCESSION AGENTS NOW. All winter's work. ALSO CAPABLE COOKHOUSE HELP AND BARTENDERS. Have all Help I opened with this year—all satisfied.

AM INTERESTED IN BUYING A SMALL SHOW AT THE CLOSE OF THE SEASON. Write and I will come and look it over.

All Address: REX HOWE, Care SYLVAN BEACH PARK, KIRKWOOD, MO.

**THOMPSON BROS.' RIDE UNIT**

Now booking SHOWS and CONCESSIONS for the following fairs: Clinton County Fair, Lock Haven, Pennsylvania, Sept. 11-16; Fulton County Fair, McCallsburg, Pennsylvania, Sept. 19-23.

Attention, Concessioners: No FLAT STORES or GRIFF allowed at these fairs.

Fair Secretaries or Reliable Showmen: Have 6 Rides available starting the week of September 25, including Octopus, Ferris Wheel, Merry-Go-Round, Chair-o-Plane and two Kiddie Rides. All Rides in best of condition. Have own transportation for same. Will book all or part of these Rides.

Address all mail to THOMPSON BROS., Avila, Pa., this week; Williamsport, Pa., next week.

**SANILAC COUNTY FREE FAIR**

SANDUSKY, MICHIGAN, AUGUST 23 TO 26

Want Concessions that work for ten cents. No Wheel or Coupon Stores. Mecosta County Fair, Big Rapids, Michigan, follows Sandusky. Address:

**W. G. WADE SHOWS**

Mason, Michigan, this week

**LETTER LIST**

(Continued from page 48)

Vantine & Cazan  
Vator, E. C.  
Vitez, Providence A.

Wallace, Emmett  
Walter, Clarence  
Young, Albert

Gray, Lewis C.  
Grimm, B. F.  
HOUSE, Lee

Jackson  
Hyman, Al  
Jacobs, Mrs. J. K.  
Jo Anne, Madame  
Knapp, G. W.  
LEE, Robert

Edward  
Lewis, Joe  
(Klown Kop)  
Luck, Dorothy  
McCart, Mrs.

Lovita Kaye  
Myrick Jr., R. C.  
Neil, James  
Neil, Versie  
Neufner, Davis Mae  
Nottingham, Mrs.  
Polly J.

Nuckols, G. M.  
O'Neil, Robert  
(Marvel)

PRICE, Lester  
Savage, Cline  
Shuey, Charles E.  
SPENCER, Charles E.

SCHNECKLOTH,  
Harry Henry  
SHERWOODS,  
Neal Carl

Thaler, Mrs.  
Kathleen

Thomas, Jay L.  
Walker, Sally  
Wells, Earl  
Wilson, Joe

WARNOCK, James  
Meiroy  
WHITMARSH,  
Harold L.

Wright, Wm. F.

BERNSTEIN,  
Morris A.  
Buckley, Marion M.  
CHARRON, Henry  
Cogswell, James  
Danes, Harriet  
Desplanters, Ernest  
Dorey, Mary  
Duffy, Fern  
Fuller, Samuel

Hoople, Henry  
Kennedy, Tom  
Lee, June  
McGrew, Jean  
Mack, Cuban  
Morse, Geo. (Doc)  
Reed, Miss Billie  
Stephens, Bill  
Swegles, Howard N.  
Tatshoff, Sol  
York, Augie

GREEN, Eddie  
James

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Dillon, Leonard L.  
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Carr, Charles  
Carr, Neal  
Casella, Charles  
CONTIWELL,  
Peter  
COURTNEY, Albert  
J.  
Crawford, Margie  
DAVIS, Samuel  
DelRae, John  
Desco, Glory  
Duke, H. J.  
Ellis, Lewis  
FLYNN, Thomas  
M.

Horowitz, Harold  
George  
Joyce, Martin  
King, Pauline  
Krasner, Lillian  
Lackey, Jackie  
Lawrence, Robert  
Lee, Sherry  
Lee, Dottie  
LINDSAY, Fred  
Anshbell

Lopez, Irene  
Miller, Jack  
Mitchell, Jack  
Neugebauer,  
Beatrice A.  
Olson, George  
Polzer, J. P.  
Provencher, Lucien  
Ray  
Ringens, PeeJay  
Rogers, Jessica  
Rombola, Sam  
RUSSELL, Lewis  
Shoreck, R. Hank  
Spitzer, John  
SUGDEN, Roy  
James  
Valdemar, Odette

**GARDEN STATE SHOWS**

QUAKERTOWN, PA., This Week — ORIENTAL, PA., August 24-26  
Want Shows and Concessions of all kinds. Will place Show Personnel in all departments. All Address

R. H. MINER, JR., Quakertown, Pa.

**FAIRS CELEBRATIONS FAIRS GEREN'S UNITED SHOWS**

Rising Sun, Ind., Fair, Aug. 16 to 19; Jackson County Free Fair, Brownstown, Ind., Aug. 21 to 26; Franklin, Ind., Aug. 28 to Sept. 2, downtown, 1 block from Court House. BIG LABOR DAY CELEBRATION, Sept. 4 to 9, CONNERSVILLE, IND., downtown.

WANT BINGO, also Snow Cones, Popcorn, Cracker Jacks, Jewelry, Novelties. Any Concessions that work for 10c. No gypsies, no P. C.'s. All replies as per route.

**WANT FEATURE FREAK**

Talkers, Lecturers and Fast Pitch Acts. "All Fairs." I still don't need drunks or wolves.

**T. W. KELLEY, J. C. Weer Shows**

BUTLER, PA. (FAIR), THIS WEEK; ELMIRA, N. Y. (FAIR), NEXT.

**RIDES AND GAMES WANTED**

Games of skill only, no games of chance. Also FREE ACT. Big neighborhood celebration in Detroit in connection with Rodeo and Fall Festival, August 31st through September 17th, in two locations. Wire

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Shelburne Falls, Mass.

WANT

Roll-o-Plane Foreman and other Ride Help. Good Building and Repair Man and Show Painter.

Mighty Sheesley Midway

Owatonna, Minn., week of August 14 to 19; Freeport, Ill., to follow.

WANTED!!

Tilt-a-Whirl Man, also Ferris Wheel and Merry-Go-Round Operator. Top salary. H. DELGARIAN, 2303 N. Melvina St., Chicago, Ill. Phone: Berkshiro 7964

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Merry-Go-Round Foreman, \$50.00 and bonus. Do not have to work on other rides. Also Grind Shows and Concessions. No camps. Out all winter. Wire: Fernfelt, Mo.

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Equipped for Hot Dogs and Hamburgers. Living quarters.

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Dumont: Culpepper, Va.; Annapolis, Md., 21-26. Dyer's Greater: Neillsville, Wis., 17-20; Lady-smith 21-24. Eddie's Expo.: Brookville, Pa.; (Fair) Mercer 21-26. Edwards, J. R.: (Fair) Berea, O.; Tiffin 23-26. Elite Expo.: Russell, Kan.; Hays 21-26. Ellman: Wausau, Wis., 14-16; Mondovi 19-23. Endy Bros. & Prell: White Plains, N. Y.; (Columbia Park) Union City, N. J., 21-26. Expo. at Home: Suffolk, Va. Fay's Silver Derby: Rockton, Ill.; Lake Zurich 21-26. Fidler United: Kankakee, Ill. Gardon State: Quakertown, Pa.; Oriental 21-26. Gentsch & Sparks: New Albany, Miss. Geren's United: (Fair) Rising Sun, Ind.; (Fair) Brownstown 21-26. Gold Medal: (Fair) Carmi, Ill.; (Fair) Fairfield 21-25. Golden Gate: Marion, Ky. Golden West: (Fair) St. Charles, Minn., 17-20; (Fair) Zumbrota 24-27. Gooding Greater: (Fair) Connersville, Ind. Gooding, F. E., Am. Co., No. 1 unit: (Fair) Jefferson, O.; No. 2: (Fair) Troy, O.; No. 3: (Fair) Celina, O.; No. 4: (Fair) Zanesville, O. Grady, Kellie: Cordova, Ala., 14-26. Great Sutton: Harrisburg, Ill.; Anna 21-26. Greater United: San Angelo, Tex., 14-26. Groff United: Hanford, Calif., 15-20. Groves' Greater: Welsh, La. Hannum: Doylestown, Pa. Happy Attrs.: (Fair) Wellston, O.; (Fair) Hicksville 20-25. Happyland: (Rodeo) Northville, Mich.; (Fair) Caro 21-26. Harvey, H. P.: Crawfordsville, Ark. Heller's Acme: West Orange, N. J. Hennies Bros.: Paducab, Ky. Helh, L. J.: (Fair) Carthage, Tenn. Henry, Lew, Rides: Front Royal, Va.; Waynesboro 28-Sept. 9. Howard Bros.: (Fair) Hilliards, O.; (Fair) Athens 20-25. Jones Greater: Buchannon, W. Va.; Elkins 21-26. Jones, Johnny J., Expo.: (Fair) La Porte, Ind.; Evansville 21-26. Kaus, W. C.: Lynchburg, Va. Kirkwood, Jos. J.: Beaver Falls, Pa. Lagasse Am. Co.: Rockland, Mass.; Beverly 21-26. Lawrence Greater: (Fair) Kutztown, Pa.; Fountain Hill 21-26. Lee United: Bad Axe, Mich., 16-18; Elsie 22-23; Greenville 25-26. Lone Star: Paris, Ill.; Roodhouse 21-26. McKee, John: Allison, Ia. Magic Empire: Lonoke, Ark.; Sheridan 21-26. Marks: Rocky Mount, N. C. Midway of Mirth: (Fair) Milford, Ill., 14-17. Mid-West: (Fair) Tremonton, Utah; (Fair) Logan 23-26. Milliken Bros.: Prospect, Va.; Pamplin 21-26. Moore's Modern: (Fair) Findlay, Ill.; (Fair) Cayuga, Ind., 21-26. Mound City: Mexico, Mo.; Warrensburg 21-26. Omar's Greater: (Fall Festival) Parkin, Ark. Page, J. J.: (Fair) Springfield, Ky.; (Fair) London 21-26. Pan-American: Alexandria, Ind. Parada: Madison, Kan.; Emporia 21-26. Peppers All-State: Kingston, Tenn.; Sheffield, Ala., 21-26. Pike Am.: Mountain Grove, Mo.; (Fair) Marshfield 24-26. Playland: Norton, Va.; Rogersville, Tenn., 21-26. Reading's: Murfreesboro, Tenn. Red River: Dauphin, Man., Can., 14-16; (Fair) St. Vital 18-19; (Fair) Kenora, Ont., 24-26. Reid, King: (Fair) Afton, N. Y.; (Fair) Sandy Creek 22-26. Reynolds & Wells: New Ulm, Minn. Riley, Matthew J.: Williamstown, N. J. Rogers Greater: (Fair) Vienna, Ill.; (Fair) Greenup 21-26. Royal American: Superior, Wis. Royal Am. Co.: Darlington, S. C. Royal Expo.: Baxley, Ga. Scott Expo.: Tazewell, Va. Sheesley Midway: Owatonna, Minn.; Freeport, Ill., 21-26. Siebrand: Mountain Home, Idaho. Smith, George Clyde: Creekside, Pa.; (Fair) Dayton 21-26. Snapp Greater: (Fair) Manitowoc, Wis.; (Fair) DePere 21-27. Southern States: Tifton, Ga. Sparks, J. F.: Richmond, Ind.; (Fair) Terre Haute 21-27. Stafford's United: New Castle, Ind.; Indianapolis 21-26. Stephen's: Martinsdale, Ia., 15-16. Strates, James E.: (Fair) Batavia, N. Y.; (Fair) Hamburg 21-26. Stumbo: Prairie Grove, Ark. Sunflower State: (Fair) Dighton, Kan.; Scott City 21-26. Sunset Am. Co.: (Fair) Northwood, Ia., 14-16; (Fair) Decorah 17-20; (Fair) Monticello 21-25. T. & B.: Chipley, Fla., 15-25. Tassel Unit: Annandale, Va. Texas: Bishop, Tex. Tidwell, T. J.: (Fair) Anadarko, Okla. Tivoli Expo.: Osage, Ia.; Hampton 21-26. Twin River: Elkader, Ia.; Malvern 22-24. Thompson Bros.: Avis, Pa.; Williamsport 21-26. Turner Bros.: Rock Falls, Ill. Virginia Greater: Sallsbury, Md. Wade, W. G.: (Fair) Mason, Mich.; Sandusky 21-26. Wade, W. G., No. 2: Argus, Ind.; Winamac 23-26. Wallace Bros.: Dyersburg, Tenn. Ward, John R.: Alexandria, La.; Monroe 21-26. Weor, J. C.: Butler, Pa.; Elmira, N. Y., 21-26. West Coast Victory: Albany, Ore., 15-20; (Fair) Gresham 21-27. Wilson's Famous: (Fair) Lewistown, Ill. Wolfe Am. Co.: Helena, Ga. Wonder City: West Helena, Ark. World of Mirth: Skowhegan, Me. World of Pleasure: Muskegon, Mich.; (Fair) Midland 23-26. World of Today: (Fair) Springfield, Mo.; (Fair) Miami, Okla., 21-26. Worthy: Dansville, N. Y.; (Fair) Angelica 22-26. Zacchini: Bloomington, Md. Zeiger, C. F., United: Colorado Springs, Colo., until Sept. 2.

VAUDE ROUTES

(Continued from page 28)

Roberts, Cell (Tony Pastor's Uptown) NYC, nc. Roberts, Dale (Dixie) NYC, h. Roberts Sisters & White (Steel Pier) Atlantic City. Rochelle & Beebe (Strand) NYC, t. Rock & Dean (Kanco) Ferndale, N. Y., 14-19, h. Rogers, Mack (Seven Oaks) Alamo Heights, Tex., nc. Rogers, Roy (Carman) Phila, t. Rooney, Ed & Jenny (Harlacker Circus) Quincy, Mass.; Woonsocket, R. I., 21-26. Rosella, Jessie (Vine Gardens) Chi, nc. Rose's, Billy, Diamond Horseshoe Show (Chicago) Chi, t. Rosoff, Charles (Bill's Gay '90s) NYC, nc. Russell, Nina (Ball) NYC, nc. Russell & Renee (Oriental) Chi, t. Russell, Slim (Stadium) Detroit; (Star-Gardner) Chi 22-Sept. 4, t. Ryan, Jack (Pink Elephant) NYC, nc.

S

St. Claire & O'Day (Meyers Lake) Canton, O., p; (Hays Camp) Paw Paw, Mich., 21-23. Sands, Hal, Girls (Carman) Phila, t. Sauer, Cleon (Dude Ranch) San Antonio, nc. Saunders, Doc (Ball) NYC, nc. Semon, Primrose (Swan) Phila., nc. Sharon, Nita (Esquire) Norfolk, Va., nc. Shaver, Buster (Steel Pier) Atlantic City. Sheldon, Gene (Paramount) NYC, t. Siemon, Hank (Fair) Billings, Mont.; Kasson, Minn., 22-24. Slater, Al (Rogers' Corner) NYC, nc. Slater, Jane (Paramount) NYC, t. Sloane, Belle (Aloha) NYC, nc. Statler Twins (Jimmy Kelly's) NYC, nc. Stewart, Buddy (Dixie) NYC, h. Stoner, Percy (Ernie's) NYC, nc. Strickland, Charles (Bill's Gay '90s) NYC, nc. Sumner, Helen (Ivanhoe) Chi, re. Suns, Three (Piccadilly) NYC, h.

T

Tarasova, Nina (Casino Russe) NYC, nc. Tars & Spars Revue (Hipp) Baltimore, t. Thomas, Jimmy (Pennsylvania) West Palm Beach, Fla., h. Tristine, Charlotte (Park Lane) Buffalo, h. Tweedy Bros. & Cindy (Ace of Clubs) Steubenville, O., nc.

V

Vincent, Villa (Kit Kat Klub) San Antonio, nc.

W

Waller, Jack (Kitty Davis) Miami Beach, Fla., nc. Warren, Annette (Carter) Cleveland, nc. Weber, Rex (Capitol) Washington, t. Wences, Senor (Chez Paree) Chi, nc. West & Lexing (Michigan) Detroit, t. White, Joe (51 Club) NYC, nc. White, Murray (Old Rumanian) NYC, nc. Whitney Sisters (State) Hartford, Conn., t. White's, George, Scandals (Circle) Indianapolis, t. Williams, Rosetta (Aquarium) NYC, re. Willard, Harold (Bill's Gay '90s) NYC, nc. Wynters & Angeline (Palmer House) Chi, h. Wyoming Duo (Frollic) Revere, Mass., nc.

Ice Shows

Franey's, Dorothy, Ice Time (Adolphus Hotel) Dallas. Hats Off to Ice (Center Theater) NYC. Lamb-Yocum Ice Parade (Treasure Island) Washington. Fantasy on Ice (Henry Grady Hotel) Atlanta.

Misc. Routes

Adams, Kirk, Dogs (Flint Park) Flint, Mich., 15-19. Barrett, Roy (Amphitheater) Winnipeg, Man., Can., 14-19. Basile, Joe, Band (Fair) Batavia, N. Y., 14-19; (Fair) Elmira 21-26. Curtis, Rube (Fair) Springfield, Mo., 14-19. Daniel, B. A.: Pittsburgh, Pa., 14-19. DeCleo, Harry: Moundsville, W. Va., 18-26. Fayssoix, W. I.: Memphis, Tenn., 16; Gastonia, N. C., 20. Phillips, Glen (Fair) Decorah, Ia., 18-20. Rickett's Dogs: Manchester, Tenn., 14-19. Sadler, Harry, Show: Canyon, Tex., 14-16; Hereford 17-19; Dimmitt 21-23. Slout, L. Verne, Players: Eaton Rapids, Mich., 14-19; Hillsdale 21-26. Tudell, Julio & Jean (Warfield Theater) San Francisco 15-21. Virgil: Chinook, Mont., 16; Havre 17; Conrad 18; Valier 19. Webb, Capt. George (Fair) Pierce, Neb., 20-22; (Fair) Oakland 23-24.

RIDE HELP, NOTICE

The season for some Shows is getting short, but ours is just starting. Can place Ferris Wheel and Chair-a-Plane Operators, Electrician; also Octopus and Kid Ride Help. Preference given those who drive trucks and semis.

JOHN B. DAVIS, Manager SOUTHERN STATES SHOWS Tifton, Ga., this week

SUNSET AMUSEMENT CO. WANTS

Tilt Help that can drive trucks. Good salary and bonus. Decorah, Iowa, this week; Monticello next.

Continental

Write for these Items

Table listing items like SLUM (Blowouts, Comic Straw Hats, Min. Uncle Sam Hats, White Por. Statues, Wedding Rings, Plaster Animals, Comic Hat Bands, Carded Tie Holders, Puzzles Imp.) and their prices.

GLASS

Table listing glass items like Glass Coaster Ash Tray, Sq. Glass Ash Tray, Footed Glass Nappy, Sugar Crystal, Creamer Crystal and their prices.



Table listing glass items like 5 Oz. Juice Glass, Bottle Shaker, Whiskey, S&P Shakers, Toy Mug, Bottle S&P, Tumbler and their prices.

NOVELTIES

Table listing novelty items like Jockey Straw Hats, Clown Rings, Leotex-Dancing Clowns, Plastic Combs, Ligne Comic Buttons, Comic Felt Yodler Hats, Hawaiian Lels, Blue Yacht Hats, Blowouts, Aluminum Milk Bottles and their prices.

BINGO ITEMS

Table listing bingo items like Lamps, Boudoir, Panda Bears, Elephants, Zipper Bags, Skillet and their prices.

Continental Distributing Co. 822 N. Third St. MILWAUKEE 3, WIS.

CHAIRS



Many Styles

PROMPT SHIPMENT

We Can Still Ship, But Don't Delay.

ADIRONDACK CHAIR CO. 1140 Broadway NEW YORK, N. Y. Dept. 5 Corner 26th St.

PEANUTS

Peanut Supplies, Popcorn Supplies, Popcorn Boxes, Colored Cones, Glassine Bags, Seasoning (but no Popcorn). Best Va. Roasted Peanut. Ceiling price 19¢ lb., 100 Lb. Bags.

Headquarters for CIRCUS, CARNIVAL AND PARK BUYERS CHUNK-E-NUT PRODUCTS COMPANY (formerly Moss Bros.' Nut Company) Philadelphia 6, Pa. Pittsburgh 22, Pa.

WANTED FOR CASH DODGEM CARS

with Plate Floors Wire-Write FORD AGENCY 220 Tremont St. BOSTON, MASS.

DYER'S GREATER SHOWS WANT

Non-conflicting Rides, any clean Show, all open. Concessions, come on. Neillsville, 17-20; Ladysmith, 21-24; Medford, 25-27; all Wisconsin fairs.

**FIREMEN'S FAIR, Irwin, Pa., Week August 21**  
**INDIANA COUNTY FAIR, Week August 28**  
**PORT ROYAL, PA., FAIR, Week September 4**  
 Followed by **McCLURE, PA., PICNIC**  
 Then **GRATZ, PA., FAIR; Then South**

Want Girl Show and Posing Show; have complete outfits for same. Also Grind Shows, Unborn Show, Wild Life, Motordrome. Rides—Merry-Go-Round and Kiddie Auto. Concession not conflicting; no racket. Ride Help for Chairplane, Tilt-a-Whirl, Octopus, Rolloplane, Bingo Help and Caller. Write or wire

**JOHN GECOMA, Gen. Mgr.**  
**BRIGHT LIGHTS EXPOSITION SHOWS**  
 CENTRAL CITY, PA., THIS WEEK.

## Wanted for Dayton Fair

Ball Games, Duck Pond, Crab, Penny Arcade, Guess Your Age, Scales, Cigarette Shooting Gallery. All Concessions open except Bingo. Want Girl Show, Crime Show, War Show, Monkey Show. Wanted to book or buy Fun House, Loop-o-Plane, Tilt-a-Whirl or Octopus, Little Beauty Merry-Go-Round. Address all communications to

## GEORGE CLYDE SMITH SHOWS

Creekside, Pa., this week; Dayton, Pa., Fair, next week; with Ford City Fair to follow.

## CRESCENT AMUSEMENT COMPANY WANTS

Best route in South, 10 Fairs, Starting Buncombe Co. Agri. FAIR, Asheville, North Carolina, August 28.

CONCESSIONS—First-class BINGO, Photos, Fish Pond, Duck Pond, Bowling Alley, Cigarette Gallery, Hi Striker, any 10c Stock Concession. Opening for good Penny Arcade. SHOWS with own outfits—Snake, Crime, Unborn, Midget, Fat People. Good proposition for good Side Show, 5 or 10-in-1. RIDES—Will book set Kiddie Rides. Can place Octopus, Roll-o-Plane, any ride with own transportation. RIDE HELP—Foreman and Second Man for No. 12 Eli Wheel. Second Men all rides that can drive semi trailers. COLORED MUSICIANS and Performers, Trombone, Sax, Trumpet, Willie Freeman, wire Doc Anderson. Salaries paid by office. Address:

L. C. McHENRY, Manager, Newport, Tenn., this week; Greenville, Tenn., next (first show in two years).

P.S.: For Sale—No. 12 Big Eli Ferris Wheel, first-class condition, with or without transportation.

## BUD E. ANDERSON'S CIRCUS WANTS

Man to take complete charge of Side Show. Also some Side Show Acts. Concession Man, capable of complete charge. Good deal. Equestrian Director that can make a good candy pitch. Can use Candy Butcher, Navigator Harvey, Chief Ho Ho and Harry Harris, wire Humpy Ethridge at once. Melt Roberts, contact this office. Buddha, Fortune Teller. Tom Crum, can place you. Mickey O'Brien, get in touch with Harry Fitch. Joe Levin, please wire Bud Anderson at once. See route in Billboard.

## GERARD'S GREATER SHOWS

**WANTED: WHIP FOREMAN FOR 8-CAR WHIP. LINDY LOOP FOREMAN. SALARY, \$60 PER WEEK WITH BONUS. CAN USE SECOND MEN ON ALL RIDES, \$40 PER WEEK WITH BONUS.**

Tear down every two weeks. No trucks to drive. Long season. WILL BUY OR BOOK ROCKET, OCTOPUS, TILT-A-WHIRL, SMITH & SMITH CHAIR-O-PLANE. Playing all choice spots in New York City.

CHARLES GERARD, 900 Grand Concourse, Bronx, New York.

## John R. Ward Show Wants

Side Show Manager, Talker, Feature Acts. Prof. Johnson wants Musicians, Sax, Trumpet and fast-stepping Chorus Girls, Blues Singer. Want Girl Show, Monkey Circus, Wild Life, Fun House, Snake Show. Harris, answer. Place Stock Concessions. Want Popcorn exclusive, Grind Store, one Wheel. Place Agents. Want Ride Foremen for Merry-Go-Round, Wheel, Tilt-a-Whirl, Octopus. Salary \$50 week and bonus. Show out all winter. Also Second Men all Rides who drive Semis. Want first-class, sober Mechanic. Salary \$75 week. Johnny Mashburn, answer. Capable Ride Superintendent, \$75 week. Alexandria, La., this week; Monroe, La., next week.

## DIAMOND STATE SHOWS WANT

For Wilmington, Del., and string of good Pumpkin Fairs in Maryland and Virginia to follow. Neatly framed Grab, Custard, Fish Pond, Scales, Cat Rack, Blower or Slum Stores. Come on, don't write. Privilege O.K. Can use three small Shows with own transportation. Also one or two Rides, Loop or Roll-o-Plane. All address:

**BROWNIE or JIMMIE SAKOBIE, Care Holloway Terrace Fire Co.**  
 Wilmington, Dela., this week.

## CELEBRATION SHOWS

WANT for string of Celebrations—short moves—Ride Help on Tilt, Wheel, Merry-Go-Round, Chair Plane and Kiddie Rides. Agents for legitimate Stores—Ball Games, Darts, Penny Pitch, Hoop-La, etc. Long season south. All address:

G. E. MONTGOMERY, 324 South Fourth St., Albuquerque, New Mexico

# Palisades Is Dealt \$500,000 Fire Loss on Heels of Luna Park Blaze in N. Y. Area

## No Reopening This Season, Says Rosenthal

NEW YORK, Aug. 14.—A third big outdoor fire in two days hit the East yesterday when much of Palisades Amusement Park, Fort Lee, N. J., went up in flames. The fire was apparently caused by a short circuit in the control box of the Virginia Reel ride and was out of control within 10 minutes after it started at 2:05 p.m. Several firemen and volunteers sustained minor injuries but no fatalities were reported.

There were, police estimated, 35,000 in the park when the blaze was discovered, and it was the good sense of park employees and North Jersey fire and police departments that saved hundreds of lives. As usual there was a tendency on the part of patrons to stand where they were and watch the sight.

Damage is estimated at about \$500,000. Difficulty in estimating actual damage was caused by the fact that practically all cars in the parking lot (200) were gutted and number of bathers lost their clothing in the few bathhouses that burned. Firemen relayed hose immediately on bathhouses and kept them so wet that most of them were not touched by the flames. Bathers were allowed back in the bathhouse section at 5 p.m. to get their clothing.

Jack Rosenthal, co-owner, said last night that damage would run close to \$500,000 and that there was no possibility of reopening this season. Practically all that remains are the swim pool, Bobsled Coaster, bandstand and open-air theater. A few small rides and unimportant structures were also saved, but office, restaurant, casino, Penny Arcade and other buildings, as well as all big rides, were wiped out. Bert Nevins, of the publicity staff, said nearly 35,000 were in the park when the alarm was sounded but that all were safely evacuated, many in the swim pool exiting in their bathing costumes. Temperature of 97 made fire fighting almost unbearable and many fire fighters worked from the pool which, unlike that at the Luna Park fire, did not get to boiling.

How much insurance is carried by Jack and Irving Rosenthal, co-owners, and by concessionaires has not been announced. This was the third fire in the park since 1935, when the northwest portion went up in flames. In 1937 the dance hall and several smaller buildings burned.

Fire marshals attributed the fires at Luna and Palisades to the fact that there has been so little rain in the East that structures and timbers have become unusually dry. It is now virtually impossible, one marshal pointed out, to throw enough water quickly enough, regardless of facilities, to stop a fire from spreading. The park has been roped off, pending investigation.

Coney Island yesterday afternoon had

tremendous crowds, a big percentage going to view the ruins in Luna Park.

## \$300,000 Blaze at Wildwood

WILDWOOD, N. J., Aug. 12.—Only three blocks from the scene of a \$1,000,000 blaze last Christmas Day that demolished Hunt's Ocean Pier, fire broke out at 1:09 this morning and transformed an entire block of the Boardwalk into a flaming mass. Starting in the rear of a restaurant kitchen, the fire burned out eight Boardwalk concessionaires, Hunt's 1,000-seat Strand Theater and eight apartment houses before checked. Damage was estimated at about \$300,000.

In addition, sparks from the fire caused slight damage to five amusement devices at S. B. Ramagosa's Sportland about a half mile from the blazing area. About 20 persons were injured in the fire but none seriously.

The block of burned-out buildings was owned by William C. Hunt, who also owned the amusement pier destroyed last December.

## NEED THE SERVICE

Of a capable, reliable and sober Advance Man, also act as Assistant Manager for a 3-Major Ride Carnival. Want to play Southeastern Territory. Will stay out all winter. Answer in detail; send past employment to BOX D-265, The Billboard, Cincinnati 1, Ohio.

## GLOBE BROS.' CIRCUS CAN PLACE

ONE MORE FEATURE ACT doing two turns. Harry Davis, Happy Johnson, Dean Locke, come on. Longview, 17; Gladewater, 18; Kilgore, 19; Tyler, 20 to 22; all Texas.

## WANT RIDE HELP

Ferris Wheel, Octopus, Tilt, Roll-o-Plane. Good salary, long season. Wife, Ticket box. Pay your wires.

## J. W. LAUGHLIN

Playland Park, 9201 So. Main, Houston, Tex.

## WANTED

Rodeo People all kinds, with or without stock; standard Circus People, all kinds, with or without stock; standard Circus Acts to feature, Stunt Men for Auto Thrill Show. Can use small Carnival, legitimate Concessions. Work until Christmas. Address:

STAMPEDE FALL FESTIVAL—C. E. DAVIS  
 922 St. Francis Street Kennett, Mo.

## WANTED for PERMANENT AMUSEMENT PARK

Opening Saturday, August 19th, Downtown Monroe, Louisiana  
 Concessions of all kinds, also Dealers. Have good proposition for clean Grab Joint. Have four Rides and would like to book one Flat Ride. Town is booming, also has one of the largest air bases located here. Write or wire

## PLAYLAND AMUSEMENT PARK

MONROE, LOUISIANA

## GREAT SUTTON SHOWS

### WANT—SHOWS, RIDES, CONCESSIONS—WANT

Want Man to run Turn-Over Fun House with beautiful neon front. Address:  
 Harrisburg, Ill. (uptown), this week; Anna, Ill. (Fair), next week; then Fairs and Celebrations in Missouri and Arkansas.

## Wanted Ride Help and Concessions

Frozen Custard, Popcorn, Candy Apples for balance of season playing Philadelphia lots. Above Concessions get a lot of money. Ferris Wheel Foreman wanted to join at once, top salary. This week, Third and Oregon Sts.; next week, 10th and Snyder Ave., Philadelphia.

**MAX GRUBERG**  
 BOX 101, PHILADELPHIA, PA.

## FOR SALE—CARNIVAL

Complete motorized established Carnival, organized and now operating in the Mid-South. Consisting of Twin Eli Wheels, 3-Abreast Allan Herschell Merry-Go-Round, Chairplane, Tilt-a-Whirl, 1941 Octopus, Allan Herschell Kiddie Auto Ride, Kiddie Airplane Ride. Several Show Outfits, Fronts, Ticket Boxes, Tops, etc., that are complete for Girl Show, Side Show, Minstrel, Snake, Posing, Motordrome and Exhibit Top. 9 Tractors and Trailers, 8 Trucks, 12 Passenger Bus, Panel Truck, Transformer Wagon, Cable for entire show. Complete Corn Game and several Concessions ready to operate. Office with all equipment. Beautiful Marquee and Front Gate Organ mounted on Trailer. Considerable other miscellaneous equipment. Show must be seen to be appreciated. Will only sell show as an entire unit and not piecemeal. Show can be seen in operation anytime. Address all replies to BOX D-263, care The Billboard, 25 Opera Place, Cincinnati 1, Ohio.

## PLAYLAND SHOWS WANT

For BLOUNT COUNTY FAIR, Maryville, Tenn., August 28-September 2.

CONCESSIONS: Ball Games, Cork Gallery, Pitch Til Win, String Game, Fish Pond, Coca-Cola, Bumper, Duck Pond, Scales and Age, Dart, Hoopla, Penny Pitch, High Striker, Pop Corn, Custard, Candy Apples, Floss, Snow Balls, Jewelry and legitimate Concessions of all kinds. SHOWS: Will book 10-in-1, Fat, Illusion and Mechanical. Mark Williams, come on. Norton, Va., August 14-19; Rogersville, Tenn., 21-26, first show in three years. 10 Georgia fairs to follow Maryville.

Address SHAN WILCOX, above route.

## BRUNSWICK, GEORGIA

COMBINED CIVIC CLUBS AND VETERANS' AUSPICES POSITIVELY

We have opened this town. Quitman, Georgia, next week; then Brunswick, three weeks. All shipyards, veneer plants, packing houses working night and day. Big navy and marine base. Every day pay day. Biggest boom town in the East and first show in 12 years. Want neatly framed legitimate Concessions of all kinds. No grift. Have choice Florida locations for all winter. Want high-class, sensational Free Act. Tobacco market largest in history in Quitman. First show in 4 years.

## MIGHTY MONARCH SHOWS

## BODART GREATER SHOW

RICE LAKE, WIS., FAIR AUGUST 17-20

Can place all kinds of legitimate Concessions; Photo, Custard, Candy Floss, Jewelry, any 10c Games and independent Shows. Fairs: Gillett, Wis., Aug. 24-27; Crandon, Wis., Aug. 28-31; Wausaukee, Wis., Sept. 1-4; Shawano, Wis., Sept. 7-10; Weyauwega, Wis., Sept. 14-17; then south until Thanksgiving Day. All replies to DANNY ELLIS, Owner.

## J. C. WEER SHOWS

CAN PLACE FOR OUR SPLENDID ROUTE OF FAIRS

OCTOPUS, TILT-A-WHIRL AND 10c CONCESSIONS OF ALL KINDS. ALSO FAT SHOW, GLASS HOUSE OR ANY SHOWS NOT CONFLICTING. WANT FERRIS WHEEL AND MERRY-GO-ROUND FOREMEN AND HELP ON ALL RIDES. Want Girls for Follies and Posing Show.

Address: Butler, Pa. (Fair), Aug. 14-18; Elmira, N. Y. (Fair), Aug. 20-27.

## CONCESSIONS WANTED

## CHILlicoTHE, OHIO, FALL FESTIVAL

SEPTEMBER 25-OCTOBER 1 INCLUSIVE—7 Big Days Including Sunday  
Location, City Park—Free Admission to Grounds.

All legitimate Concessions open except Bingo, Penny Arcade, Popcorn, Cotton Candy and Apples and Photo Gallery, which have been sold. Can use one more high-class Free Attraction. Address inquiries:

F. E. GOODING AMUSEMENT CO.

1300 NORTON AVENUE

COLUMBUS 8, OHIO

## WANT

For the biggest Catholic Church Celebration in Trenton, New Jersey, this season: Custard, Bingo, Novelties, Guess Age and Weight, 10-Cent Stock Concession.

## HANNUM SHOWS

Doylestown, Pa., Fair Grounds, Now.

## Complete Carnival For Sale in California

Account illness. Operating daily in Southern California. Booked to Nov. 11. Can operate year around. Show has made money every week this season. Owner does not owe a dime to anyone, as all trucks and rides fully paid for and all trucks have O.D.T. permits and the best of rubber with many spares. Price \$35,000.00 for everything, including No. 5 Big Eli Wheel, equipped with latest single action clutch-expanding brake; Allis Chalmers Power Unit; Allan Herschell 3-Abreast Little Beauty Merry-Go-Round, completely overhauled, good top, sidewalks and reel organ. Latest model 7-car Tilt-a-Whirl, used two years, cost \$7,000.00 six months ago. All rides in best of shape with many spare parts, including two Wheel cables and two Tilt cables. 1940 Chevrolet Semi, 33 ft. van body; 1939 GMC Flat Bed, 28 ft.; 1936 Chevrolet Semi, 26 ft.; 1936 Dodge Panel service Truck-Advertising Car, equipped with 200 gallon gas tank; 1935 Dodge Semi, 30 ft. van body; 1935 Stewart Straight Truck, large van; one 28 ft. Pull Trailer, equipped air brakes; 21 ft. Transformer unit, one of the best equipped; three 25 K.W. Pops, complete with thousands feet best cable, meter, 8 junction boxes, etc. Pass any inspection anywhere. Eight Frock and Myer New Light Towers, fully equipped, and 20 extra Flood Lights with standards, 12 ft. Machine Shop in hot wagon with tools galore, all of the best; also Electric Grease Gun, Tire Compressors, etc. Show is independent of gas stations, as everything carried. Not one piece of junk in this whole outfit, as everything painted and kept up in first-class mechanical condition.

Remember, this show is not in storage, but is a money-making going concern. New owner can take over at once and continue route if wanted. Should pay for itself before Christmas easily. Show carries 30 independent Concessions with their own transportation. Wire or write, exclusive broker handling this deal.

## TOM HUGHES

P. O. BOX 302, HOLLYWOOD 28, CALIF.

P.S.: Also have for immediate sale one 12-car Mangela Whip, now operating in Los Angeles. Price \$3,500.00. Also one factory Chairplane, stored Los Angeles. Price \$1,500.00, complete. Also one Giant Sky Flyer Airplane, ride suitable park only. Price \$4,500.00. Now operating near Los Angeles. Already has grossed \$10,000.00 this season.

## CUNNINGHAM'S EXPOSITION SHOWS

WANT WANT WANT

WANT Ride Help in all branches if you drive. Will book any Concession working for stock. Want Shows of all kinds with own transportation.

WANT for the following Fairs and Celebrations: Bellaire, Ohio, August 14-19; Jerusalem, Ohio, Picnic, August 29; Woodsfield, Ohio, Fair, August 30-Sept. 1; Parkersburg, W. Va., City Park, Sept. 3-4; Caldwell, O., Fair, Sept. 11-15; Wellsville, O., Celebration, Sept. 16-23. FOR SALE—Entire outfit after Labor Day, consisting of a No. 5 Eli, Allan Herschell Two-Abreast Merry-Go-Round, Ideal Machine, Chair-o-Plane and Kiddie Aeroplane, all in A-1 condition. Trucks to transport entire show, two International Semis, two Ford V-8's, two Dodges, one Chevrolet School Bus and a new Cozy Coach Trailer Cable and Switch Box, Show Tops and Fronts, Marquee with two 50 foot Wings; also two Light Plants, 1KW and a 7½.

Address all communications to Bellaire, Ohio, this week; permanent address New Matamoras, Ohio.

## WANT—COURTNEY-JASON SHOWS—WANT

We Have Six Rides, Fifteen Concessions and Capt. Billy Shaffer With His High Swaying Pole Free Act.

We want first-class Cook House that can and will feed people. Will book first-class Circus Side Show with own outfit and transportation. Excellent opportunity, as we have no shows at present. Concessions: Will book Devil's Alley, Hoop-La, Scales, High Striker, Country Store, String Game or any ten-cent Stock joints not conflicting. Privilege \$25.00 weekly. Ride Help: We want capable Foremen for Allan Herschell 36-foot 3-Abreast Merry-Go-Round and No. 5 Wheel and Working Men on all Rides. Top salaries to sober and reliable men. Boozers and Chasers not tolerated. Ride Men, address HARRY FLOSSO, Ride Superintendent. Can use experienced Help in office-owned Bingo. Join by wire, no time to write. This show plays the money territory. Address:

JOHN F. COURTNEY, Mgr., Chipola Hotel, Marianna, Fla., this week.

FAIR SECRETARIES, CONTACT US FOR OPEN DATES.

## WANT—SOUTHERN STATES SHOWS—WANT

MT. CITY, TENN., WEEK AUGUST 21—SHOW HAS 5 RIDES

CONCESSIONS: Bingo, Scale and Age, Cook House or good Grab Stand, Duck Pond, Pitch Tilt U Win, etc. Photo, Ball Games, Shooting Gallery, all type and percentage booked; others open.

SHOWS: Good clean Girl Show, must have own equipment; Minstrel Show, Snake, 10-in-1, any worth-while Side Show.

RIDE HELP: Electrician and Ride Superintendent that can produce, First and Second Men for Double #5 Wheels, First and Second for Merry-Go-Round, Man to take charge Loop-o-Plane.

NOTE: We do not pay you with promises or conversation, we use money. Also our Concession rates are right and you are treated fairly.

CALLING Earle and Eva, Harry and Jerry Hoffman; also 2 good Dealers. Wire, no time to write.

All replies to—933 No. Liberty St., Winston-Salem, N. C.—All replies to

SOUTHERN STATES SHOWS

Doc Williams, Owner

Eddie Horne, Gen. Agt.

## ROGERS GREATER SHOWS WANT

For Cumberland County Fair, Greenup, Illinois, week August 21; Lawrence County Fair, Bridgeport, Illinois, week August 28; Southern Indiana Labor Day Celebration, Booneville, Indiana, September 3 and 4; Octopus, Spitfire, Rolloplane, Money-Getting Shows with own outfits and transportation, Stock Concessions, Ride Men who Drive Semis.

Vienna, Illinois, this week.

## Royal Exposition Shows

Can use Monkey Show, Penny Arcade, worth-while Pit Show, Life or Crime Show, Octopus, Roll-o-Plane, Kiddie Auto Ride. Any of above must have own transportation and good flashy equipment. Can use Custard if neat outfit. No Cypsy, P. C. or Grift wanted. Can use one Man on Bingo Counter; also a reliable Penny Pitch Agent; also Second Man on Lindy Loop that can drive Semi. (Eddie Wagner, get in touch with Fat at once; Deacon, come on or write as per route.)

Write or wire J. P. BOLT, manager, Baxley, Georgia, this week.

# Equipment Demand in Job Terms

## Employment Up After War

**Industry to do more than its share to help solve war end job crisis, survey shows**

CHICAGO, Aug. 12.—The coin machine industry's consciousness of the job it has to do in providing jobs—and plenty of them—for war workers and returning vets was definitely reflected in the response to the industry-wide operator survey concluded by *The Billboard* last week and reported in the August 12 issue. Since to a large extent how fast WPB allows the industry to convert to peacetime production will depend on how many jobs it can offer when the green light is flashed, the primary purpose of the survey was to ascertain the immediate post-war equipment needs of the operator. Also included in the survey were two other questions: 1, How many employees would you add if the war ends this year and 2, Of this number, how many will be employees now in the service?

That operators will be in the market for approximately 2,246,900 games as soon as the war ends, definitely points to the fact that pre-war manufacturers can offer job security to all present employees—despite the fact that the number on their pay rolls, in some instances, have doubled and tripled since they pitched in to turn out products for the country's war machine. Extra shifts will be needed, too, if the war-end demand is to be met quickly—especially in the music and movie fields where immediate post-war demands are far in excess of pre-war output.

An estimated 600,000 juke boxes will be required to meet ops' demands at war's end. Since production for 1941 was only 49,000—this means not only manufacturers will have to step hard on the gas to meet the demand, but that plenty help will be required to turn out the equipment. Of course, the 1941 production was turned out with an estimated 2,500 employees in the juke firm factories—and the present employment of Wuritzer's North Tonawanda branch, the J. P. Seeburg, Rockola and Mills Industries plants here now number in excess of 10,000. Since the productive capacities of these firms will not be concentrated entirely on phonographs, a considerable number of jobs are in the offing in the juke box biz alone when V-day comes because the post-war market already there.

### Pic Similar in Other Fields

Employment picture is similar to the juke field in all other phases of the manufacturing business. Pin game manufacturers are facing an immediate war-end demand of at least 630,000 machines—which is approximately 25 per cent more than they ever turned out before in a 12-month period. Such firms as Bally, Chicago Coin, Genco, Stoner, Keeney, Scientific, have stepped up the number of their employees considerably as a result of war work, and will need still more when peacetime production begins to take care of their game business alone.

The best testimony of the sincerity with which coin machine manufacturers are tackling the post-war employment problem is mirrored by the steps which Bally already is taking. For some time the firm has been running large-sized ads in the classified columns of metropolitan newspapers telling inventors of their interest in patented or patentable electrical or mechanical devices for post-war development. Roy Guilfoyle, executive vice-president and general manager of Lion Manufacturing Company, also recently summed up the firm policy in a letter to all Bally employees: "We were leaders in our industry before the war," he stated, "we expect to be leaders again. And in addition we plan to

(See EQUIP'T DEMAND on page 62)

## Try and Figure This --- We Can't

JACKSON, Miss., Aug. 12.—Of course it is not legal to sell liquor in this State, but believe it or not bootleggers in dry Mississippi are receiving printed tax-form "invitations" to pay a tax of 10 per cent of their gross sales of whisky.

The new law, enacted by the Legislature, aims to discourage black markets by imposing a tax equal to 10 per cent on the gross sales, retail or wholesale, of any commodity prohibited by law.

The words "whisky" and "bootlegger" do not appear in the text of the bill, but Governor Thomas L. Bailey admits it is aimed directly at the "moonshine" trade.

Men who return the tax forms being sent them by the State tax collector could find themselves in a rather uneasy situation, but there is an unwritten and unspoken "gentlemen's agreement" that bootleggers who pay the tax will not be prosecuted for possession by the State government.

This, notwithstanding that payment of the tax, "would not relieve the taxpayer from further prosecution in the courts and would not legalize the sale of whisky," authors of the bill said.

## Coin Ind. Advisory Groups Meet With WPB Aug. 16, 21

**Original single committee now split into three separate groups representing games, phono and vending divisions of trade—spot authorization plan on schedule**

CHICAGO, Aug. 12.—All reports on the "spot authorization" plan this week, due to be issued by the War Production Board August 15, specified that "barring unforeseen circumstances," the plan would be issued as originally scheduled. Much debate has taken place in official circles, but early in the week it was reliably reported that general agreement had been reached to issue the plan on schedule and then watch the results. Some said that opponents of the plan felt sure a test would show it to be premature. Optimistic reports from all war fronts gave encouragement to the backers of the plan.

Back of the scenes it was reported in many quarters that large corporations holding big war contracts are putting up the real opposition to the plan, since it will favor the smaller plants in general. The subject is also being agitated in political circles and may be debated soon in Congress.

### Meetings Scheduled

New interest in the August 15 date was aroused in the coin machine trade be-

cause meetings of the WPB coin machine industry advisory committees were called to convene in Washington soon after the spot authorization plan is due to be announced.

The amusement machines industry committee was called to meet August 16, and the committees representing the juke box and the vending machine trades were called to meet August 21. Because these meetings are scheduled to follow so soon after the spot authorization date, it is anticipated that some specific information may be given to the trade representatives.

### Now Three Committees

An earlier press release, published in newspapers August 7, was the first indication that the WPB had changed the form and personnel of the WPB advisory committees to represent the coin machine trade. Originally a single committee had been appointed, and its organization meeting was held May 15. But WPB officials apparently decided the separate committees representing the three main divisions of the industry could better advise on varied problems involved in future reconversion of the industry to a peacetime basis.

No official announcement has been made of the membership of the new committees and hence they are not available for publication. Individuals received notices by mail as to their appointment and also dates of the meetings which they should attend. It is reported that WPB may call meetings for all three committees to assemble together at a later date. The published schedule which appeared in newspapers August 7 showed a joint meeting of the juke box and vending machine committees set for August 11. Unofficially it is said the two committees will meet jointly August 21.

### Materials Big Problem

Talk in Washington this week indicated that shortage of materials will be the big cause of delay in getting plants back to civilian production. One of the largest manufacturers of coin machines confirmed this situation by reporting that, altho the aluminum ban was relaxed July 15, yet it had meant little up to the present time because the aluminum market is so tight that materials cannot be bought for any production of parts that might be made from such metal.

In the Chicago area it is understood that the labor supply will also be a vital factor in determining when plants may begin civilian production.

### Watch Auto Industry

The coin machine manufacturing industry has been carefully watching developments in the auto industry as to reconversion, taking it as an indication of policy in trends. Accordingly, the WPB announced a liberalizing of restrictions August 9 on the making of parts for the auto business. This is taken as an indication that coin machine manufacturers may first be permitted to make repair parts for machines.

Makers of parts for the auto trade, according to the WPB announcement, may use as much of their man power and machine capacity for producing parts as will not be needed to fill war orders. This step is exactly in keeping with the policies presumably to appear in the spot authorization plan. The plan given to the auto trade also makes some concessions for returning veterans to the business which may be of very special interest to the coin machine trade, since some manufacturers have already announced plans for returning veterans. If WPB should approve a similar plan for the coin machine industry, it would be an

(See ADVISORY GROUPS on page 63)

### Editorial

## Getting Trade Data

By Walter W. Hurd

Reliable trade data will mean much more to business in the future than it has meant in the past. The approach to civilian production is taking enough time so that manufacturing and distributing firms have a chance to study market conditions in the past and try to determine what may be the best opportunities of the future.

Inevitably, those who begin to plan for the future fall back on trade statistics in order to determine future markets. Due to the newness of the coin machine industry, it has not had the advantage of carefully accumulated statistics as would be found in older industries, but there are a number of agencies now at work which are accumulating trade facts that will be available to any firm in the business in the future.

*The Billboard* began its accumulation of trade data several years ago and has been slowly adding to these facts as time passes. *The Billboard* has the advantage of being impartially interested in all phases of the industry, and thus having no intent to promote any particular branch of the trade. Hence its trade data presents an over-all picture that will prove increasingly useful.

In all attempts to gather trade data there are two real difficulties that stand in the way of a complete picture of the trade. No method has yet been found to get an accurate total of the number of operators in the United States and the number of machines they actually own and operate. Such an accurate picture will never be possible unless and until a general system of license requires the registration of owners and machines. The federal tax on coin machines is a step in that direction.

A second difficulty is that of getting an exact tabulation of the total

production by manufacturing firms. The U. S. Census of Business, last taken in 1939, was an official approach to getting data of what the factories turned out. Certain federal taxes also require accurate data on factory production.

States and cities that license coin machines are also getting official data on the number of operators in the business, the number of establishments that have such machines and also the total number of machines in use. There are about 18 States now that license some types of coin machines and several hundred cities also license them. While a number of these cities and States do not yet officially issue a breakdown on the tax collections, yet they do furnish a source of data that can be considered reliable. From time to time, taxing bodies issue official reports that give important data.

Trade associations within the coin machine industry may become very important in the future in gathering industry data. The Phonograph Merchants' Association of Cleveland has recently made a survey of the trade, and the trade is awaiting an official report on the information revealed.

When the war is over there is also assurance that the United States Department of Commerce will cooperate with the industry in gathering reliable information that will enable any manufacturing or distributing firm to plan its selling campaign. The ideal objective in the future would be to have such data that operators can plan their individual business in a way as to avoid crowding on the operating front lines, which is made up of the number of retail establishments in the country.

# COINMEN YOU KNOW

## New York:

CHARLES KATZ clocked in Winona, Minn., and Dallas. . . ATLANTIC Distributing shipping to James Howard, Homestead, Fla. . . ED SMITH of Wurlitzer reports something has come up and he has postponed his vacation. Smith owns a ranch in the San Fernando Valley in California. . . KEN BROWN, Long Beach Cigarette Service of Los Angeles, buying phonos and cigarette venders on the "Row."

Wohlman Amusement has ordered an extra shift to meet production schedules on bowling game. Firm has hired GEORGE GUENOT, engineer, to help clear up backlog. . . JACK SEIDLER, Uneeda Vending, buying and selling cigarette and candy venders on trip to New York, New Jersey, Pennsylvania, Delaware and Washington. . . CHARLES WERTHEIMER, Allied Corporation, Boston, and PHIL GOULD, checking in from Boston trip where Gould was Wertheimer's guest, seen in confab with Mike Munves.

DAVE LOWY shipping phonos to Benjamin Rosenthal, Mexico City; Bash Novelty, Scranton, Pa., and George Bloom, Miami. . . SAM SACHS back at Acme Sales after a trip out of town. . . JACK EHRlich, Hart Music, shopping on the "Row." . . SAM SERLIN, brother of Larry Serlin, County Enterprises prexy, ailing. . . New York Automatic Music Exchange swinging a big phono deal for Gody y Compania, Havana. . . MIKE SPECTOR, Fairdeal Amusement Company and Hy-Tone Music Company, has purchased complete music route of Hy-Point Amusement in Philly.

## Chicago:

Chicago coinmen who picked this week for their vacation knew what they were doing, for heat and humidity plagued all those still on the job here. Among those away from it all is MAX GLASS, now in Canada; HAROLD SCHAEF, president of Victor Vending, who's at a dude ranch in Montana, where it is reported he's using an auto-seat custom with specially designed attachment for horse back riding; Jack Sloan, of *The Billboard*, who's feasting on the fish others catch up in Wisconsin, and AL STERN, of Monarch, who's still in L. A. "vacationing" with Pacific Coast coinmen.

EDDIE GINSBURG, home on furlough, arrived jst in time to meet brother Maurie, who just got back behind his desk after a vacation. . . 2,800 workers at Mills Industries, Inc., named Lucille Mancino their queen at the firm's annual picnic last Saturday. . . ED HEATH, of Heath Distributors, Norwood, Ga., a visitor at Empire Coin. GEORGE SAX, of Superior Products, not only is in the salesboard biz but is chairman of the board of directors of the DuPage Trust Company, of Glen Ellyn, Ill. . . JIM MANGAN, of Mills Industries, heading eastward August 19.

## Detroit:

CHARLES FRIEDENBERG, of the Curtis Coin Machine Company, has left to join his wife and family for a month's vacation at Atlantic City. His partner, AL CURTIS, remains behind to run the business in his absence. . . MAX LIPIN, back from the Chicago music show, is leaving August 15 for a (10-day) trip to New York. . . JOE NICHOLS, former manager of the radio and record department of Sears, Roebuck & Company, has been promoted to the post of merchandise manager of records and home appliances for all of that company's Detroit stores. . . PAT PATTON of Pat's Music Company, is adding to his extensive music route, making plans for a bright post-war operation. . . VIOLA DEVROY, record specialist of the Modern Music Company, is away vacationing.

MRS. BERNICE (ROY) SMALL has sold out the Arrow Electric Company, large music operating group, which she has operated for a number of years to the Brilliant Music Company. ROY SMALL, former conciliator for the United Music Operators here, who has been in poor health for some time, is now back in the city, but plans to retire and move to Florida. FLOYD MCCREEDY, who was associated with the Arrow Company, will retain a small music route of his own under his own name.

GEORGE A. BRONSON, of the Bronson Music Company, has left for a several months' business stay in Wyoming.

MISS EDITH KLAR will run the office in his absence. . . DON KENNEDY, of Visual Engineering, Inc., is preparing a major expansion program for his organization for the post-war period.

ABE LYMAN, who has been appearing at the Hughes-Downtown Theater with his band, had a tie-up with GRINNELL BROTHERS' Music Store, making a personal appearance at the store to autograph his own records. . . FRANKIE CONNORS, new singer with the band, a Detroit boy who appeared for a number of years at the Fox Theater here, also appeared to autograph records. . . The Wayne Music and Novelty Company is being formed by J. I. STEWART and D. STEWART at 2497 Tyler Avenue.

## Buffalo:

LEW WOLF, well-known coinman in this district, who distributed games and Rock-Olas here, has just moved to a new location at 1022 Main Street, a larger layout. The new location was formerly occupied by the J. H. Winfield Company, a large distributing firm, which has since bought its own building. . . RAY PETERSON, formerly manager of the Buffalo branch of the Mayflower Distributing Company on Delaware Avenue, has been in the army for a year now and is at present a corporal with the army engineering division. His successor at Mayflower is VINCENT R. McCABE, who's been with Sam Taran's enterprises for five years and with the Buffalo and Pittsburgh district offices for four years.

## Los Angeles:

ART AND MRS. DAWs in the city for a stop-over at Charles Washburns. Mrs. Daws has signed up with the WAC and is now working with a control tower unit in Utah. . . A. M. KEENE, of Taft, making his usual stops in the city. Promises he will soon make another trip to Mexico City. . . BILL WHEELER, of Wheeler Ridge, in on business trip. . . JACK GUTSHALL, of Gutshall Distributing Company, making short visits to his place of business during the month. Gutshall is on a month's "vacation." . . W. M. McGOWAN, from Visalia, looking over the sales floors for equipment. . . STANLEY LITTLE, of Long Beach, in the city in the interest of his locations. . . E. F. LYON, also from Long Beach, shopping around.

CHARLIE PEVERLY, of Oxnard, made one of his usual trips to Los Angeles for parts and equipment. . . R. G. PATTERSON, of Riverside, reports things are going along nicely in that region. . . Another Riverside visitor was JERRY COOPER. . . San Bernardino was well represented along Coin Row during the week by TOM MERCADANTE and CARL COLLARD. . . MITCHELL GOUFF, of Templeton, came in for a look-see. . . R. E. TISDALE, of Glendale, making the usual rounds of the equipment houses. . . ROY SMITH, of Lancaster, tells it on good authority that Southern California weather has definitely arrived in that desert town. . . E. G. BRYANT, of Glendale, spotted shopping along West Pico.

AL STERN, of Monarch Coin Machine Company in Chicago, visiting city for a vacation. STERN and WILLIAM HAPPEL JR., manager of Badger Sales Company, were in a discussion on what goes now and what will go after the war. . . L. ARMOS, of the Golden Gate Novelty Company in San Francisco, visiting Badger. . . JEAN MINTHORNE, local Seeburg representative, in San Francisco on business. . . WALTER SOLOMON, of Seattle, representing his firm here.

BILL WILLIAMS, of Oceanside, buying for his spots at this ocean town. Visited Southwestern Vending Machine Company while here among other spots. . . ADRIAN RUBIN, of Tucson, signing the registries recording the visits of out-of-State buyers. . . JACK RYAN and Mrs. Ryan recently returned from a trip to Oklahoma City. . . JACK GUNDY and Mrs. Gundy in the city from Bakersfield. . . M. C. STEWART reports that things are going along swell in the Big Bear region. Stewart was in the city recently. . . JACK ARNOLD, of Barstow, taking the buyers' tour along Pico, Venice, and Washington boulevards. . . C. O. FLYNN in from Crestland. . . JACK BERNARD buying for his spots in San Diego and vicinity. . . AL MYERS made a trip here from San Francisco to see what was going on.

# News Highlights of the Week

NEW YORK.—Five new post-war disk labels will appear as soon as peace comes. To be made by radio set manufacturers.

CHICAGO.—Reports from New York, Cleveland, Detroit and Buffalo indicate trade with Canada resuming now that import ban is off. Cleveland and New York distrib first to ship equipment to Canada. All distrib report plenty inquiries but few orders to date—expect Canadian biz to get rolling after Labor Day.

TORONTO.—Canadian coinmen interested in getting newer equipment, but intend to buy warily, it seems. Don't want to chance getting caught short with an overload of old stuff at war end; situation may change, however, as competitive operators begin to vie for the better spots with later equipment.

NEW YORK.—Music op here signing up locations now for machines to be delivered after the war. Aim is to avoid scrambling for new biz sites when everyone else is doing it.

LOS ANGELES.—West Coast distrib have their eyes focused on post-war. Expect to be hub of Pacific export market. Angling for manufacturers' lines.

CHICAGO.—AFL Machinists' Union wins out over CIO Union in WLB supervised election at Mills Industries.

MILWAUKEE.—Politicians again are making pin games, bells, and bingo the political football in the election battle here.

CHICAGO.—Coin Machine Industry Advisory Committees meet with WPB August 16 and 21. Original single committee now split into vending, phono and amusement machine groups. Members names withheld pending official WPB release.

WASHINGTON.—WPB's Spot Authorization Plan reported moving on schedule and will be announced August 15. Materials situation and rigid War Man-Power Commission controls may prove stumbling blocks that will slow down plans getting off to a fast start.

CHICAGO.—Henry Roberts, formerly sales manager for J. P. Seeburg and AMI, joins Mills Industries as sales manager of firm's automatic phonograph division.

WASHINGTON.—Sales power of vending machines tabbed by Department of Commerce survey of candy manufacturers, sponsored by National Confectioners' Association.

BALTIMORE.—Black market cutting supply of cigs to ops here. CHICAGO.—Industry will furnish jobs for many thousands in the immediate post-war period, survey of equipment demands shows.

# Cincy & Dayton Groups Confab

CINCINNATI, Aug. 12. — Automatic Phonograph Owners' Association of Cincinnati had 10 members of the Miami Valley Coin Operators' Association from Dayton, O., headed by Fred H. Litsey, president, and Ray B. Votow, secretary, at the monthly meeting held in the Hotel Gibson here Tuesday (8).

In line with its public service activities, the association is planning to operate booths at St. Mary Hospital lawn fete, September 4, and at the General Protestant Orphanage home-coming affair, September 10. Ray Bigner, assisted by Charles McKenney and Louis Foltzer form a special committee for this charity activity.

## Elect Board Members

Abe Villinsky was elected a member of the board of directors to fill the vacancy of Jack Cavanaugh, Inter-State Novelty, who sold his phonograph business recently to Louis E. Schoenlaub, Columbia Amusement Company and Frank McNichols, Miami Equipment Company.

Cincinnati members attending the meeting included Paul Cohen, George Strassel and Sam Chester, Diamond Vending Machine Company; Ray Bigner, Wesco Novelty; John Nicholas, Nicholas Music Company; Louis Foltzer, Flixit Shoppe; Charles Kanter, Ace Sales; Phil Ostand, Kore Music; Paul Cohen, Decca Records; Charles McKenney, Ohio Specialty; Mrs. Dolores Ganzmiller, Lincoln Amusement Company; Joe Weinberger, Southern Automatic Music Company; Sam Butler, Abe Villinsky and E. C. Batte. Next meeting is set for September 12.

WHAT HAVE YOU TO TRADE OR SELL!	
5¢ Mills Futurity, Very Clean . . . . .	\$129.50
5¢ Pace Rocket . . . . .	99.50
5¢ Four Star Chiefs . . . . .	119.50
5¢ Calilo, Very Clean . . . . .	59.50
Columbia . . . . .	59.50
1¢ Q.T. . . . .	35.00
1¢ Marvols & Mercurios . . . . .	7.50
Triple Safe, #700s . . . . .	250.00
Double Safe . . . . .	65.00
Safe Stands, Waiting . . . . .	13.50
Bally King Pin . . . . .	250.00
Ace Bomber . . . . .	345.00
Keaney Submarines . . . . .	169.50
Chicago Coin Hockey . . . . .	204.50
Ten Strike, L.D. . . . .	49.50
Card Vendors, Lite Up . . . . .	35.00
Strength Test & Base . . . . .	39.50
Home Run, Counter . . . . .	15.00
<b>SINGING TOWERS, like new . . . . . 295.00</b>	
Track Time, '38 . . . . .	99.50
Fast Time, P.O. . . . .	79.50
Fast Time, F.P. . . . .	69.50
Jungle Camp, P.O. . . . .	75.00
Jungle Camp, F.P. . . . .	65.00
Big Game, F.P. . . . .	79.50
Paces Races, Brown . . . . .	149.50
Baulah Park . . . . .	79.50
Olgarolla XV . . . . .	75.00
1-2-3's, Late . . . . .	79.50
Grand Stand . . . . .	79.50
Invasion . . . . .	165.00
Metro . . . . .	39.50
Majors, '41 . . . . .	47.50
Broadcast . . . . .	47.50
Cadillac . . . . .	27.50
Big Time . . . . .	27.50
<b>CHAS. HARRIS</b>	
2773 Lanshire Rd. Cleveland Heights 6, O.	
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## FOR SALE

1 Pokeno, \$59.50; 1 Bally Alley, \$49.50; 2 Bally Bulls, Ea. \$98.50; 2 Rapid Fires, 25¢, Ea. \$289.50; 1 Defender, \$298.50; 4 Model F's, late models, \$24.50; 5 Kirk Quesser Scales, refinished and conditioned, \$119.50; 10 4 Compartment Automatic Stores with Stands, \$14.85; 1 Evans Play Ball, \$198.50; 1 Wurlitzer 412, \$89.50; 1 Wurlitzer P30, \$69.50; 1 Wurlitzer 616, \$119.50; 2 Wurlitzer 616, remodeled by Acme, \$139.50; 2 Wurlitzer 616, 25¢, remodeled by Acme, \$200.00; 1 Wurlitzer 500, KB, remodeled by Acme, \$398.50; 1 Wurlitzer 91, with late model stand, \$319.50; 1 Wurlitzer 850, \$695.00; 1 Mills Empress, \$319.50; 2 Mills Thrones, \$219.50; 2 Mills Thrones, 25¢, \$298.50; Aeropoint Needles, 50¢, \$40.00 per 100. A small mixed route for sale. Amounts to \$50.00 cash, over, 1/3 deposit required.

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P. O. BOX 51 ALTON, OKLA.

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3 Rockola '40 Supers \$365.00
1 Rockola Imperial 20, Hideaway With Buckle Remoted 185.00
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2 Rockola Counter Luxury Lite-Ups 125.00
1 Rockola Playmaster 225.00
1 Seeburg Casino 350.00
1 Seeburg Classic 360.00
1 Seeburg Commander 360.00
3 Seeburg Wireless Organ Speakers 35.00
1 Seeburg Hideaway Wireless, RC 325.00
3 Wurlitzer 600 335.00
2 Wurlitzer 61's with Stands 125.00
1 Mills De Re MI 85.00
1 Mills Throne of Music, Buckley Remoted 275.00
10 A.M.I. Singing Towers 295.00

- CONSOLES
10 Keeney Kentucky Clubs \$125.00
3 Jumbo Parades, Free Plays 95.00
1 Pace Saratoga, P.O. 125.00
3 Pace Saratoga Combination 150.00
2 Big Tops, P.O. 95.00
3 Big Tops, F.P. 115.00
4 Beulah Parks, P.O. 110.00
2 Black Paces Races 125.00
1 Mills Rio 65.00
1 Galloping Dominoes, Late Head 175.00
1 Galloping Dominoes, Early 95.00
3 Bally Club Belts, Combination 235.00
1 Jennings Multiple 95.00
1 Nickel and Dime Combination Mills Double Bell 150.00
10 High Hands 165.00
2 Jennings Liberty Bells 45.00
1 Keeney Super Bell, Combination 310.00
3 Silver Moons, F.P. 110.00
8 Sun Rays, F.P. 165.00

- ARCADE EQUIPMENT
1 Periscope \$395.00
1 Skeeball 85.00
2 Rapid Fires 215.00
1 Western Baseball 85.00
1 Palm of the Hand Card Vendor 40.00
1 Color of Eyes Card Vendor 40.00
5 Assorted Electric Diggers, Lot 275.00
1 Evans Barrel Roll 125.00
3 Brand New Scientific Basketballs 139.50
2 Keeney Submarine Guns 195.00
2 Slap the Japs 150.00
1 World Series 110.00
1 Photomatic 950.00
2 Ten Strikes 50.00
3 Chicago Coin Hockey 210.00

- SLOTS
2 5c Watling Rollatops, 3/5 \$ 95.00
1 5c Jennings Blue Skin 150.00
2 5c Mills Hand Load Chrome Bells 350.00
1 10c Pace Comet Blue Front 125.00
1 5c Mills Brown Front 200.00
3 1c Mills Original Blue Fronts, serials over 400,000, drill proof, knee action 210.00
10 Mills Cabinet Slot Stands 18.00

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Now Operating in the Heart of Cleveland. Write, Wire, Phone if Interested.

- PIN GAMES
Legionnaires \$65.00 Twinkles \$25.00
Dixie 55.00 Gold Stars 49.50
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WANTED: CUP DRINK VENDORS; COIN OPERATED: THIRST QUENCHERS PREFERRED!

1/2 Deposit With All Orders—Balance O. O. D.
CLEVELAND COIN MACHINE EXCHANGE
2021 Prospect Ave. CLEVELAND 15, OHIO
PRospect 26316-7

ADVISORY GROUPS

(Continued from page 60) early start toward post-war activity in the operating field.

The WPB plan announced for the auto trade sets up a 5 per cent ceiling on the use of facilities by most manufacturers, but WPB actually left output restrictions open. "There is no intention to limit production of replacement parts to 5 per cent of the facilities where additional facilities beyond the 5 per cent limitation are actually available within the plant and can be used without interfering with the delivery of armed service orders," the agency said.

Speculate on Possibilities

Officials speculated on the possibility that automobile companies may be able to make, under the ruling today, a virtually complete vehicle composed of parts ready for assembly when automobile production is permissible. There was no clarification of this point to determine whether such action is feasible, however.

At the same time, it was pointed out that the broadening of the 5 per cent "set aside" of facilities for non-war work applies to the production only of engine components, clutches, transmissions, propeller shafts and universal joints, axles, braking systems, wheels, springs, steering apparatus, cooling systems, fuel systems and electrical systems, including generators, starters and motors. These are the parts in shortest supply, the WPB said.

Another section of the order provides assistance for returning war veterans who wish to establish or re-establish themselves in the small combined service and gasoline station business. Under the old order, persons seeking repair parts for resale were required to take an appeal from the inventory provisions of the order. As amended today, the order permits anyone to go into the business of distributing replacement parts by acquiring up to \$1,000 worth of parts as an initial inventory. Thereafter he would be subject to the regular inventory restrictions of the order.

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A.B.C. Bowler \$ 55.00 Eagle Squadron \$149.50 Lot a Smoke \$25.00 Slap the Japs \$59.50
Action 134.50 Fifth Inning 15.00 Lucky Strike 25.00 Slugger 62.50
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Alert 89.50 Mills Five-in-One 79.50 Midway 189.50 South Paw 69.50
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Anabel 32.50 Flagship 24.50 Mr. Chips 22.50 Sport Parade 39.50
Arizona 209.50 Filcker 55.00 Mustangs 69.50 Sports 39.50
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Big Chief 49.50 Four Diamonds 49.50 Mills Owl 99.50 Star Attraction 52.50
Big League 22.50 Four Roses 67.50 Pan American 39.50 Star 55.00
Big Parade 125.00 Fox Hunt 25.00 Paradise 49.50 Stratoliner 59.50
Big Show 32.50 Gobs 99.50 Paratroop 149.50 Sun Beam 55.00
Big Six 25.00 Gold Star 47.50 Pick 'Em 19.50 Sun Valley 165.00
Big Town 29.50 Grand Canyon 195.00 Play Ball 49.50 Super Chubby 45.00
Blackout 25.00 Gun Club 75.00 Power House 29.50 Super Six 45.00
Blondie 35.00 Headliner 27.50 Red Hot 25.00 Target Skill 39.50
Bola-Way 72.50 High Dive 79.50 Red-White-Blue 25.00 Ten Spot 49.50
Bombardier 129.50 Hi-Hat 69.50 Repeater 29.50 Thumbs Up 87.50
Boom Town 35.00 Hi-Stepper 49.50 Roll Call 32.50 Topo 89.50
Border Town 37.50 Home Run 39.50 Rotation 32.50 Torpedo Patrol 99.50
Bosco 74.50 Horoscope 59.50 Roxy 19.50 Tower 65.00
Broadcast 65.00 Invasion 169.50 Salute 37.50 Trapeze 25.00
Cadillac 35.00 Jeep 127.50 Santa Fe 209.50 Triumph 19.50
Captain Kidd 79.50 Jolly 27.50 School Days 39.50 Twin Six 35.00
Champ 52.50 Jungle 75.00 Score Champ 32.50 Vacation 25.00
Commodore 32.50 Knockout 115.00 Sea Hawk 59.50 Velvet 39.50
Congo 35.00 Lancer 25.00 Seven Up 55.00 Venus 89.50
Contact 20.00 Landslide 32.50 Shangri-La 185.00 Victory 99.00
Cross Line 39.50 Leader 45.00 Short Stop 29.50 Wildfire 45.00
Defense 49.50 League Leader 32.50 Show Boat 65.00 Wings 32.50
Destroyer 86.50 Legionnaire 59.50 Silver Skates 59.50 Wow 35.00
Dive Bomber 59.50 Liberty 145.00 Slink the Japs 65.00 Yacht Club 37.50
Dixie 39.50 Limelight 32.50 Sky Chief 184.50 Yanks 89.50
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Doughboy 25.00 Lot a Fun 25.00 Sky Ray 45.00 Zombie 52.50
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- ONE BALL PIN GAMES (PAYOUTS)
Bally Race Kings (Payouts) \$275.00
ONE BALL PIN GAMES (FREE PLAYS)
Bally Gold Cup \$ 49.50
Mills '39 1-2-3 79.50
Mills '40 1-2-3 89.50
Victorious 149.50
SLOT MACHINES
Vest Pocket \$ 59.50
War Eagle, 3-5, Pay-out, 5c \$159.50
Blue Front, Pay-out (Write for Price)
Brown Front, Pay-out (Write for Price)
AUTOMATICS
Baker Racer \$325.00
Pace Racer 225.00
Track Time (1938) 110.00
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Keeney Unit Boxes, Complete \$27.50
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WURLITZER 750 Top Corners or Lower Sides \$ 8.75
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AUGUST SALE 300 Reconditioned 5 BALL FREE PLAY GAMES
WE WILL TRADE THE FOLLOWING EQUIPMENT FOR MILLS ORIGINAL BLUE FRONTS AND BROWN FRONTS IN 10c-25c-50c PLAY:
Mills Original Chrome, 5c; Mills Bonus Original Bell, 5c; Mills Blue and Gold Vest Pockets, 5c; Wurlitzer #81 Counter Model and Stand; brand-new Popmatic Popcorn Machines, all electric (late models); brand-new Original 3/5 50c Mills Payout Slides.
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AUTOMATIC POKER Same style as above, but 5 reels give player different poker hand each time \$22.50 for 5c. Brand new
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WANTED EXPERT PHONOGRAPH MECHANIC For Wurlitzer and Seeburg Equipment, also Pin Balls. Permanent position in Florida for now and after the war. Write, giving experience, references and salary wanted. All details in strict confidence. BOX D-262, The Billboard, Cincinnati 1, Ohio

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We have a complete stock of Pin Game and One-Ball Parts and Supplies on hand to assist you in "keeping them running." Wire or air mail your "want" list—attach one-third deposit—and prompt attention will be given your order.
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# Five New Post-War Disk Labels

## Now Is Time To Sign Up Locations for Future Mchs.

**N. Y. op not waiting for V-Day—busy getting jump on boys who will be swamped in post-war location scramble—uses cold statistics in sales pitch**

NEW YORK, Aug. 12.—Charles Bernoff, of Regal Music Company here, isn't waiting for the day when new equipment is available. He's already hard at the job of signing up future locations. While admitting that his plan calls for constant and systematic plugging, he adds that the job is still much easier now than it's going to be when all the ops will be scrambling for new business. It's surprising, top, he observes, how many location owners are eager to sign up immediately for post-war delivery of all types of equipment. "In Manhattan alone, there are at least 5,000 possible locations open for music machines," Bernoff stated, "many of these have never used any kind of coin machine. Even if this total were to be discounted 75 per cent, it still means there are plenty of new locations to be tapped."

### Uses Hard Facts

In putting his plan into operation, Bernoff took a survey of all locations which Regal might legitimately solicit. These spots were selected according to their size, territory, type, etc. Eligible spots were then approached on the basis of a future scarcity of juke boxes. Bernoff does not merely present a scare talk, he presents concrete figures.

Before the war, location owners are told, the major juke box companies turned out about 150 boxes a day. It is possible that after the war with the advent of new ideas and methods introduced during high-speed war days, juke box manufacturers may step up their output to about 300 machines a day or possibly 90,000 a year. Against this Bernoff matches the following figures:

There are about 600,000 potential juke box locations in the United States. A conservative estimate of the number of machines now on location is about 300,000. Of this 300,000, at least 30 per cent are obsolete and need to be replaced, and in addition there are approximately 300,000 locations that need music machines and do not now have them.

### Offers All Types of Equipment

Bernoff does not do a half-way job. He stresses that the coin machine short-

age will be felt not only in the juke box field but will most certainly extend to all types of venders and games. Why should a location owner be smart on one machine and lose out on the others? He suggests that the location owner sign up for Regal to deliver any machine desired. These machines will be supplied to the particular location before other locations can get them. Bernoff stipulates that should the location owner, at any time, wish to cancel his order, he may do so without prejudice.

Ops who are sitting back today, feeling that locations should come to them rather than they to the locations are making a very big mistake, Bernoff is certain. These ops are not looking at the picture beyond the present and allowing merchandise, equipment and man-power shortages to blind them to the fact that even a global war does not last forever nor do its restrictions bind eternally.

### Ops Standing Still

He says that when he hears manufacturers setting up post-war plans and even on the verge of getting a "green light" he is dismayed because he feels that ops have not been getting ready for this advent. Too many are only thinking—  
(See SIGN LOCATION on page 67)

## Ops Says Juke Spots Improve

BALTIMORE, Aug. 12.—Juke ops in this area report their locations have been doing better and point out two reasons for the increased collections.

First there has been some improvement in the beer supply and this has stimulated greater patronage of locations. The stepped-up production of liquor and beer reported here is a big help and the retail price seems to be incidental with patrons.

These reasons coupled with the fact that ops have been able to keep up a fairly good selection of disks has them smiling. While ops are not getting all the numbers they require, they do report a highly satisfactory amount to take care of the "spot" demand.

It is pointed out many of the most popular numbers in some leading lines are available, and these help keep the supply at a good level. The only regret is that the amounts allocated are far from sufficient, but ops are making out alright.

## Bridgeport Juke Fee Still Stands

BRIDGEPORT, Conn., Aug. 12.—Location owners here will have to continue paying \$10 a year to the city for the privilege of having a juke box, despite the efforts of location owners and operators to have the fee lifted on the grounds that the ordinance, which was passed in 1907, was never meant to cover the automatic phonograph.

Issue came to a head at a hearing here this week. Representing owners of two locations and a local juke box distrib was attorney Charles Albom. Corporation Counsel Vincent Dooley and Police Chief Henry Clark also were on hand. Counsel for the restaurant association, Albom M. Richman, attended but refused to back the fight against the license fee. He was on hand merely to protect the association and to make sure no agreement would be reached that

## Roberts New Mills Phono Sales Mgr.



H. T. ROBERTS

CHICAGO, Aug. 12.—Henry T. Roberts joined Mills Industries as sales manager of the firm's automatic phonograph division Monday (7). Appointment was heralded as an indication that the firm plans to move into the field in a big way in the post-war era.

Well known in phonograph circles, Roberts was director of phonograph sales for J. P. Seeburg from 1937 to March, 1941, when he resigned to become vice-president and general manager of the Automatic Musical Instrument Company upon the introduction of the firm's Singing Towers automatic music equipment.

## Juke Op Angles News In Advertising Plug

HALIFAX, N. S., Aug. 12.—A recent AP press dispatch from Lenox, Mass., provided the theme for a special campaign by the Coney Island Amusement Company, coin machine distributors, in behalf of their juke locations.

The dispatch was reproduced as it was published in a local daily and with the heading "Declares Music Can Save World." It marked the condensation of an interview with Dr. Serge Koussevitsky, conductor of the Boston Symphony Ork, on his 70th birthday, in which he suggested an international music festival in connection with the next world peace conference and declared the harmonizing influence of music would assist the new peace conference to avoid the mistakes made at Versailles. He pointed out that he was sure music could save the world.

Accompanying the reproduced dispatch was a likeness of one of the juke boxes distributed by Coney Island, and coupled with the picture the text: "Good Music Soothes. In leisure hours, after work, music helps soothe frayed nerves; gives morale a lift, and wherever you find a Coney Island amusement automatic phonograph you may enjoy music by the world's best orchestras, dance bands and favorite vocalists." Beside the dispatch reproduction was the information: "Today music helps workers in war plants."

The statements by the veteran Boston Symphony leader were played up in all four Halifax dailies, and hence the special value of the campaign hooked on such a news plug.

would be detrimental to his members' interest.

Result of the confab permits Chief Clark's men to check juke box locations to see that owners are living up to terms of the city ordinance.

## Radio Firms Ready to Disk

**No name bands, but mountain music, pops and standards will be in catalogs**

NEW YORK, Aug. 12.—At least five fresh major sources of disks for jukeboxes and retail distribution will be available almost immediately come peacetime production of the necessary recording and

pressing equipment. Unlike the small indies who have been building during the war, these five have distribution set. They are five of the most important radio set manufacturers. They will be fighting the indies and the Big Three, with disks available in every State in the Union. Philco, one of the five, will include albums of its own labels with all the radio-phonographs that it sells, and the other four, Crosley, Zenith, G. E. and Emerson may follow suit.

Where the pop bands to wax are coming from none of the five knows at this time. In fact, several of the new diskers will be concentrating at the outset on standard platters and will let the pop field remain the hands of Victor, Columbia, Decca and the indies. Standards, of course, are no help to the juke field, but not all the five are going to stick to standards. One of them, with distribution running heaviest in the corn belt, will have a great library of mountain music, with plenty of pay-table spinners among the square dance stuff.

Another of the five is proceeding along the lines that it's tunes that pull the nickels, not the tune singers. It is making offers to several baton wavers to become house leaders. Idea is to set up several house bands and have the leader record under several names, a different name with each type of music. One thing wrong with this theory is that it will be impossible to do any special exploitation on the bands, such as personal appearances, pic dates, air commercials, etc. As the bands won't actually be units in themselves, it'll be impossible to release them for off-the-studio biz despite the fact that dates like these are considered essential to band build-ups today.

### No Name Bands

Some of the peacetime diskers-to-be contend that too much emphasis is placed by the Big Three on the names that record. They're out to release their pop stuff with good arrangements and top sidemen but with no attempt to signature name bands. One such outfit claims that a test survey made of juke players "proved" to them that as high as 40 per cent of the nickel droppers were nickeling the tune and not the leader or the artists on the platters. To them 40 per cent of the market is a big enough slice of the juke biz to go after. One exec pointed out that as long as there is a ready market for music they'll move in on that market first and worry about the name-band stuff later.

The post-war situation of the major radio set manufacturers having their own disk labels will parallel the pre-radio heyday of dishing, when Edison, Aeolian, Brunswick, Columbia, Sonora, Victor and Emerson each had both phonographs and platters. Several of these firms had a number of labels, but used only their major name on their wind and spinners. Decca, pre-war, had a line (it was made for them) of electric record players with the Decca name and expects to have something like that post-war. Columbia has no plans for a radio or record line, and the Brunswick label, which it owns for disks, has already been leased to a radio manufacturing organization which intends to continue

(See 5 NEW LABELS on page 67)

## Toledo Fights Over Teen-Club Locations

TOLEDO, Aug. 12.—The location of a teen-age club here became a public issue during the last few days. Civic leaders had been discussing the need for one or more teen-age clubs for some time, and it was finally decided to locate two clubs in the downtown area.

One of the clubs happened to be on the second floor above a well-known arcade. Several groups, including the American Legion and other organizations of men, opposed the location on the grounds that the arcade would be too much of a temptation for the high-school students. Newspapers joined on criticism of the location and urged that clubs be located in neighborhood sections of the city rather than in the downtown district. The head of the women's bureau of the police department is leading the opposition against placing the clubs downtown. The Junior Chamber of Commerce in the city has been sparking the drive to set up the clubs and has formed a popular organization known as the Toledo Jayteen, Incorporated.

Members of the Legion who oppose the downtown location suggest using lodge halls, in various sections of this city in locating youth centers. Others have suggested the public schools.

# Name Ork Airshows Musical Tops

## Outpull Other Tuners' Segs

Rate higher than longhair, middlebrow — idea and proper spotting necessary

(Continued from page 14)

A high average of 19.7 for the six months, a rating that's good for any type of show. Three major factors contribute to the K. K. high listening audience: (1) The band is turned into a show. It has an idea and mass appeal that gets 'em. (2) It's preceded by a skein of shows that build right up to 10 p.m., the time that the *College of Musical Knowledge* hits the air. Right before it is the terrific audience pull of *Mr. District Attorney*, which is right up all the time among the "first 15." *Mr. D. A.* is preceded by Eddie Cantor (Alan Young, this summer) and *Beat the Band*, which up to recently had Hildegard for a pull. It's the top of the NBC Wednesday evening entertainment. (3) It's competition is neither sock nor in the same mood as the Kyser show. There's a longhair seg against it on CBS, *Great Moments in Music*, which gets itself only a 5.8; Raymond Gram Swing and Ted Malone on the Blue, and Royal Arch, Gunnison and Ace Brigade ork on Mutual, to mention a few.

### Bandwagon Has a Formula

It's the same three aces that is held by the *Fitch Bandwagon* on Sunday evening that brings it an average rating of 14.8, despite the fact that included in the average is a summer tab of 8.3. The *Bandwagon* has a formula, a different band each week that rates the *Bandwagon* ride. A bit about the history of the band and its leader and a guest star



LAWRENCE WELK, band leader and Decca recording artist, stopped by to say hello to the Permo representatives at the recent Musical Trades Show in Chi. Left to right: "Gene" Steffens, Bill Hemminger, Welk, Kermit Suits and Ray Olsen, Permo representatives.

is used to further hypo the dialing. It has an added plus that the Kay Kyser show also sports—a continuous run of year after year. Long runs in radio mean high ratings.

Perhaps more important than the long run or the formula in the case of the *Bandwagon* is the fact that Fitch has garnered for itself a spot that's hard to beat. It's on Sunday, when there's top audience availability. It's between Jack Benny and Charlie McCarthy, each of which collects top audiences. The competition hasn't been too easy in the past six months, for both *Quiz Kids* and *We, the People* have pulled fairly solid audiences so that *Bandwagon* has never hit either the rating of Benny or Bergen. However, it has held enough of both their audiences to rate in the "first 15" several times during the season, and to come up to No. 2 in the "pop" band program Hooperatings. This coming season, with Kate Smith and the *Quiz Kids* against it, and with Kate holding forth with an hour show, the *Bandwagon* is going to have a tougher job holding its No. 2 spot among pop band programs. Fitch knows this and is already dickering for bigger and better guest names.

### Million-Dollar Band

Third slot on the season's "pop" listings is a show that didn't last out the season. It's the *Million-Dollar Band*, the Al Goodman ork set-up that was batoned each week (theoretically) by a big-name leader. It gave away diamond rings, had Barry Wood and everything, including an idea, and therefore rated a 12.1. This was fairly solid, as against it it had the *Saturday Night Serenade*, a middle-brow seg with Jessica Dragonette, which pulled down a 9.9 itself, and Guy Lombardo's Chelsea cig slot, which pulled down a 3.1.

The Chesterfield Fred Waring show held down the No. 4 slot for the entire season with an average rating of 9.6. It is one of the few 15-minute shows in the musical field that rate at all. The Harry James Chesterfield series tagged only a 6.4, and the *Spotlight Bands* scraped 2.8. Fred Waring wasn't without competition and drew down a rating that hit the high 7's and low 8's. Horace Heidt, *Let Yourself Go* and Nero Wolf, all half-hour shows on the Blue, battled Waring on Monday, Tuesday and Friday with ratings that ranged from an average 3.2 for Heidt to a 5.2 for Nero Wolfe. The fact that Waring held his own against half-hour shows is a top tribute to a formula, a band and the fact that he held down the slot for five years. None of the competition has anything like Waring's length of time on the air.

Right behind Waring comes a perfect example of formula, continuous time on the air and holding the audience gathered by the previous show. It's *Waltz Time*, with Abe Lyman, and it followed during most of the season *The All-Time Hit Parade*, a seg that averaged a top 8 until Tommy Dorsey took over slot when it jumped to 10. It is building weekly, despite the fact that it's summertime. Abe Lyman's show did just .1 of a point less than Waring, and radio program people credit the half hour and continuous broadcasting for the rating. Program builders claim that a formula

adds anywhere from 4 to 12 points to a musical slot.

### Idea Shows

Behind Lyman in the "pop" ratings comes another "idea" show, Phil Spitalny's *Hour of Charm*, which hit a rated average of 8.9. Phil has the advantage of a continuous run behind him plus an idea. He fights several negative factors that have prevented the all-girl show from reaching a really top rating. First, he follows an entire hour of semi-pop and middle-brow music, the *Manhattan Merry-Go-Round* and the *Bayer Album of Familiar Music*. Second, he's on at 10 p.m. on Sunday, which in the East is bedtime for millions, especially the millions who go for the "sweet pops" that P.S. brings forth from his fems. Third, he has against him a top-ranking show, *Take It Or Leave It*, which hits the "first 15" like clockwork, with its average rating in the 20's. The *Take It* show, with Phil Baker, has the advantage of having had before it all season long the Fred Allen opus, which while it seldom made the top listing, nevertheless hovered around the top teens and added to the Baker-opus audience. The shows before the *Charm* seg seldom delivered it a more than 10-point audience.

### What About James?

Harry James, who hit (in a short season) a 6.4, did very well for a 15-minute show that was on only three days a week and against the same type of competition that Waring, with his long radio run, faced. James proved his pull, even if he wasn't given a long-enough run to pull what the music industry already knows that the top bands pull, not only with the bobby-sox but the middle-aged and the regular family men and women. James just played his music, but given a formula, a spot that would deliver an audience, and he wouldn't have to worry too much about what the other networks were airing at the same time.

Xavier Cugat, with his *Dubonnet* show at 8:30 to 9, bit off some solid competition in Hildegard's *Beat the Band* seg on NBC, *Dr. Christian* on CBS and *My Best Girl* on the Blue. The combined rating of these three shows ran about 27, which didn't leave too much of an audience for the fourth network, MBS, over which the Cugat show was heard. MBS shows seldom make the top-ranking segs in the ratings. Cugat's 4.6, while nothing to wave flags about, was good considering his competition and the fact that he hadn't a backlog of a long air run. Since the caricaturist-Latin-American music salesman has a personality and a musical formula that can reach a top-ranking audience, he needs only the right slot and network. The Cugat band is an excellent example of why Hal Hackett, of Music Corporation of America, now hedges about selling many of the top tooters which he reps. He's set next season to keep them off the air unless the sponsor has a spot in which the band can build. As Hackett puts it, it's easy enough to book bands on the air but not in spots that have an audience availability big enough so that the rating doesn't slap down the

bands and the band business.

Following Cugat, Horace Heidt gathers a 3.2 rating, Guy Lombardo a 3.1 and, as mentioned previously, the *Spotlight Band* show scrapes the bottom with a 2.8. Heidt just seems not to have hit a pay-off formula since the days of his *Treasure Chest* pay-off show. Guy Lombardo has had his air shows shifted from 10:30 to earlier in the evening and the shifts have been so frequent as to fall to give him a time to build. The air is a medium with its own rules and regulations, and no band or attraction without a build-up can land high up in the ratings. Given a good spot, the fact that the newspapermen always vote him No. 1 among the pop bands, should pay off. It can't pay off, however, unless he gets a spot on the air where he'll stay and where his sweet pop audience can hear him.

### Shows With Guests

Three name bands fall into the classification of bands with guest stars. These are topped by Bob Crosby's 10:30 Sunday evening slot. Bob gathers a neat average of 10.1 for the period, proving the pull of the Crosby name and his guest artists. Nothing else can explain the fact that his average is higher than the band that precedes him, Phil Spitalny's all-girl ork, which rated a 9.5 over the same period. Sammy Kaye is second among the pop orks using the guest-star formula. Trouble here was that the ad agency just couldn't seem to hit the correct formula that was a good frame for the Swing and Sway guy. His rating of 6.5 is no tip-off of what Kaye can do, as his personal appearances indicate. Right behind Kaye is Frankie Carle with his own band. Being a newcomer he can't be expected to set the world on fire, as he can't record any of the new tunes (he's a Columbia artist) and can't, therefore, get too much of the juke play. Carle has been building, and if they'll let him alone at J. Walter Thompson, i.e., keep him in one spot and give him a good frame and supporting stars, he'll come out okay when the next six-month band Hooperating is put together.

For comparative purposes, middle-brow programs and longhair segs are also listed in the Hooperating chart. These just go to prove that an idea and a continuous run on the air pay off in the ratings. The top middle-brow show is the *Album of Familiar Music*, one of the oldest middle-brow musical shows broadcast. No. 2 and No. 3 middle-brow slots are also taken over by old-timers, Firestone and the *American Melody Hour*. In fact, Morton Gould's *Cresta Blanca Carnival* might be tabbed a newie in the neo-classics division.

### Longhair

Even in the longhair listings, it's a formula show that tops the rating, *Great Moments in Music*, altho its 5.6 is nothing to shout about. However, since it tops the New York Philharmonic, the NBC Symphony and the Boston Symphony, that is important. Also important is the fact that a top longhair only reaches an audience reached by a pop ork that's near the bottom of things. In other words, the audience impact of the NBC Symphony is .1 of a point less than Cugat.

Hooperatings and any rating of air shows prove one thing about musical programs. They're sock with a formula and a decent air seg. They need time to grow, but once they've grown they hold their audiences. As long as the sponsor wants them to sell for him.

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# AMERICAN FOLK TUNES

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## Real Folk Tunes

For the last four years John Lair and other Renfro Valley folks have been broadcasting the old songs, ballads and tunes handed down from early pioneers. Their programs, heard over WHAS, Louisville, are made up of truly American folk music, which is quite different from the popularized version of hillbilly music and far wider in its deep appeal. Lair, who is an authority and deeply interested in pure folk music, has collected a library of more than 100,000 pieces, mostly old-time songs, books or other material dealing with folk lore.

Chief among the Renfro Valley entertainers are Lair, the Coon Creek Girls, and Jerry and Elsie. Lilly Mae, one of the Coon Creek Girls, recently was invited to go to New York for a short-wave broadcast to Great Britain, as the best representative of American folk music. In 1941 the Coon Creek Girls and Lilly Mae gave a command performance at the White House for the King and Queen of England at the invitation of Mrs. Roosevelt. As an entertainment vehicle Renfro Valley programs command audiences thruout the Deep South, originating on CBS on Sunday, Wednesday, Thursday, Friday and Saturday. The popularity of the Renfro Valley folk is attested by the many show units in tents, in theaters, and at State and county fairs from Florida to Michigan.

### Western Hit Parade

Foreman Phillips, whose sensational success with the *County Barn Dance* at Venice (Calif.) Pier has led him to open two additional barn dances, also has several widely popular air programs on KRKD, Los Angeles. Under date of July 28 he writes: "Tonight I have just finished broadcasting the 173rd consecutive week of *The Western Hit Parade*. It might interest you to know that in the compilation of the 10 Western songs for the hit parade we pay no attention to sheet music or record sales, but the 10 Western songs chosen are voted on weekly by our listening audience. Our mail averages in excess of 6,000 votes a week."

### Tunester Tattle

Chuck Palmer and His Royal Hillbillies, currently featured on WOV, New York, are slated to appear in another Western picture soon.

Jimmy Lattier, fiddle player in the Bill Nettles group, has been called to the army and will be leaving August 21.

The *Famous Hoosier Hop* of WOWO, Fort Wayne, Ind., is booked as a unit for seven of the largest county fairs in their area during August and are out to set new attendance records.

Virginia Sells, singer of Western songs, has joined the WLS talent staff. Previously she has been heard over WMO and WREC, Memphis, prompting the WLS emcees to refer to her as the "Memphis Belle."

Bill Boyd, Lew Mel and Charlie Purvis have a new number titled *Come Up to My House* which Peer International will publish soon.

*Born To Be Lonesome*, new tune turned out by Susie, of KWK, St. Louis; Chuck and Ellie Story, of WOV and WOR, New York, and Fred Oliver, WOWO, Fort Wayne, all network singers, gives promise of early popularity.

The Blackhawk Valley Boys, of WOWO, Fort Wayne, are among the station's busiest artists as regards personal appearances. In the last year they have made 167 appearances in the WOWO pri-

mary area, entertaining farm groups, local granges, school events, etc.

Most popular act on the *WSB Barn Dance*, WSB, Atlanta, is James and Martha, a married couple who specialize in old-time hymns. Other acts which have helped make the program a Georgia favorite include the Prairie Songbirds; Harpo Kidwell, harmonica and singing; Chick Stripling, comic, fiddler and dancer; Jack Baggett, comic, singer and guitarist; Suwanee River Boys; Dottie Castleberry, singer and accordionist, and Ray Adams, steel guitar.

Roy Acuff and the Smoky Mountain Boys made a personal appearance a few weeks ago at an amusement park outside of Baltimore and attracted more than 15,000 people. Roy's only child, Roy Neil Acuff, celebrated his first birthday July 25.

### Pennsy Notes

Altho most Philadelphians have not seen an in-the-flesh horse since the huckster capitulated to the super markets, immediate audience reaction has been enthusiastic toward the interpretations of the ballads of the West presented by Jesse Rogers on WFIL, Philadelphia. A cousin and successor to Jimmie Rogers, Jesse is presented as the Texas Blue Yodeler for a daily early-morning program on the station.

The annual reunion and picnic of the Chester-Delaware Counties (Pa.) Old Fiddlers' Association was held August 5 at Lenape Park near West Chester, Pa. Christian C. Sanderson, president of the association, reported that the affair ran past the midnight hour because of the number of performers turning out. Apart from giving the old-time fiddlers a chance to "strut their strings," the annual event provides an opportunity for the music makers to pick up new music.

Clementon Lake (N. J.) Park presented a folk artist attraction for the first time on August 3, in bringing in Mac Maguire and His Harmony Rangers. The new feature was such a success that the park is planning in bringing in other Western attractions for the remaining weeks of the outdoor summer season.

### Philly Likes Folk Dances

The success of folk dances, with a hillbilly band providing the musical inspiration, at Hunting Park, Philadelphia, finds the old-time interest moving to other quarters of the city. In addition to the weekly folk dances at Hunting Park, the old-time dances are now regularly scheduled at the USO-Labor Plaza, outdoor canteen for servicemen in Philadelphia. Edward P. Springman, Plaza manager, said that the old-time dances are being arranged because of requests from servicemen from every State in the country. Leo Zollo's band, providing the music for the modern dancing, are rehearsing a repertoire of folk dances, and Christian C. Sanderson, of Chadds Ford, Pa., will do the calling for the typically American square dances.

### SIGN LOCATION

(Continued from page 65)

ing in terms of replacing obsolete equipment. They entertain no progressive ideas; nor do they seem to have vision. While it is true that manufacturers will not be able to supply too many machines in the period immediately following the signal for civilian production, he observes, in order for plants to get rolling they must have extensive backlogs. This, many ops do not see and they will be caught short.

Bernoff stresses that his plan, if carefully followed not only may guarantee future profits, but will also mark the effort as a distinct service to the nation in its provision for post-war re-employment. Colmen should value it especially in this light, he says.

### Ky. Cigarette Taxes Rise

FRANKFORT, Ky., Aug. 12.—Cigarette taxes collected in Kentucky from July 1, 1943, to May 31, 1944, showed an increase over the same previous 11-month period, according to the Kentucky Department of Revenue, being \$2,637,149, as compared with \$2,293,545. Cigarette excise taxes collected in May, 1944, were \$261,343, as compared with \$237,662 in May, 1943.

### 5 NEW LABELS

(Continued from page 65)

using it for both radio and television. It has been the Columbia parent organization's policy to keep away from the manufacturing business, but with radio manufacturing organizations going after the disk business this policy may change. However, Columbia execs (off the record) would just as soon keep to the disk business, and they feel they can still do a top \$\$\$ job without adding to the cards they're playing.

### Execs Will Collect Plenty

The entry of radio manufacturers into the dishing biz will mean a lush dough period for the boys who know the platter business. One musical head of a dishing organization was offered \$25,000 per on a three-year contract but turned it down, as he's been where he is for too long to change. Another exec, and this is a self-made man who heads his own indie disk org, was offered \$15,000 for himself and plenty for his business, but nixed the deal. His reason is that he's hard enough to get along with himself without asking another organization to get along with him. A third exec turned down an offer but accepted the special

job of outlining the section of the dishing field most open to competition. For his outline the radio manufacturing firm is planking down \$5,000.

Where the present indies will fit into this post-war, highly competitive dishing biz is moot, the trade feels. They point to Capitol, Savoy and some of the hot diskers who have established themselves with a section of buying public as having a survival chance. About the rest, they say—"Who knows?"

### FOLK RECORD REVIEW

(Continued from page 21)

#### GOLDEN BELLS ORCHESTRA (Continental)

*Pussy Cat Polka*—FT. *Blackberry Polka*—FT.

Two gay and lively polka tunes are whipped up by the accordion-paced Golden Bells Orchestra in brisk fashion. *Pussy Cat Polka* is a march-styled opus while *Blackberry Polka* is tuneful and toe-tapping all the way. Both sides should score heavily with those seeking out the international dance flavor in the spinning sides.

**IT'S NEW!**



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Will Pay These Prices F. O. B. Your City

GEMS	\$175.00	500	\$320.00	8800	\$425.00
VOGUE	285.00	700	400.00	8200	450.00
ENVOY	310.00	800	400.00	7500	450.00
COLONEL	320.00	780	400.00	7800	450.00
GOO	240.00	750	400.00	850	500.00
CLASSIC	305.00	9800	400.00	950	500.00

**F. J. HERYNEK JR.**  
508 GOUGH STREET SAN FRANCISCO, CALIF.

### WANT EXPERIENCED MAN

Capable of taking care of Seeburg and Wurlitzer Remote Control. Must have at least 15 years' experience. This position offers permanency with an operator in business 18 years to man seeking post-war position.

**\$35.00 WEEKLY SALARY**

## THE PHONOMATIC CO.

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# We Pay Spot Cash FOR YOUR USED RECORDS

## No Shipment Too Big . . . None Too Small

*Popular . Hillbilly . Race . Polkas*

Wire Collect How Many You Have  
**WE PAY THE FREIGHT**

# J. F. BARD

414 South Franklin Street Chicago 7, Illinois

### RECORD DISCS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots 5.

**HUGO JOERIS**  
3208 Jackson St. AMARILLO, TEXAS

### FOR SALE

Profitable music route, 34 pieces, located South Central South Dakota. Write

**F. SCOTT**  
Bonesteel, S. D.

# TAB VENDERS SALES POWER

## Candy Mfrs. Tell Venders Part in Setting Record

Department of Commerce survey reveals candy sales volume passing thru vending machines as industry's output reaches new all-time high—2,561,000,000 pounds

CHICAGO, Aug. 12.—Highlighted in the 17th annual survey—"Confectionery Sales and Distribution, 1943"—recently completed by the United States Department of Commerce under sponsorship of the National Confectioners' Association, was the volume of sales passing thru vending machines, which contributed to the all-time record production and distribution of 2,561,000,000 pounds of candy in 1943. In all, more than 300 confectionery and chocolate companies, with a total production constituting about 70 per cent of the nation's entire output of candy, were queried and of these, 100 firms reported that substantial percentages of their product reached the public thru vending machines.

In an attempt to assay the volume of goods passing thru vending machines in 1943, confectionery manufacturers were asked to estimate:

1. The value of their total sales of 1, 5 and 10-cent items (such goods being especially adapted to disposition thru vending machines).
2. The percentage of the manufacturers' (See Venders' Sales on opposite page)

## Candy Ind. Shipping Container Rating Cut to AA4 by WPB

CHICAGO, Aug. 12.—Altho the supply of shipping containers for candy has been hit by recent government action, the situation in regard to ingredients is fairly satisfactory, according to the National Confectioners' Association.

The candy industry has been notified by the War Production Board that its priorities rating has been dropped from AA2x to AA4, which means that a lot of other industries will have precedence in obtaining shipping containers.

Expressing itself as reasonably well satisfied with the outlook for candy ingredients, the NCA reports that the probability is that stocks of Christmas candy will be at least as plentiful as last year. If the European phase of the war ends, however, a big improvement is sure to follow.

Chocolate is the major uncertainty now. Allocations of this important ingredient are now on a 70 per cent basis, and quotas for the final quarter of 1944 won't be announced before September 10. There have been some indications of a cut to 60 per cent, but the more optimistic elements in the trade believe the reduction in supplies may be avoided.

Sugar is expected to remain on the present 80 per cent basis. The supply of corn sirup and corn sugar has improved decidedly by comparison with the acute shortage of two months ago, but there is still possibility of another lean period before the new corn crop begins to move.

## Berlo Vending Co. In New Biz Site

PHILADELPHIA, Aug. 5.—Pointing to the post-war business, when candy vending machines will again take their place in the industry, Jack Beresin, president of Berlo Vending Company, announced the removal of the firm's main offices and warehouse to new, larger and more convenient quarters. In moving to 333 South Broad Street, the Berlo firm, which specializes in the placement of candy machines in movie houses, will be located in the central-city section. Until now, Berlo maintained offices and warehouse in the North Philadelphia section of the city.

## WFA Cuts Ice Cream Mfrs. To 65% of 1942 Output

WASHINGTON, Aug. 12.—War Food Administration announced that manufacturers of ice cream will be limited to 65 per cent of the milk solids used in the corresponding months of 1942. During the past three months, quotas were 75 per cent.

The new order, effective August 1, reflects a seasonal decline in the output of milk.

Ice cream made after August 1 also will be less rich than that made during May, June and July. Maximum milk solids content of frozen dairy foods will be 22 per cent, compared with 24 during the May-July period.

## SEPTEMBER TAX CALENDAR

ALABAMA: 10—Tobacco use tax and reports due. Tobacco wholesalers' and jobbers' report due. 20—Sales tax reports and payment due.

COLORADO: 14—Sales tax reports and payment due. Use tax reports and payment due. 15—Service tax reports and payment due.

CONNECTICUT: 10—Cigarette distributors' reports due.

FLORIDA: 10—Agents' cigarette tax reports due.

GEORGIA: 10—Cigar and cigarette wholesale dealers' reports due.

ILLINOIS: 15—Cigarette tax returns due. Sales tax reports and payment due.

KANSAS: 15—Compensating tax reports and payment due. 20—Sales tax reports and payment due.

KENTUCKY: 10—Amusement and entertainment tax and reports due. Cigarette tax reports due.

LOUISIANA: 1—Wholesalers' tobacco reports due. 15—Wholesalers' tobacco tax reports due. 20—New Orleans sales tax reports and payments due. State sales and use tax reports and payments due.

MASSACHUSETTS: 15—Cigarette distributors' tax reports and payment due.

MICHIGAN: 15—Sales tax reports and payment due. Use tax reports and payment due.

MISSISSIPPI: 15—Sales tax reports and payment due. Tobacco reports due from distributors, manufacturers and wholesalers. Use tax reports and payment due.

MISSOURI: 15—Retail sales tax reports and payment due. 30—Soft drinks reports and tax due.

NEW MEXICO: 25—Use or compensating tax reports and payment due.

NORTH CAROLINA: 15—Sales tax reports and payment due. Use tax reports and payment due.

NORTH DAKOTA: 1—Cigarette distributors' reports due.

OHIO: 15—Use tax on cigarettes due with reports.

OKLAHOMA: 15—Sales tax reports and payment due. 20—Use tax reports and payment due.

RHODE ISLAND: 10—Tobacco products tax reports due.

TENNESSEE: 10—Cigarette distributors' reports due.

UTAH: 15—Sales and use tax returns and payments due.

WASHINGTON: 15—Sales tax reports and payment due. Use tax reports and payment due.

WEST VIRGINIA: 15—Sales tax reports and payment due.

WISCONSIN: 10—Tobacco products tax returns due.

WYOMING: 15—Sales tax and reports due. Use tax and reports due.

## Ice Cream Mfr. Will Top 1943 by More Than 30,000,000 Gals.

WASHINGTON, Aug. 12.—In spite of the recent order by the WFA limiting the amount of milk solids which manufacturers may use to make ice cream and other frozen dairy foods, some 30,000,000 more gallons of ice cream will be manufactured in this country this year than in 1943, a spokesman of the WFA estimated.

The WFA order, effective August 1, limits manufacturers to 65 per cent of the milk solids used in the corresponding months of 1942. Except for the three months of flush milk production, May, June, July of this year, the 65 per cent limitation has been in effect since December, 1942.

One of the biggest factors in the increased output, said the WFA official, is due to certain new exemptions which have been included in this year's order. The restriction on ice cream was effected to leave more milk free for shipments overseas of cheese, butter and dried milk powder needed at the fighting fronts.

The peak year for ice cream production, according to WFA tabulations, was in 1942, when 435,000,000 gallons were produced, as compared with 282,000,000 in 1938, an increase of one third.

## Mexican Govt. Will Control Chicle Crop

MEXICO CITY, Aug. 12.—Shortages of chewing gum in the United States has had an effect on the Mexican chicle business and has caused the government here to regulate its growth.

A government commission has decreed where and how much of it can be grown each year. Most of the chicle will be grown in national forests, some in specified forests and a small amount on regular farms.

## Pecan Crop Off 80%

MOULTRIE, Ga., Aug. 12.—Bad news came from this section concerning the pecan crop which had set such high records last year. According to growers, the crop will be from 75 to 80 per cent lower than last year. The reason is attributed to the fact that such hot weather was experienced in June.

## AT YOUR SERVICE!



Although we are 100% engaged in vital war production, we still want operators to feel free to call upon us whether you want machines, parts, repairs or just a bit of information. And if you operate venders you're missing a lot by not reading The Northwesterner. It's free!

## Northwestern

835 E. Armstrong St., Morris, Ill.

## CIGARETTE & CANDY VENDING MACHINES

Ready For Location  
 National 9-30 ..... \$87.50  
 National 6-30 ..... 22.50  
 National 6-26 (No Stand) ..... 15.00  
 Du Grenier Model "S" ..... 30.00  
 Du Grenier "Candyman" ..... 35.00  
 9 Col. Du Grenier Model WD ..... 60.00  
 1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

Also Unedapak Candy and "500's," Stoners, Rows, Nationals, etc. WRITE FOR COMPLETE PRICE LIST. Mention Dept. B.  
 WE RECONDITION, REPAINT AND REPAIR ALL TYPES AND MAKES OF MERCHANTISE VENDING MACHINES.

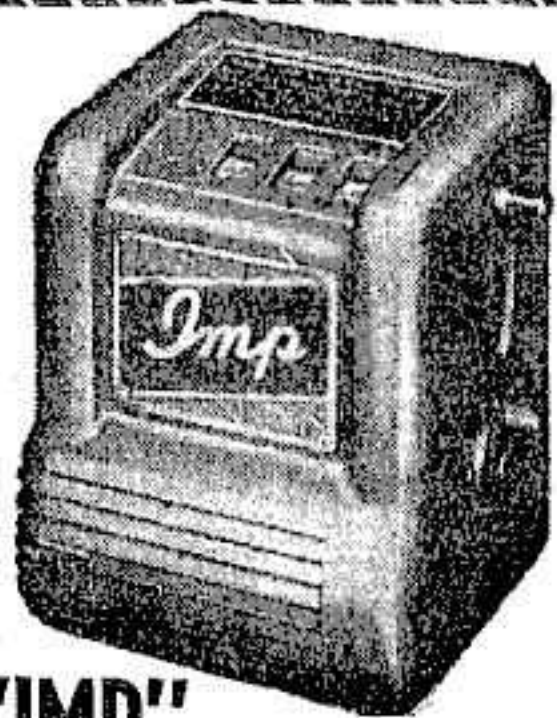
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## CIGARETTE VENDING MACHINES

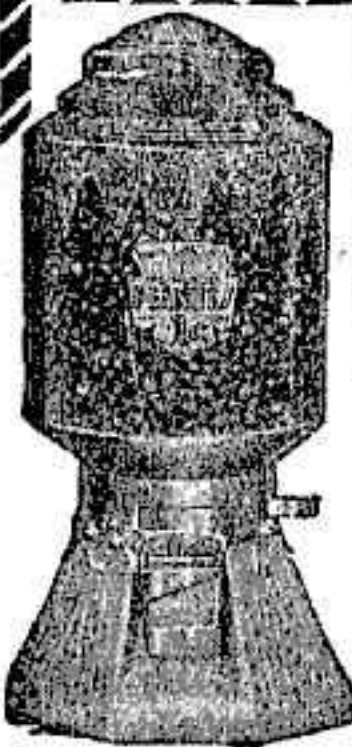
U-Need-a-Pak 6 Col. Cigarette Machines with Floor Std. As Illustrated. Capacity 170 packs. Slug proof. 15¢ or 20¢ Models. In good condition. Guaranteed. Terms: 1/2 with order, balance C. O. D. Write for complete list of Cigarette, Peanut & 5¢ Candy Bar Machines. Only \$32.50

ASCO 238 MURRAY ST. NEWARK 5, N. J.



## "IMP"

(Used)  
 The most profitable Counter Game—a real money-maker. Available in Straight Penny Play with Cigarette Symbols. Order now while they last. Size 5 1/2 x 5 1/2 x 6 inches.  
 \$5.95 Ea.; Ct. of 6, \$30.00



## SPECIAL! SPECIAL!

Just received over 400 factory reconditioned Model 33 Nut Venders with fool-proof mechanisms, slug ejectors. Adjustable portions, etc.

GET STARTED DEALS  
 5 Model 33  
 30 Lbs. Peanuts  
**\$33.80**  
 Sample .. \$5.50

## WANTED

### WILL PAY FOLLOWING PRICES

Wurlitzer Model 61	\$ 70.00
Wurlitzer Model 71	120.00
Wurlitzer Model 41	80.00
Kickers & Cutchers	15.00
A.B.T. Challengers	15.00
Model F Targets (Blue)	15.00
Big Game Hunters (Lato)	15.00
Victor Home Runs	7.50
Vest Pocket Balls (Green)	25.00
Vest Pocket Balls (Blue)	35.00
Vest Pocket Balls (Chrome)	45.00

All machines must be in working order, all parts complete, with locks and keys.

Large Selection of New and Used Machines in Stock. Send for Complete List!

1/3 Deposit, Balance C. O. D.

## RAKE COIN MACHINE EXCHANGE

2014 Market Street  
 PHILADELPHIA 3, PA.

## New Type Arcade Mch. Demonstrated

NEW YORK, Aug. 12.—Pilot Trainer, a game aimed at arcades, carnivals and side shows, was demonstrated here this week by George Ponsler and Jack Garliner, co-owners of the patents.

Resembling the cockpit of a plane, a device in the front part of the machine projects the image of a plane. The player sits in the machine and by means of controls directs this image on a chart in front of him, along a designated route. In doing so he undergoes the same maneuvers as he would in an actual airplane.

Ponsler and Garliner report that plans are practically complete to have Pilot Trainer manufactured in Chicago after the war, but did not mention the firm which would handle the job.

## VENDERS SALES

(Continued from opposite page)

sales of such items representing goods ultimately reaching the consumer thru vending machines.

About 6 per cent of the 1, 5 and 10-cent items (or 4 per cent of the total sales products of these 100 representative firms) reached the consumer thru the coin machines. Respondents offering figures on vending machine sales and distribution commented that their estimated percentages are by no means complete, in that candy jobbers, to whom most of their product is sold, have no manner of determining the final distributing medium of the product.

### Seven Say 50%

The survey revealed that seven companies reported a total sales volume of 50 per cent of their production being dispensed thru vending machines. This percentage of 1, 5 and 10-cent items represented a wholesale value of \$1,250,000 for these firms compared with their combined total annual sales of \$4,200,000. On the other hand, almost half of the companies responding to the vending machine survey questions asserted that about 5 per cent of their 1, 5 and 10-cent items were marketed to the consumer thru coin-operated devices.

Each firm, queried as to the extent of production and value of total sales which could be attributed to vending machine distribution, emphasized the fact that complete figures could not be ascertained, in that, information upon which they could definitely base themselves was not accessible due to the jobber set-up.

### All-Time High

This new all-time record production of 2,561,000,000 pounds of candy for 1943 by the confectionery industry was indicative of the demand which will be made on the industry during the immediate post-war period when the problems of man power, sugar rationing and material shortage are dissipated. Likewise, it is indicative of the volume of sales which will pass thru coin-operated vending machines as more are manufactured and operated after the war, when the problems of the coin machine industry, too, bite the dust.

An interesting feature uncovered during the survey was the fact that more than one fourth of all confectionery

manufactured in the United States in 1943 was produced in Illinois, while in 1943, Illinois, Pennsylvania and New York combined to produce nearly half of the nation's output of sweets.

Heretofore, the confectionery industry and the United States Department of Commerce ignored questioning of results of vending machine sales volume and value, but the queries sent forth during the recently completed census illustrated the potentialities coming to light thru the results being experienced by use of vending machines.

Altho candy production for 1943 hit a new high, the demand for the products exceeded the supply, thus raising prices and bringing about a ready purchase of 10-cent bars not only over counters but thru coin-operated venders as well. Civilian demand was swelled by the high level of purchasing power possessed thru massive war earnings, while the government also bought a great percentage of candy products for the armed forces. It is estimated by the United States Department of Commerce that if the industry had been able to obtain materials to meet production demands there would have been an additional production output of 600,000,000 pounds of candy which would have been readily absorbed by the market.

### Bar Demand Up

As it was, the wholesale value of candy produced by the confectionery industry during 1943 was \$575,000,000. Of this amount about 45 per cent represented sales realized thru sale of bar candy of the 5-cent variety. The survey indicated that thruout the year there was a marked increase in demand for bar-type candy, and that penny candy was definitely on the wane. No comment was made, however, on the extent to which manufacturers would cut production of penny candy, if any, for use in coin-operated venders which dispense a great percentage by this medium thruout the year and which contribute no small part of the total national sales of candy.

The post-war picture, as painted thru findings of the survey, reveals a highly lucrative scene for the confectionery industry as a whole if general business conditions are good and purchasing power continues at a high level. It is expected then that the demand for candy will remain at the 1943 peak.

As in the past years the most popular type of confectionery continued to be the chocolate-coated bar. Bars of this type—consisting of a variety of nut, caramel, fudge and other prepared centers enrobed in chocolate—were in excess of a fourth of all candy sold.

Study by the United States Department of Commerce indicates that full utilization of the nation's industrial plants will yield to individuals a disposable income of \$124,000,000,000 in the first post-war year. On the basis of peacetime trends the government estimates post-war sales of confectionery goods will reach \$515,000,000.

## Cig Famine Hits Miami

MIAMI, Aug. 12.—Cig shortage has reached a point in this area where it is being referred to as a famine. Wholesalers are asking consumers to co-operate by not hoarding popular brands and to purchase only daily needs or to switch to the lesser known brands when the regular stocks are not available.

One of the larger distributors, Eli Witt Cigar and Tobacco Company, says that a normal weekly turnover is about 16 million cigs but the present supply is less than half that amount.

## MERCHANDISE MART

### North Carolina Mart

A medium-sized tobacco crop is in prospect for Eastern and North Carolina this year, according to N. G. Blackman Jr., supervisor of sales for the Wilson, N. C., tobacco market. In his opinion the increase in tobacco poundage will be very small this year, despite the fact that many growers had planted their 20 per cent increase, because the late season and the shortage of labor will cut the crop.

### Cut Cocoa Allotments

Because of the tight cocoa situation the War Food Administration has cut the civilian grinding quota for manufacturers for the third quarter, beginning July 1, to 70 per cent of the 1941 rate of use, with a further cut due in the final quarter of the year. Current allotment is 80 per cent.

At the same time it was announced that Brazil has accepted the offer of U. S. importers to buy 400,000 bags of the new cocoa crop at 8.2 cents a pound. Confirmation of the sale came after two months of negotiation. The new crop will come to market about the end of June and is to be shipped from July thru October. Trade quarters believe the possibility of a squeeze in supplies, already pinched by a sharp slump in May imports and rising consumption, has thus been averted.

May imports were only 173,343 bags of all types of cocoa, compared with 467,598 bags in May, 1943. The five-month total this year was somewhat larger, however, totaling 1,748,615 bags, compared with 1,636,864 bags for the same period last year.

### New Candy Advisory Groups

Formation of three industry advisory groups for the candy trade has been completed, and a fourth is to be announced soon, together with meeting date. They will work with the Office of Price Administration on industry and price matters.

The three committees already organized have held preliminary meetings in New York for discussion of possible business to come up and to complete their plans for operating. These committees are a packaging goods candy industry advisory committee, a general lines committee and a candy bar manufacturers' committee.

The fourth group, a wholesale candy industry advisory committee, has just been completed and will hold its first meeting soon. Names of all committee members, which are still before the OPA, will be announced soon.

### Container Situation Confused

Reports from Chicago say the container trade is in an exceedingly confused condition because of the supply situation. Corrugated containers are becoming more difficult to obtain and are entangled in priority regulations of the War Production Board. As a result there is heavy re-use of boxes of this type in order to offset the lack of new ones.

The paperboard situation is adding to the confusion where other types of containers are concerned. Scrap paper collections are up sharply as a result of the nationwide drive. More and more mills are using this source of supply

to overcome the pulp shortage. Reports indicate a high rate of production, with some mills claiming they are meeting all orders for board of this type.

Bad weather in the South has made it difficult to cut pulpwood, and it has been hard to move raw material after it is cut. The labor shortage is a very real problem to the industry.

Practically all inventory reserves at the board mills have disappeared as a result of increased scrap collections and decrease of pulp supplies.

### U. S. Buying Argentine Corn

To secure more corn for food processing, livestock feed and other essential uses, the War Food Administration has completed arrangements to import 6,000,000 bushels of corn from the Argentine in July. Plans are also being made for additional shipments until the current year's domestic corn crop becomes available in November. No figures were given for the total amount to be imported, but some officials said 40,000,000 bushels was the tentative goal.

The Argentine grain will be allocated among industrial users and feeders, with a few hundred thousand bushels being turned over to Mexico to relieve a corn products shortage in that country.

Among the food processors to get the imported grain will be refineries producing corn sirup, widely used in confectionery and soft drinks.

## GLAMOUR GIRL 2 FOR 5c CARD VENDOR

ACCURATE—SIMPLE—STURDY CONSTRUCTION



(Counter Model Only)

29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE.

SEND FOR COMPLETE LIBRARY

Choose any 3 series of Mutoscope Cards to sell through this Vendor, insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesman" Mutoscopes ever sold! ONLY A FEW LEFT! DEAL NO. 1—1 Vendor, with 1000 each All-American Girl, Glorified Glamour Girls and Yankee Doodle Girl cards. Vendor cost only \$60! 3000 cards FREE bring in \$75 selling at 2 for 5c. 1/3 Deposit, Balance C. O. D. F. O. B. Long Island City, N. Y.

Better order NOW any supplies you need . . .

GRANDMOTHER PREDICTION CARDS, GYPSY PALMIST CARDS, LOVE LETTERS, PALMISTRY LETTERS, HOROSCOPE CARDS, WIZARD PEN CARDS, etc. . . . Show Films, Select-a-Vue Films, etc. . . . Send for catalogue and prices

SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY.

## INTERNATIONAL MUTOSCOPE CORPORATION

Wm. Rabkin, President  
Penny Arcade Headquarters Since 1895.  
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.  
44-01 ELEVENTH STREET  
LONG ISLAND CITY 1, N. Y.

## ARCADE CLOSEOUTS PRICES DRASTICALLY SLASHED

- 1 Exhibit 30 Second Tattoo Punching Bag, Like New . . . \$175.00
  - 2 Chester Pollard Golf Machines, Ea. . . 75.00
  - 1 Chester Pollard Football Mach. . . . 97.50
  - 1 Skill Jump by Grootchen . . . . . 39.50
  - 2 Poison the Rats, Counter Games, Ea. . 12.50
  - 3 Bally Rapid Fires, A-1, Ea. . . . . 195.00
  - 2 Bally Defenders, A-1, Ea. . . . . 275.00
  - 5 Slap the Japs (Chicken Sams Converted), Ea. . . . . 129.50
  - 1 Radio Rifle, Red, White & Blue, by Mutoscope . . . . . 75.00
  - 1 Grootchen Zoom . . . . . 22.50
  - 1 World Series by Rock-Ola, A-1 . . . . 125.00
  - 1 9-Column National Cigarette Venders, Factory Reconditioned . . . . . 75.00
  - 1 Stewart-McGulre Chroma Gum Vender with Base . . . . . 18.50
  - 1 Knock-Out Fighter, Refinished . . . . 115.00
  - 1 Casino Golf Machine . . . . . 25.00
  - 25 Marvel Cigarette Gum Venders, Like New, Ea. . . . . 22.50
  - 4 Sparks Cigarette, Gold Award, New . . 35.00
- MUSIC
- 2 Wurlitzer 750E's, Ea. . . . . \$625.00
  - 1 Wurlitzer 850E, with 10 #120 Wall Boxes, Sold Complete . . . . . 1150.00
  - 1 Wurlitzer 580 Speaker, NEW and Never Out of Crate . . . . . 129.50
  - 1 Rock-Ola Master Deluxe with 5 Dial-a-Tune Wall Boxes . . . . . 535.00
- Send 1/3 Deposit, Balance C. O. D.

Universal Amusement Co.  
2604 Market St. YOUNGSTOWN, OHIO

## GREETINGS!

We regret to announce that Ball Gum has become a War Casualty—not killed—but "Missing in Action" for the duration.

Many of the Ball Gum Machine Operators have successfully switched to Marbles and are reaping a harvest of big profits. You see, previously the players were more interested in the prizes than the Ball Gum.

Now—with Marbles—the players not only receive the Marbles, but also have a chance to win a Prize Marble.

We can supply you with Glass or Agate Marbles in assorted colors. They work perfectly in Ball Gum Machines.

Case of 12,000 . . . . . \$15.75

Barrel of 50,000 . . . . . 59.50

A Solid "Cherry Red" To Use as a Prize Marble, \$4.00 Per M.

ORDER TODAY WHILE STILL OBTAINABLE! REMEMBER MARBLES "KEEP"—DON'T GET STALE OR RANCID! SO STOCK UP NOW!

The World's Leading Coin Machine Mail-Order House!

TORR 2047 A - SO. 68 PHILA. 42, PA.

# CANADIAN TRADE RESUMES

## N. Y. and Cleveland Distributors Already Making Shipments

**Bulk of trade to come after Labor Day, distributors feel—Chicago, Buffalo and Detroit distributors report plenty of inquiries but few orders—equipment shortage will hurt**

CHICAGO, Aug. 12.—Lifting of the import ban on coin machines, which went into effect August 1, has already resulted in extra business for American distributors, a round-up of reports from trade centers which formerly supplied the Canadian market revealed this week. New York and Cleveland distributors, in fact, have already made initial shipments to operators across the border. Distributors in these cities as well as brethren of the fold in Chicago, Buffalo and Detroit, however, feel that the bulk of the Canadian orders won't begin to arrive until after Labor Day.

Judging by the number of inquiries coming in to distributor offices, Canadian coinmen are in the market for all types of machines, but are currently "shopping" for best buys before signing on the dotted line. Many, too, aren't 100 per cent familiar with all the equipment that has been put on the market since December, 1940, when the import ban was clamped on. As a result, they are asking distributors for pictures of equipment before buying—and since distributors are finding it impossible to comply with such requests—the order-signing procedure is slowed down. Shortage of 25-cycle equipment, too, is a problem. Few Canadian coinmen have shown up in distributor showrooms as yet, but reports from across the border indicate that the more progressive Canadian coinmen will be trekking Statesward in the next few weeks to do their shopping in person.

### Canadian Market Important

Prior to the war, the volume of coin machines going into the Canadian market rose steadily from year to year. In 1939 U. S. Department of Commerce reported that Canadian purchases totaled 5,204 machines valued at \$351,754. Of this amount, 1,092 were phonographs valued at \$195,262; 2,825 were amusement machines valued at \$134,000 and 1,287 were vending machines with a value of \$22,492.

These shipments were made under the first year of the Tri-Power trade agreement signed by the United States, Great Britain and Canada in 1938 and which became effective January 1, 1939. This treaty was especially important to the coin machine industry since in it was included a special provision that "Bagatelle and other game tables or boards" would be admitted under a tariff duty of 27½ per cent, which was 2½ per cent lower than duty on coin machines paid up to that time. Before the full effects of the treaty could be realized, however, Canada went to war and had to begin to restrict its civilian industries.

After the 1940 embargo, however, parts continued to be shipped to Canadian coinmen to keep their equipment in repair. The Canadian government has always encouraged the shipment of parts to Canadian firms so that cabinets could be made in that country and thus employment of Canadians could be increased.

### Ban Lift To Help

Lifting of the ban at this time will not see a wild scramble on the part of American distributors to sell machines in the Canadian market, nor a buying spree on the part of Canadian coinmen. First of all, good equipment is not too plentiful which means United States distributors still are interested in old customers first, and Canadian coinmen, too, won't want to load up with old machines with the prospect of new equipment to come soon after the war ends. On this score, however, Canadians like their U. S. coin friends, will have to be patient because manufacturers are still thinking only in

terms of their all-important war work. However, now that trade relations between the two countries have resumed after an almost three-year lapse, the way is open for coinmen of the two countries to lay the groundwork now in preparation for the peacetime business to come.

To spotlight trends in Canadian trade at the moment, *The Billboard* queried this week distributors in trade centers which supplied the bulk of machines for Canadian coinmen prior to 1940. Digest of these reports follow:

### N. Y. Distributors Already Moving Plenty Equipment

NEW YORK, Aug. 12.—Since the lifting of the ban on coin machine imports by Canada, effective as of August 1, 1944, several Eastern distributors have been moving substantial volumes of merchandise to Canadian operators. Considerable business has already been booked and shipped by these distributors, with more expected. Other outlets that have not as (See *Can. Trade Resumes*, on opp. page)

## Pin Games, Bells and Bingo Again the Political Football In Milwaukee's Election

### Charge Main Issues Being Evaded in Campaign

MILWAUKEE, Aug. 12.—The crusade against pinball, bingo and slot machines became an open debate here this week when one candidate for the office of district attorney charged that the present incumbent of the office was ignoring big-time gambling in order to impress the public by his drives against the popular forms of amusement. The pinball issue has been in the limelight for two or three years, and as the political campaign here makes progress, it becomes a primary issue again.

The city council has more than once shown its strong favor for the licensing of pinball and other amusements, and it is likely to hold that position. The speaker who charged partiality on the part of the present district attorney is Edward J. Yockey, who made the statements in a radio address in behalf of the Republican candidate for district attorney one evening this week. He emphasized that big-time gambling had not been stopped in the city and that the present district attorney could have brought in more than 50 well-known gamblers and prosecuted them if he had desired. Yockey said there are many forms of gambling in the downtown area, but investigators sent out by the district attorney continue to devote their activities to bingo, slot machines and private clubs, church card parties and pinball machines.

It has long been recognized here that candidates for the office have been able to make big publicity in attacking pinball and bingo, but Yockey seems about to show the public that strong suspicions can be made on the other side, too. Newspapers are giving a lot of special space to the debates and indications are that

the public may take a decided interest in the pinball and bingo versus big-time gambling here.

In still stronger language, Yockey charged that the professional gambling men were even now having a field day, while the district attorney talked about his great crusade against bingo, slot machines and pinball games. He said the records have been searched during the last year on these men, and there "there is not a single case of the arrest of the well-known leaders in gambling." They are still in town, he charged, and still wearing fine clothes, and they are not working in defense plants.

### D. A.'s Charges

The district attorney and his friends still continue their charges of big profits being made on pinball games, bingo and slot machines in the city. Only recently the district attorney charged that the annual take on such devices is \$20,000,000 a year. He urged strict law enforcement in order to stop such gambling. He said much of the gambling is being done under the cover of "charity" and that no books are kept by operators of slot machines, pinball games and bingo which are required by ordinary business practices. The speaker in his radio address cited several cases taken from the State tax records to show the incomes of alleged leaders in the business. He said one man who listed his business as that of distributing slot machines, juke boxes and pinball games listed a gross income of \$180,000 in 1942. Speaking further he said "in a court case held in 1943 it was revealed that a veterans' organization operated a tavern in connection with its club and that the gross income from (See *Games—Milw. Election* on page 74)

## Canadian Coinmen Hail Ban End, But Buyers Show Caution

TORONTO, Aug. 12.—While lifting of the import ban here August 1 was hailed by distributors and ops, a rush of trade is not expected for several reasons. First of all, coinmen here do not want to load up on old model machines and be forced to take a loss on them when new equipment is available after the war.

Then too, there are not a whole lot of machines on the market, or at least there are not enough to fully supply the requirements of Canadians after the needs of the States have been partially met.

Altho a goodly number of inquiries have been sent to sellers in the States, general opinion of most distributors and ops seems to be that they are waiting to see what the other fellow is going to do. It has been reported that once any distributors start imports, others will follow suit in order to keep pace with competition.

Of course, some American sellers have made shipments of equipment to Canadian distributors and ops, but for the most part the only late model machines which will be imported will be jukeboxes, pinball games, arcade equipment and movie machines.

Here in the Toronto area viewpoints show that less costly equipment will be bought and that parts will be more desirable than ever. Others claim the reason they have been holding off on imports of coin machines is because they have been waiting for more information from the government.

### New Brunswick Busy

In New Brunswick coinmen were pleased that the import embargo had

been lifted since they have been desperate for equipment ever since the ban was imposed and because the situation has grown more acute within the past six months.

Distributors in this area plan to import a large number of machines, with jukeboxes heading the parade. Twice as many music machines could be operated in the maritime provinces profitably as are now functioning, it is estimated. Pinball and other games, especially those of shooting design, are wanted; legalizing and licensing pinball games having increased their popularity.

The contemplated opening of a number of arcades has been deferred because of inability to secure enough machines. Vendors of merchandise, scales, etc., have been sought here by arcade ops without success and demand for photomatic machines, panoramas and bells has also far exceeded the supply.

### Border Cities Benefit

Distributors and ops located close to the border, in Quebec and New Brunswick, will benefit especially by removal of the import ban itself. In some areas economic conditions have been better in Canada than in the States, and the shortage of machines caused by the ban and the tremendous demand for those available in the Dominion has prevented full capitalization.

In the province of Saskatchewan the only coin-operated machines considered legal are jukeboxes. One distributor serves this entire area and never has done a great deal of importing, hence the lifting of the ban has not affected this region. The Canadian branch of RCA-Victor has been supplying this distributor with his music machines.

Before the embargo was instituted there was extensive buying and selling of machines along or near the border, and with the present war prosperity and the craving for entertainment even greater activity is expected.

### LIMITED QUANTITY!

### BRAND NEW "CIVILIAN DEFENSE"

- Beautiful Cabinet
- Pick Proof Lock
- Automatic Tilt
- Size: 11" Wide, 7" Deep, 16" High Only

\$13.50 Ea.

F.O.B. Phila.

Case of Two, \$25.00

A REAL MONEY MAKER! ORDER TODAY!

### RAKE COIN MACHINE EXCHANGE

2014 Market Street  
PHILADELPHIA 3, PA.

### FOR SALE

- 4 9 Ft. Rock-o-Balls
- 2 12 Ft. Rock-o-Balls
- 2 Bally Rolls, 14 Ft.

Highest offer will take all—will trade

### TRIANGLE AMUSEMENT CO.

14007 Woodrow Wilson Ave.  
DETROIT 6, MICH.

**MUSIC**

1 Seeburg Gem w/ Adaptor  
1 Seeburg Console, #1387  
4 Seeburg Wall-o-Matic, WS22  
2 Seeburg Bar-o-Matic

1 Seeburg Model 8200, S.L.M.S. ....\$550.00  
1 Seeburg Vogue ..... 350.00  
1 Wurlitzer 600-K ..... 350.00  
1 Wurlitzer 800 ..... 560.00  
1 Wurlitzer 616 ..... 117.50  
2 Wurlitzer 412, Ea. .... 87.50  
1 Wurlitzer P12 ..... 77.50  
1 Wurlitzer Model 61 w/ Stand ..... 117.50  
2 Rockola Standard, Ea. .... 299.50  
5 Rockola Windsor, Ea. .... 200.00  
1 Rockola Monarch ..... 225.00  
3 5c Wurlitzer Wireless Bar Boxes, Model 360, Ea. .... 20.00

**SLOTS**

1 50c Mills Chrome, Serial 402,000 .....\$750.00  
2 25c Mills Chrome, Serial 455,000, Ea. 425.00  
3 25c Mills Cherry Brown Front, Serial 433,000, Ea. .... 400.00  
1 10c Mills Blue Q.T. .... 74.50  
1 5c Mills Roman Head ..... 100.00  
80 1c Mills Blue Front Q.T. .... Make Offer  
1 5c Watling Rotatop, Ea. .... 99.50  
1 5c Watling Treasury ..... 44.50

**CONSOLES**

5 5c Jennings Silver Moon, F.P. Ea. \$ 90.00  
1 5c Jennings Silver Moon, P.O. .... 99.50  
4 5c Mills Jumbo Parades, P.O. Ea. 77.50  
9 5c Keeney Super Balls, Fruit Reels, Very Clean, Ea. .... 275.00  
1 5c Evans Galloping Dominoes, '41 269.50  
1 25c Paces Races, Oak Cabinet ..... 189.50

**PINBALLS**

1 Liberty (Gottlieb) .....\$140.00  
1 Midway ..... 125.00  
1 Rebound (Exhibit) ..... 27.50  
1 Sport Parade ..... 37.50  
1 Double Feature  
1 Lucky .....  
2 Ocean Spray .....  
1 Repeater .....  
1 Roxy .....  
1 Speed Demon .....  
1 Super Six .....  
1 Target Skill .....  
2 Ump .....  
\$17.50 Ea.

**MISCELLANEOUS**

40 5c Counter Games, Sparks, American Eagles, Mercury & Liberty, Ea. ....\$12.50  
2 1c A.B.T. Game Hunters, Ea. .... 16.50  
1 Stewart-McGuire Cigarette Machine, 10 Column, Broken Mirror ..... 18.00  
Folding Stands, Ea. .... 3.50  
Safe Stands, Ea. .... 15.00

**EAST COAST MUSIC CO.**  
1001 Walnut St. CHESTER, PA.  
Phone: Chester 3637

**CAN. TRADE RESUMES**

(Continued from opposite page)

yet received their share of orders either are on the verge of getting them or anticipate commitments in the very near future.

Bert Lane of World Wide Distributors, who only recently returned to the industry, reports shipments of "several carloads" of the Liberator, a gun game, to ops in Montreal, Nova Scotia and Ottawa, Ontario. Lane says these carloads are the beginning and he expects orders for other equipment soon.

Leon Berman of New York Supply, to date, has shipped 25 pieces representing guns and amusement games to the Roxy Specialty Company of Montreal, and about 15 pieces of similar equipment to the Laniel Machine Company also of Montreal. Another shipment about the same size containing similar services has gone out to the Regent Vending Machine Company, Lt., Ottawa. Marcus Klein of Amusement Specialties has shipped four pin games valued at \$1,000 to the Roxy Specialty Company of Montreal.

Numbered among big time distributors who are in touch with Canadian buyers or who are on the verge of obtaining big orders are Milke Munves, George Ponser and Willie Blatt. Munves reports that he has had considerable dealings with Canadian ops prior to the import ban and expects to resume his exports to Canada in a big way. He adds that several shipments of games and guns have already been made but that this consignment will be dwarfed by business expected for such equipment as photomats, guns and fortune-telling machines.

George Ponser notes that so far he has shipped two Solo-Vues to a Canadian buyer. He has been informed that if it can be established that non-inflammable material is contained in these machines, then the particular Canadian buyer will take all that Ponser can ship. Ponser adds that Solo-Vues do conform to this Canadian restriction.

Willie Blatt's office reports that Supreme Enterprises is sounding out the Canadian market and expects substantial orders to be forthcoming for bowling alleys and guns as well as several newly developed games which the firm promises to have on deck soon.

**Two Cleveland Distributors Already Shipping to Can.**

CLEVELAND, Aug. 12.—Since the Canadian import ban has been lifted, two distributors here report large-scale exports to purchasers. The Cleveland Coin Machine Exchange has been shipping jukeboxes, pins, scales and other types of machines in large quantities.

The International Coin Machine Distributors report their first shipment to Canada left here July 20 and they expect continued biz.

One large Canadian op was here all week calling on possible suppliers of coin machines for his Canadian trade. Other distributors contacted in this area say they are interested in exports to Canada but have not taken any steps to secure them.

**Buffalo Distributors Feel Old Customers Come First**

BUFFALO, Aug. 12.—According to three leading distributors here, many inquiries have been received from Canada, but actual trading has not taken on large proportions. General opinion here indicates this is because of the fact that equipment is tight and that local firms are not anxious to make shipments when they are having difficulty filling orders for old customers right here. Of course, it is generally considered that this attitude will change when more equipment is available. Prior to the import ban and shortage of machines, Buffalo firms did a good business with ops in the larger Canadian cities, especially Toronto and Montreal.

The J. H. Winfield Company here, one of the largest game distributors, said they had already received numerous orders from Canada but that only a few pin games had been shipped. Winfield may ship games from time to time, but does not intend to go in for such sales in a major way at the present time. After the war this situation may change entirely. Mason Winfield said that demand was mostly for the newer pin games; those preferably manufactured (See Can. Trade Resumes on page 72)

**CONSOLES**

5 Mills Rio .....\$ 30.00 Ea.  
9 Bally Club Bells, Used Very Little ..... 250.00 Ea.  
25 Late Jumbos ..... 129.50 Ea.  
3 Jennings Good Luck ..... 60.00  
4 Paces Races ..... 250.00 Ea.  
4 Mills Dice ..... 75.00 Ea.  
1 Mills 3 Bell ..... 1,100.00  
1 Super Bell, 5/5 P.O., F.P. .... 450.00  
5 Mills 1-2-3, P.O. .... 75.00 Ea.  
5 Mills 1-2-3, F.P. .... 70.00 Ea.  
5 Mills Flashers ..... 50.00

**NOVELTY GAMES**

1 Chubby .....\$ 25.00 Ea.  
2 Tournaments ..... 25.00 Ea.  
2 Mills Soft Balls ..... 35.00 Ea.  
3 Diggers, Exhibit ..... 35.00 Ea.  
1 ZETA ..... 35.00  
3 Evans Tommy Guns ..... 150.00 Ea.  
5 Mills Owls ..... 75.00 Ea.  
2 Rapid Fires ..... 225.00 Ea.

**MUSIC**

35 #125 Wurlitzer Boxes .....\$ 25.00  
15 #111 Bar Boxes, Wurlitzer.. 12.00  
15 #120 Wurlitzer Boxes ..... 20.00  
1 Wurlitzer Twin 12 ..... 125.00  
4 New Wurlitzer 130 Adaptors 50.00 Ea.  
1 Packard Juniper ..... 25.00  
2 Mills Thrones ..... 250.00 Ea.

**SLOTS**

25 Gold Chrome Q.T., 5c .....\$125.00  
Gold Chrome Q.T., 1c ..... 90.00  
Green .....  
40 Orange ..... 60.00 Ea.  
Blue .....  
10 Chrome Vest Pockets ..... 65.00  
25 Silver Gold Vest Blue Gold... 50.00  
Imps ..... 5.00 Ea.  
Mercurys ..... 10.00  
3 Nearly New Mills Slots That Vend Mints, With Stands ... 89.50  
15 Mills Box Stands ..... 18.00  
15 Mills Single Cabinet Stands.. 22.50 Ea.  
10 Mills Single Cabinets, Late Models ..... 30.00 Ea.  
15 Mills Double Green Cabinets 75.00 Ea.  
5 Mills Jack In the Box Stands. 30.00 Ea.

**ALL EQUIPMENT CRATED BY EXPERT CRATERS**  
**ONE-THIRD WITH ORDER**  
**400 SLOT MACHINES, ALL LATE MODELS, CHROMES, BONUS, CLUB BELLS**

**WYOMING NOVELTY COMPANY**  
540 EAST YELLOWSTONE AVE. (Phone 542) CASPER, WYOMING

**THEY'RE ALL ORIGINALS**  
*Completely Overhauled and Refinished*

5c Mills Blue Fronts...\$245.00  
10c Mills Blue Fronts... 275.00  
25c Mills Blue Fronts... 375.00  
5c Mills Brown Fronts... 275.00  
10c Mills Brown Fronts... 300.00  
25c Mills Brown Fronts... 385.00  
5c Mills Chromes (Silver & Gold) ..... 375.00

10c Mills Chromes (Silver & Gold) .....\$415.00  
25c Mills Chromes (Silver & Gold) ..... 450.00  
5c Mills Bonus ..... 299.50  
25c Mills Bonus ..... 375.00  
25c Jennings Club Bells.. 375.00  
50c Jennings Club Bells.. 550.00

**PARTS FOR MILLS MACHINES**

Knee Action .....\$7.50  
Nickel Slide ..... 3.50  
Standard Handles ..... 2.00 (All Chrome, Like New)  
Club Handles ..... 4.00  
Reel Strips, #236 & #356, Per Set ..... 1.00  
Jackpot Glasses ..... 1.00  
Reel Glass (Set of 3)... 1.05

Escalator Glass .....\$ .50  
ABT Coin Chutes (F.P.)... 3.95  
Coin Chutes (Mills Vest Pocket) ..... 3.50  
Reward Cards (2-5 & 3-5)... .15  
Main Clock Gears, Complete 3.00  
Cash Boxes ..... 2.00  
Springs—Complete Stock for All Mills Machines

**We Are Equipped to Fill Orders for SLOTS - CONSOLES - PHONOGRAPHS - ARCADE EQUIPMENT - SALESBOARDS.**  
All Makes and Models. Let Us Know Your Requirements.  
**EXPERT REPAIRS BY FACTORY-TRAINED MECHANICS . . . AT NOMINAL COST**

**WE PAY HIGHEST CASH PRICES FOR ALL COIN-OPERATED EQUIPMENT**

**SOUTHWEST AMUSEMENT COMPANY**  
1712 FIELD ST. Central 4484 DALLAS 1, TEXAS

**BERT LANE SAYS . . .**

**I'LL BUY YOUR MUSIC EQUIPMENT**  
*Send Your List and You'll Have My Offer Within 24 Hours!*

**WORLD WIDE DISTRIBUTORS**  
625 10th Ave., N. Y. 19, N. Y. All Phones: Bryant 9-7763

**THE FOLLOWING FOR SALE**

2 Late Models Mutoscope Photomats, Serials PLD #1—PLD #22  
Slides for Metal Frames and Paper  
Also Includes Advertising Sign on Top of Photomat which Reads a Picture a Minute  
**MUTOSCOPE FRAMES—18750 Cost \$487.50; Will Sell for \$350.00.**

Each	Each	Each
5 Mills 4 Bells, Perfect Working Condition .....\$595.00	2 Mills Brown Front, 5c Slots .....\$210.00	3 Electric Holsts ..\$ 35.00
3 Jumbo Parades .. 65.00	1 Watling 25c Slot 85.00	3 Merchantman Diggers ..... 40.00
2 Silver Moon, Conv. 135.00	6 Mills 1-2-3, F.P. . 49.50	2 Mutoscope Diggers 45.00
2 Silver Moon, F.P. . 95.00	1 Mills 5-in-1 .... 69.50	Flower Front
1 Silver Moon, P.O. . 89.50	10 Mutoscope Drop Picture Machines with Iron Stands. 20.00	1 Bally Alley Bowler 30.00
3 Jennings Fastimes, F.P. .... 79.50		5 Cases Long Rifle Ammunition .... Write
		5 Cases Shorts .... Write

The Above Games Are in Perfect Working Condition. One-Half Deposit With Order.

**PENNYLAND ARCADE**  
RD2 JONESTOWN, PA., LEBANON COUNTY. PHONE 9065

**Slots, Parts, Scales, Cigarette Machines and Sales Boards**

Mills Brown Fronts, Rebuilt With New Outside Cases and New Outside Castings, Club Handles, 3/5 P.O. Look Like New Machines—

5c Play .....\$250.00 Ea.  
10c Play ..... 265.00 Ea.  
25c Play ..... 275.00 Ea.

1 Jennings Club Bell Console Chief, Very Clean, Late Model .....\$195.00  
1 Mills 25c Gooseneck, Reb. & Ref., D.J.P., Wolf Head ..... \$79.50  
5 Mills 5c Gooseneck, S.J.P., Very Clean ..... 49.50

1 Keeney Track Time, Red Head, Very Clean, A-1 Condition .....\$79.50  
1 Galle 25c Ball Center Handle, Very Clean, A-1 Condition ..... \$45.00

5 Mills 5c Vest Pockets, B/G ..... \$50.00  
1 Mills 1c Vest Pocket, B/G ..... 40.00

10 Mills Low Boy Scales, A-1 Condition \$35.00  
10 Gem Scales, Low Boy, A-1 Condition 30.00  
10 Royal Scales, Low Boy, A-1 Condition 22.50  
10 Socca Scales, Low Boy, A-1 Condition 25.00

Parts for Mills: 3/5 P.O. Slides 5c, Vest Pocket Coin Chutes, Rear Top Castings, Front Castings, Club Handles, Locks, Back Doors, Q.T. Glitter Front Door, 5c Tubes, J.P. Glass, Clocks, 10 Stop Reel Asst.

**WRITE — PHONE — WIRE**  
One-Third Deposit With Order.  
**X. L. SALES CO.**  
MAURICE KUSHNER, Mgr.  
959 Hope St., Providence, R. I.  
Tel. Plantations 0316

**WANT TO BUY KEENEY SUPER BELLS**

**BALLY HI-HAND PHONOGRAPHS**

**WIRE—PHONE**  
Will also buy Pin Games, Consoles, Etc., Etc. Send us your list. We pay best prices!

**ATLAS NOVELTY CO.**  
2200 N. Western Ave., CHICAGO 47, ILL.  
Phone: ARMitage 5005

**MILLS SLOT MACHINES FOR SALE**

Mills 5c Cherry Brown Fronts, Original Factory, Late Serials .....\$225.00  
Mills 5c Blue Fronts, Factory Rebuilt, Late Serials ..... 200.00  
Mills 25c Cherry Brown Fronts, Original Factory, Late Serials ..... 325.00  
Mills 25c Blue Fronts, Factory Rebuilt ..... 300.00  
Mills 10c Cherry Brown Fronts, Original Factory ..... 250.00  
Mills 10c Blue Fronts ..... 225.00

**R. & M. NOVELTY CO.**  
1608 Pacific Ave. VIRGINIA BEACH, VA.

**FOR SALE**  
**35 Gross of Tips**

\$27.50 a Gross. Must sell at once. Complete 5-in-1 120 combination with takes. Going out of business. Write to  
1520 Starkweather, Cleveland, Ohio, for information.

SLOTS—1-BALLS—CONSOLES

Table listing various slot machines and their prices, including Pimlico, 34 Derby, Club Trophy, Pace Comet All Stars, Mills Brown Fronts, Mills Blue Fronts, Mills Extraordinary, Brand New Mills, Mills Club Bell, Record Time, Sport Special, Keeney Kentucky Club, Jumbo Parade, Watling Rolatop, Mills Vest Pocket, Pace Comet, Jenn. Fastime, Ev. Gallop. Dominos, and Evans Bangtails.

PHONOGRAPHS

Table listing phonographs such as Rock-Ola Supers, Rock-Ola Master with Adapter & 2 Wall Boxes, Rock-Ola Standard, and Rock-Ola Wall and Bar Boxes for 1940 Models.

RECONDITIONED PIN GAMES

Table listing reconditioned pin games like 5-10-20, Big Parade, 4 Aces, Jeep, Air Circus, Knockout, Yanks, Genco Defense, Genco Victory, Toplo, Monicker, Bosco, Gun Club, Texas Mustang, High Dive, Spot Pool, Sky Blazer, Capt. Kidd, Argentine, and Spot a Card.

NEW UNITED REVAMPS

Table listing new United revamps including Midway, Santa Fe, Arizona, Streamliner, and Grand Canyon.

NEW P & S REVAMPS

Table listing new P & S revamps including Torpedo Patrol, Paratrooper, Shangri-La, Eagle Squadron, and Bombardier.

RECONDITIONED PIN GAMES

Table listing reconditioned pin games such as Hi Hat, Bowlaway, Jungle, Slugger, Zig Zag, Bally Liberty, Star Attraction, Ten Spot, Super-Chubby, Snappy, Lognonnaire, School Days, Four Roses, 7 Up, Belle Hop, Sea Hawk, Velvet, Champ, High Stepper, Attention, and Horoscope.

CAN. TRADE RESUMES

(Continued from page 71)

In 1941, which are at a premium even in the United States.

Lew Wolf, another sizeable distrib, specializing particularly in games, declared that many inquiries from Canada had been received but feels they require too much bother and red tape at this time.

The Mayflower Distributing Company, Wurlitzer distrib here, reports some inquiries have come in but Vincent R. McCabe, manager, says the orders cannot be filled at present due to difficulties in the difference of electrical cycles.

Since the war, Mayflower has welcomed ops from Toronto and Montreal in their show rooms, but sales have been negligible. Presently, all orders for games are being turned over to Eastern Sales Company, Rochester, N. Y., as Mayflower handles music only.

Chicago Distribs Getting Inquiries But Few Orders

CHICAGO, Aug. 12.—Distribs here are reporting plenty of inquiries coming from Canadian coinmen but few orders so far. "Seems the boys are shopping," is the consensus of opinion.

Gilbert Kitt of Empire Coin reported inquiries show Canadian coinmen are interested in plenty of equipment but orders haven't started to come thru as yet. At Monarch Coin, Roy Bazelon said inquiries his firm has been receiving have included a number from Canadians who want to see pictures of equipment before ordering.

Atlas reported having shipped a few Panograms North of the border, and plenty of inquiries for used pin games. "We're offering them rebuilt," an exec stated, "and intend doing all we can to help the boys up there getting rolling in a big way."

Too Early To Judge Ban Lift Effects in Detroit

DETROIT, Aug. 12.—Lifting the ban on Canadian imports of coin machines has aroused surprisingly little interest among distributors in this area.

A possible explanation for the lack of interest here is that probably most pre-war distributors have allowed this phase of their business to drop to low levels or have gone entirely into operating for the duration, forgetting about foreign trade.

August is also a poor month for business in this territory, distributors indicated, and it is too early to gauge the effect of the Canadian order on possible trade.

Sol Schwartz, of the S. and W. Coin Machine Exchange, perhaps the most consistently active distributing firm in this territory in the past year, reports receiving only one inquiry so far from a Canadian prospect since the ban was lifted.

The view that distributors in this territory probably would tend to sell to their regular established customers nearer home first, as long as there is not enough equipment to go around, was expressed by Martin Valansiefer, of the Martin Distributing Company, Wurlitzer distributors here.

Ben Newmark, assistant manager of Atlas Automatic Music Company, Seaburg representatives, expressed great interest in the possibilities of the Canadian field, and, with several other companies, has been in touch with Canadian correspondents to help revive trade contacts.

Joseph Brilliant, of Brilliant Music Company, pointed out that the high duty on imports of machines into Canada, which has run as high as 65 per cent, requires some modification to make this business attractive.

In connection with this last point, however, it should be noted that prices on many items in Canada, notably automobiles, ran much higher than in this country before the war, protected by a tariff to meet the higher Canadian manufacturing costs.

Advertisement for IMP BRAND NEW \$9.90 WHILE THEY LAST! Regular Price \$12.50. Includes an image of the IMP machine.

Table listing various pin games and their prices, including Wings, Sparks, Cent a Pak, Ten Strike, Zephyr, Turf Flash, Champion, Vitalizer, Evans Playball, Love Testers, Exh. Merchantmen, and Fan Front Mutoscope Diggers.

READY FOR IMMEDIATE DELIVERY TOKYO RAIDER CONVERSION FOR DRIVEMOBILE \$16.75 KLIP-A-NIP CONVERSION FOR SKYFIGHTER 16.75

1/3 Deposit With Order.

Advertisement for MAX GLASS DISTRIBUTING COMPANY, Successors to Gerber & Glass, 914 DIVERSEY • CHICAGO 14, ILL.

Table listing console machines and their prices: 1 5c Pace Club Console \$175.00, 1 5c Super Bell, Free Play \$25.00, 1 5c Big Top, Free Play \$115.00, 1 5c High Hand, Free Play \$175.00, 2 5c Silver Moon Totalizers, Ea. \$150.00.

Terms: 1/3 Deposit, Balance C. O. D.

HELP WANTED

We could use the service of a first class mechanic on pin games and other coin operated machines. Permanent employment. We would like to hear from anyone whom this may interest.

AUTOMATIC COIN MACHINE CORP. 338 Chestnut St. SPRINGFIELD, MASS. Phone 4-1109.

Table listing various pin games and their prices: 10¢ & 25¢ Mills Blue Fronts, 30 @ \$200.00 Ea., 10¢ & 25¢ Jennings Silver Chief, 20 @ \$225.00 Ea., 5¢ Black Paces Races, 25 @ \$125.00 Ea., 5¢ Paces Races, Brown, Bwn. Cab., 2 @ \$175.00 Ea., 5¢ Race Track, 3 @ \$50.00 Ea.

Ritz Amusement Co. 1073 Kings Ave. South Jacksonville, Florida

HIGHEST CASH PRICES FOR USED SLOTS & CONSOLES BAKER NOVELTY COMPANY 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

NO PARTS MISSING—MAKE US AN OFFER ALL MACHINES WORKING

- 1 Track King (glass cracked)
1 Big Roll (broken head)
1 Pameco Deluxe Bell
1 Fast Track
1 Galloping Domino (Red Cab.)
2 Galloping Domino (Blk. Cab.)
4 American Eagles, 1 Cent
4 Roll-a-Pack, 1 Cent
1 Flipper, 1 Cent
1 Lucky Strike, 1 Cent
2 Tots, 1 Cent
2 Yanks Cig. Reels
1 Penny Pack Cig. Reels
1 Sparks, 5 Cent
2 Daval 21, 5 Cent
1 Daval 21, 1 Cent

THE FIRST FAIR OFFER TAKES THE LOT OR ANY PART OF IT PHONE WIRE WRITE OWL MINT MACHINE CO. 245 Columbus Ave. Boston, Mass. Kenmore 2640

ATLAS MEN IN SERVICE

PARTS FOR ALL YOUR NEEDS!

PLEASE ORDER BY PART NUMBER

Table listing various parts for coin machines and their prices, including needles, springs, gears, and bulbs.

MILLS MEDIUM IDLER GEAR with PINION, \$2.50

MILLS MAIN CLOCK GEAR, Complete \$3.50 JENN. CLOCK GEARS, Complete \$3.50

NEWLY REBUILT Each \$209.50 Oklahoma Santa Fe Brazil Arizona Grand Canyon Streamliner Midway

ATLAS NOVELTY COMPANY 2200 N. WESTERN AVE. PHONE ARMitage 5005 • CHICAGO 47

ATLAS ALWAYS RELIABLE

ATLAS BEST VALUES



MR. PHONOGRAPH OPERATOR
MR. COIN MACHINE OPERATOR

These LABORATORY-TESTED PRODUCTS
were developed especially for you

PHONO-SHEEN (CLEANER-POLISH)

Completely cleans and polishes (in one easy operation) any Phonograph, Scale or Console Cabinet in 5 minutes. Protects and preserves finishes. For Shop-Collector-Service Man. SAMPLE PINT, \$3.85

PHONO-KROME (METAL POLISH)

A rust and film remover for cleaning, polishing and preserving Chrome Plated Finishes, Brass, Aluminum, etc. Ideal for Phonos. SAMPLE PINT, \$3.85

GLASS-KLEENER

Unsurpassed for cleaning Pin Game, Phono and Console Glasses and Plastics. Removes dirt, oil and grease in a jiffy. For the busy operator. SAMPLE PINT, \$6.60

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FEATURES OF OUR SERVICE

All tubes are in individual cartons. Shipment goes forward within 48 hours after receipt of your order. An airmail copy of invoice reaches you at least 24 hours ahead of shipment. We never substitute types, but will forward G's or GT's for the Metals you order. We've operated 17 years and know your machine problems. Our list of tubes is revised every 15 days and we are filling over 95% of orders completely which are placed in compliance with current lists.

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Table listing slot machines with prices, including Blue Front, Brown Fronts, Mills Original Gold Chromes, etc.

Table listing console machines with prices, including Jennings Liberty Bell, Derby Day, Keeney Kentucky Club, etc.

Table listing one ball machines with prices, including Fortune Convertible to Free Play, Skylark, Fairgrounds, etc.

Table listing music equipment with prices, including Model 430 Wurlitzer Speaker, New Seeburg Wireless Remote Control Speaker, etc.

Table listing slot machines with prices, including Parlay Races, Roletta Jr., Galloping Domino, etc.

Table listing console machines with prices, including Parlay Races, Bally Skill Field, Paces Reels, etc.

Table listing one ball machines with prices, including Late 1939 Mills 1-2-3, Free Play, Gold Medal, etc.

Table listing music equipment with prices, including Model 430 Wurlitzer Speaker, New Seeburg Wireless Remote Control Speaker, etc.

Table listing five ball machines with prices, including All American, Anabel, Air Circus, Belle Hop, etc.

GAMES—MILW. ELECTION

(Continued from page 70) the tavern for the year was \$75,244, of which \$55,408 was derived from the operation of eight slot machines. That would be an average of \$6,926 per slot machine per year.

Not Merely Local The crusade against bingo, pinball and slot machines is not merely a local issue in Milwaukee. It is also discussed in other parts of the State, particularly in the State Capitol; in fact, the political drives in other parts of the State seem almost to coincide with the drives here.

MARKEPP VALUES

Table listing slot machines and consoles with prices, including Mills Brown Front, Mills Blue Front, Mills War Eagle, etc.

Table listing arcade equipment with prices, including Rockola Ten Pins, Chicoin All Star Hockey, Deluxe Western Baseball, etc.

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Sheboygan Editorial

Every now and then a wave of reform singles out some new plan of invasion and the latest to strike this city and county is raids on bingo games, and not one of them half as serious or for that matter involving the stakes that are played in private homes, at bridge and schafskopf.

Force has failed in every attempt to reform. It was so with prohibition, not so far back that we have forgotten the criminal period that followed and the disrespect for law. People can be trusted to work out their own problems, and if we start with education, all evils or many of them can be righted.

The Markepp Company Established 1928 3908 Carnegie Ave. Cleveland 15, O. (Henderson 1043)

WILL BUY WURLITZER 41 - 51 - 61 - 71 COUNTER MODELS Send Complete Details! FULL LINE OF PIN GAMES ALWAYS IN STOCK—WRITE US YOUR REQUIREMENTS!!! DAVID ROSEN 855 NORTH BROAD STREET PHILADELPHIA 23, PA. STEVENSON 9943

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- 5 10c SILVER CHROMES
- 8 25c SILVER CHROMES
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- 12 25c BROWN FRONTS
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- 5 10c BLUE FRONTS
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All above Machines have Knee Action, Club Handles and Drill Proof.

- 12 5c Q. T.'s Originally Blue Made Glitter Gold .....\$89.50
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- 1 5c-25c PACE COMET Comb. (Cabinet Model)
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- 2 25c JENNINGS CLUB BELLS (Cabinet Model)

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has gone from one extreme to another. He has denied societies and church organizations the right to have games of chance, when those games furnished innocent pastime and no injury resulted. If a district attorney or the city officials want to stop these games, then let them start at the top and bar professional gambling. There is a right and a wrong way to solve any problem, and force only breeds disrespect.

There is a little gamble in every individual. Some bet on ball games, others on horse racing and a thousand others have their hobbies. Do you know that the writer lost a half dollar betting that the contents of a dictated letter would not exceed one page? We lost, and in the eyes of District Attorney Kerwin and other fanatics this would be construed as gambling, taking a chance. Take the coming election, would you prevent betting by a threat. Not in a thousand years. How much better it is to have these innocent games of chance played in public places where they are controlled by an organization—and the whole public invited—minus the minor, than in cellars and hangouts where there is no control and stakes are excessive.

When a shoe pinches you discard it. This fanatical opposition to innocent pastime will pinch until you substitute hangouts and breeding places of crime. Warning! Don't go too far or you will have a repetition of what happened following prohibition. Education and not force is a remedy that can be applied any time and with profit.

Search the records of any county in the State and we submit that Sheboygan will be outstanding as a law abiding community. There is a community of interest here combined with a liberal form of government that cannot be challenged in its respect for law. We don't want to have that respect undermined by an attitude of fanaticism that hinders and breaks down all respect for law.

Our boys are fighting for liberty, the kind of liberty that has made the United States of America the melting pot of the world. When they come back they will want to play the games that afforded pastime for them—when off duty—and not be sold down the river by fanatics who hope to build up a political machine.


This editorial may not meet with general approval, but it is our view publicly expressed. We are not running for office, and if we were it would be our sentiments.

**Busy With Post-War Plans**

While candidates are discussing the questions relating to popular amusements, business and civic leaders are going ahead to make Milwaukee one of the most progressive cities in the country. It is gaining national attention for its plans to maintain employment after the war. The city has a post-war planning commission sponsored by the Chamber of Commerce. Many city officials are taking prominent part in these plans.

A recent survey was made of 1,052 local firms that now have 185,000 people on their pay rolls. After the war these firms expect to have places for 152,000 workers or nearly 27,000 more people than they employed in 1940. The leaders are planning on a total employment in the industrial plants of this city, and other firms, of about 250,000 workers. The survey required six months to complete, and it is being carefully studied by many other cities.

While the coin machine trade is only a small part of the business life of a city, yet it is operators' associations that are making plans to employ more workers after the war in keeping with the general plans of the city. A big part of the plan is to take care of people returning from the armed forces. There are 32,312 former residents of Milwaukee in the armed services. The survey assures jobs for at least 25,000 of them.



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- Jennings Fast Time ..... 79.50
- Multiple Racer ..... 27.50
- 5c Baker's Pacers Daily Double, Reward ..... 269.50
- 25c Baker's Pacers Daily Double, Reward ..... 289.50

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- 5c Brown Fronts ..... 239.50
- 5c Futurity ..... 164.50
- 10c Brown Fronts ..... 275.00
- 10c Blue Fronts ..... 260.00
- 5c Original Chromes ..... 315.00

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5¢ Jackpots for Mills	\$22.50	5, 10, 15 Amp. Fuses, Ea.	.04
Standard Handles for Mills	2.00	Bulbs, No. 40-44-46-47-81, 1458-1458, Ea.	.07
Club Handles for Mills	4.50	Cash Boxes for Mills	2.00
Jackpot Glasses for Mills	1.25	Reel Stops for Super Bells	.40
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Award Cards, 2/5 or 3/5, for Mills	.25	Mills F.P. Jumbo	129.50
Set of 5 Four Bell Glasses for Mills	12.50	Jenn. Silver Moon Totalizer	129.50
Glass for Mills 3 Bells	17.50	<b>SEEBURG PLASTIC WALL-O-MATICS</b>	
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## Wet! Says County in Local Option Vote

MORRILTON, Ark., Aug. 12.—Conway County approved the continuation of legal sale and manufacture of intoxicating liquors by a vote of 1,145 to 1,003 in a special election last week. It was the first county in the State to vote for liquor in 17 tests under Initiated Act No. 1.

Morrilton voted for legal sale 349 to 302, while the outlying territory voted 663 against to 594 for. Absentee ballots which were counted gave 202 votes for and 38 against. Election officials threw out 130 absentee votes on the ground they were not cast by legal voters.

Meanwhile in Bentonville, Ark., petitions to secure a prohibition election for Benton County, of which this city is the county seat, are being circulated in the area, following a decision by the Benton County Drys.

The group, representing churchgoers of many denominations, formed to secure the right to hold an election which will determine the question of local option liquor sales in the towns and cities of this county.

## Fla. Cig and Liquor Tax Gain

TALLAHASSEE, Fla., Aug. 12.—The State beverage director here announced that the 3-cent per package tax on cigarettes had yielded \$468,871 during July, first month of the new levy's second year.

During the first year of the tax it produced \$5,800,000, almost double the amount its legislative sponsors had predicted.

The director also said taxes on beer, wine and whisky in July totaled \$677,657, or 2½ per cent more than in July of last year.

## STERLING BUYS!

For Immediate Delivery

- 15 Mills Blue & Gold Vest Pockets
- 2 Mills Four Bells, 4-5c
- 1 Mills Four Bells, 1-25c, 3-5c
- 8 Mills 25c Brown Fronts, Drillproof, Knee Action, C.H.
- 4 Mills 10c Brown Fronts, Drillproof, Knee Action, C.H.
- 7 Mills 25c Blue Fronts, Drillproof, Knee Action, C.H.
- 5 Mills 10c Blue Fronts, Drillproof, Knee Action, C.H.
- 5 Mills 5c Blue Front Q. T.'s
- 4 Mills 5c Q. T.'s, Originally Blue, made Gold Giltter
- 3 Mills 10c Q. T.'s, Originally Blue, made Gold Giltter
- 5 Mills 25c Q. T.'s, Originally Blue, made Gold Giltter
- 2 Jennings 10c Four-Star Slots
- 3 Watling 5c Rolatops, 3/5
- 1 Watling 50c Rolatop, L. N.
- 2 Caille 7-Coin Slots
- 4 Mills Jumbo Parades, F. P.
- 1 Sugar King
- 1 Paces Reels
- 1 Paces Races Red Arrow
- 1 Bally Victory, F. P.
- 1 Bally Gold Cup, F. P.
- 1 Bally Rapid Fire Gun
- 1 Keeney Tokio Gun
- 2 Jennings Fast Times
- 2 Texas Leaguers
- 8 Sheffler Loboy Scales
- 1 Watling Scale Mirror
- 6 Organ Type Speakers

25 War Eagle Gold Gilttered Castings (top & bottom) per set \$18.50

### PHONOGRAPHS

- 1 Seeburg 3800, R. C. E. S.
- 1 Seeburg Cadet, R. C. E. S.
- 1 Seeburg Major, R. C. E. S.
- 1 Seeburg Rollaway, R. C.
- 1 Seeburg Classic
- 2 Seeburg Regals
- 2 Rock-Ola Commandoes
- 1 Wurlitzer 24
- 1 Wurlitzer Twin 12 Rollaway, In Metal Cab. with Keeney Adapt.
- 1 Wurlitzer 412
- 2 Mills Empress

IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.

Terms: ½ Certified Deposit, Bal. C.O.D.

## STERLING NOVELTY CO.

669-671 S. Broadway, Lexington 20, Ky.

Wholesale Distributors

## ARCADE EQUIPMENT

- Liberator ..... \$395.00
- Periscope ..... 365.00
- Selector Scope .... 335.00
- Cupid's Wheel..... 200.00

### Factory Rebuilt and Refinished!

- Trap the Jap, Munves Complete
- Chicken Sam Conversion ..... \$169.50
- Bally Bull's Eye ..... 95.00
- Bally Rapid Fire ..... 245.00
- Keeney Submarine ..... 200.00
- Seeburg Jallbird ..... 169.50
- Seeburg Shoot the Chutes ..... 150.00
- Test Pilot ..... 225.00
- Gypsy Palmist ..... 100.00
- Exhibit Mystic Eye ..... 200.00
- Exhibit Ramases ..... 200.00
- Exhibit Smiling Sam ..... 175.00
- Love-a-Meter ..... 175.00
- Planetellus Fortune Teller ..... 100.00
- Exhibit Lite-Up Meter Sets, New, 3 to Sol. Per Set ..... 132.50
- Exhibit Striking Clock ..... 125.00
- Exhibit Grandfather Clock Grip ... 125.00
- Exhibit Chinning Rings ..... 150.00
- Exhibit Lighthouse Grip ..... 125.00
- Exhibit Champion Puncher ..... 165.00
- Exhibit Star Striker ..... 145.00
- Exhibit Knockout Puncher ..... 165.00
- Exhibit Aviation Striker ..... 150.00
- Barnhardt Dial Striker ..... 125.00
- Ball Grip ..... 125.00
- Exhibit Fist Striker ..... 115.00
- Exhibit Tiger Pull ..... 185.00
- Knockout Fighters (2 Players) ... 165.00
- Mutoscope Punching Bag ..... 245.00
- Mills Punching Bag ..... 160.00
- Mutoscope Liberty Bell Striker ... 125.00
- Groetchen Mountain Climber ..... 125.00
- Chester Pollard Racer (2 Players) ... 150.00
- Chester Pollard Football (2 Players) 115.00
- Groetchen Skill Jump, Late Model, with Stand ..... 50.00
- Genco Playball ..... 145.00
- Kill the Jap, New ..... 22.50
- Poison the Rat, New ..... 22.50

1/3 Dep., Bal. C. O. D., F. O. B. N. Y.

Free Complete Price List of Parts and Supplies Just Off the Press!

## MIKE MUNVES

510-514 W. 34th St. NEW YORK (2 Blocks From Penn. Station)

Will Pay \$100 Cash for Wurlitzer Skee Balls and Genco Bank Rolls

Plus \$15.00 for Crating ALSO WANT KEENEY BOWLETTES

FOR SALE

## 100 LATEST PINBALLS

Write for Prices S & W COIN MACHINE EXCHANGE 2416 Grand River Ave., Detroit 1, Mich. Phone: CLifford 1858

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USE DURO TEST One Year Guaranteed - 2,000 Hour Lamps - Complete Line to Fill Your Needs

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DURO TEST CORPORATION NORTH BERGEN, NEW JERSEY

FEWER BURNOUTS MEAN REDUCED MAINTENANCE COSTS!

- 1 Derby Winner, 1 Ball Free Play ... \$150.00
- 1 Club Trophy, 1 Ball Free Play ... 300.00
- 1 Pace Saratoga, Combination ..... 150.00
- 2 Bob Tail Totalizers, Free Play ..... 100.00
- 1 Watling Big Game, Free Play ..... 75.00
- 1 Flying Champ, 1 Ball Automatic ..... 150.00
- 1 Gold Medal, 1 Ball Automatic ..... 45.00
- 1 Arlington, 1 Ball Automatic ..... 25.00
- 1 Race Meet, 7 Coin Head Console ... 150.00

## HOWARD SALES CO.

1208 Farnam St. OMAHA, NEB.

# acme UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS

FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

- NON-INFLAMMABLE
- NON-BRITTLE
- SHRINK-PROOF
- RIGID MATERIAL
- EXPERTLY MOLDED
- PERFECT FIT
- GUARANTEED

### WURLITZER MODELS

	Each
24 Top Corners	\$ 1.20
24 Lower Sides	4.00
61-71-41-600, 500 Top Corners	4.00
700 Top Corners	7.00
700 Lower Sides	9.50
700 Back Sides	8.50
800 Top Center (Right or Left, Red)	8.00
800 Back Sides (Green)	9.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
950 Lower Sides	10.50

### ROCK-OLA MODELS

	Each
Standard, Master, DeLuxe or Super Top Corners	\$12.75
Lower Sides	12.75
Top Door Plastics	6.75
The Above Available in Solid Red, Yellow, Green	
COMMANDO Top Corners	\$ 8.00
Top Center	7.00
Long Sides	12.75
Combination Yellow and Red Color Scheme	

### SEEBURG MODELS

	Each
"Hi Tone"—Model 9800, 8800, 8200, Lower Sides	\$14.50
"Classic"—"Colonel"—"Major" Top Corners	6.00
"Envoy"—"Cadet" Top Corners	2.50

The Above Available in Solid Red, Yellow or Green

MILLS	
Available in Red, Yellow or Green	
Throne-Empress Top Corners, Each	\$14.00
Throne-Empress Lower Sides, Each	14.00
BUCKLEY BOXES	
Side Plastics, Per Set	\$ 2.00

### SHEET PLASTIC

	Per Sheet
50 Gauge Red, Yellow or Green (Thickness of new penny)	\$12.50
60 Gauge Red, Yellow or Green (Thickness of a new half dollar)	14.50
80 Gauge Red or Yellow (Thickness of a new silver dollar)	16.00

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

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# 10,000 Operators

are in constant touch with us. Are you? Wire, phone, write, or call at **MILLS NOVELTY COMPANY** 4100 Fullerton Ave., Chicago 39, Ill. Let's hear from you soon!

### PARTS FOR MILLS SLOTS

	Each	In Lots of 25 or More
Large Clock Gears, Complete with Brackets and Springs	\$3.00	\$2.75
Idler Pinion Gear	3.25	
Reel Strips, 3-5 or 1 Cherry Payout	Per Set .55	.50
Reward Cards, 2-5 or 3-5	Each .20	.15
Club Handles, Painted and Chromed	Each 4.50	4.00
Payout Disc, 1 Cherry Payout	Per Set 7.50	6.75
Payout Disc, S.P., 1, 2 & 3	Per Set 7.50	
Disc Plug	Per Set .25	.20
Oval Frames to Use Paper Reward Card on Brown Front	Each 2.00	
Cash Boxes	Each 2.25	
Vest Pocket Coin Chutes, 1¢ or 5¢, New	Each 3.25	
Payout Tubes, 25¢ Size (with Hopper)	Each 3.75	
Bottom Main Slide, 5¢-10¢-25¢	Each 4.25	
20-Stop Star Wheel	Per Set 3.00	
Large Clock Gears Comp. with Brackets & Springs for Jennings Slots	Each 4.25	3-75
Back Board Glass for Jumbo Parade	Each 3.50	
Top Glass for Jumbo Parade	Each 3.50	

We Have All Types of Springs and Other Parts for Mills Slots. 1/3 Deposit Must Accompany All Orders.

**SICKING, INC.** 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

### A PAT HAND FOR FAST PROFITS



**FAST BUCKS—5c PLAY**  
**\$8.20 PROFIT**

**DEUCER—10c PLAY**  
**\$16.40 PROFIT**

**ONLY 484 HOLES FOR QUICK PLAY**

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**\$41.00 PROFIT**

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WRITE TODAY FOR NEW CIRCULAR NC-441

**HARLICH MFG. CO.** 1413 W. JACKSON BLVD. CHICAGO (7) ILLINOIS

**Just Out—Ready for Delivery**  
Newly designed Modern Rifle. Fits all Seeburg Ray Guns—Chicken Sam, "Shoot the Jap," Chutes, Convicts and other Seeburg Conversions.  
Not a Rebuilt. Only \$35.00 Each.

# \$179<sup>50</sup> SHOOT THE JAP

**RAY-O-LITE GUNS** 1/3 Deposit, Balance C. O. D.

The most thorough and complete "Chicken Sam"—changeover to "Jap" Ray Guns. Appearance and performance equal to a brand-new machine. Finished in solid blue lacquer with black trim. Send us your certified check for \$179.50 to save C. O. D. charges, or \$60.00 with your order—balance of \$119.50 C. O. D.

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### LOOK! REAL BUYS—All A-1 Reconditioned

ARCADE EQUIPMENT		PIN GAMES	
Scientific Batting Practice	\$115.00	A.B.C. Bowler	\$ 37.50
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Mutoscope Sky Fighter	299.00	Four Roses	42.50
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Select-A-View (Shipman)	32.50	1941 Majors	42.50
Sky Pilot (2¢ Slot)	95.00	Rotation	22.50
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A.B.T. Challenger	27.50	Torpedo Patrol	105.00
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Target Skill (A.B.T.)	27.50	Knockout	105.00
Pikes Peak	14.50	Gun Club	54.50
Kicker and Catcher	24.50	Victory	84.50
Peak Shows	19.50	Production (Revamp)	84.50
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3 Way Gripper (Gottlieb)	29.50	World Series	45.00

TERMS: One-Third Certified Deposit, Balance C. O. D.

**ST. LOUIS NOVELTY CO.** 2718 GRAVOIS AVENUE ST. LOUIS 18, MO.

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JUST WHAT YOU NEED!  
A SPARE  
**UNIVERSAL AMPLIFIER**  
FITS ALL  
WURLITZER  
616, 24, 500, 600, 700, 800, 750, 780,  
850, 950  
**SEEBURGS**  
(Except Hi-Tones)  
**ROCK-OLAS**

**SAVES YOU TIME AND EXPENSE**  
When you have a service call on an amplifier replace with a Universal Amplifier. Your machine keeps working—your customer is satisfied!  
One Amplifier complete with Tubes and has sockets for Speakers and Pick-Ups for all models. **ONLY \$49.50**

### We Are Manufacturers of Tubular Coin Wrappers

10,000 at 65c M | 75,000 at 50c M  
25,000 at 60c M | 100,000 at 48c M  
50,000 at 55c M | 250,000 at 45c M  
Made of the best Kraft paper, neatly printed and trimmed and glued solidly. Prices subject to change without notice!

**MOTORS REWOUND AND REPAIRED**  
We rewind and overhaul all motors for Bally and Seeburg Guns and all types of phonograph motors. **\$7.50**

**AMPLIFIERS REPAIRED**  
Expert Workmanship! Try us. Prompt 10-day service. Send Railway Express Prepaid. **\$7.50**

### GLASS FOR YOUR F. P. & P. O. TABLES

3/16 Crystal Sheet for all makes of machines.

Check your size before ordering. Sold in case lots only.

Size	Case Contains	Price Per Case
20x42	9	\$13.50
21x41	8	12.00
21x43	8	12.00
21x45	8	12.00
22x45	7	12.25
23x47	7	13.00

SAVE MONEY, order in five case lots—deduct 20%.

Terms: Full cash with order, less than \$15.00; otherwise 1/3 deposit, balance C. O. D. by Railway Express, unless you give us definite shipping instructions.

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JOHN A. FITZGIBBONS, Pres.  
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There is no substitute for Quality  
Quality Products Will Last for the Duration  
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Send for our latest Price List on Free Play Pin Ball Games, Consoles, Phonographs, Slots, Etc. GET OUR PRICES BEFORE BUYING ELSEWHERE.  
**WE BUY, SELL AND EXCHANGE**  
3147 Locust St.,  
ST. LOUIS, MO. **MC CALL NOVELTY CO.**

**MECHANIC WANTED**  
Must have complete knowledge of Slots, Consoles and Music. Will pay top salary. Very good working conditions.  
**MARLIN EQUIPMENT COMPANY**  
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### CENTRAL OHIO QUALITY BUYS

"THERE IS NO SUBSTITUTE FOR QUALITY"

- 2 BALLY 41 DERBIES, ONE BALL F. P., like new... \$350.00
- 2 BALLY CLUB TROPHIES, ONE BALL F. P., like new... 350.00
- 35 JUMBO PARADES, C. P., late heads, like new... 129.50
- 20 JUMBO PARADES, F. P., A-1, fruit or animal reels 99.50
- 5 BALLY CLUB BELLS, comb. F. P.-C. P., 4 coin multiple 299.50
- 4 KEENEY KENTUCKY CLUBS, 7-coin, clean... 99.50
- 5 WATLING BIG GAMES, C. P., 3/5 P. O., late... 99.50
- 5 SILVER MOON TOTALIZERS, F. P., look like new... 119.50
- 5 BOBTAIL TOTALIZERS, F. P., look like new... 119.50
- 25c BOBTAIL TOTALIZER, F. P., look like new... 179.50
- 5c SILVER MOON CONSOLE, C. P., 3/5, like new... 139.50
- 2 JENNINGS CIGAROLLAS XVV, LOOK LIKE NEW... 129.50



Woolf Solomon

- SLOTS**
- 5c BLUE FRONTS, late, S. J., club handles... \$199.50
  - 10c BLUE FRONTS, late, S. J., club handles... 269.50
  - 10c MILLS EXTRAORDINARY, 3/5, late, C. H., knees... 269.50
  - 5c CHERRY BELLS, 3/5 or 3/10, C. H., knees... 249.50
  - 10c and 25c ORIGINAL CHROME BELLS, real late... WRITE
  - 5c CHROME and GOLD CHROME BELLS, ORIGINAL... WRITE
  - 5c WAR EAGLE, 3/5, late, C. H., knees... 189.50
  - 25c WAR EAGLES, 3/5, late, C. H., knees... 299.50
  - 5c MILLS CLUB CONSOLES, very late, 3/5, P. O... 395.00
  - 5c JENNINGS SILVER MOON CHIEF, A-1, like new... 249.50
  - 5c JENNINGS CLUB CHIEF, 3/5, like new... 229.50
  - 40 LOCKED BOX STANDS, keys, bars... 19.50
  - 3 DOUBLE SAFES, one with two doors... 79.50
  - 5 COLUMBIAS, cigarette reels, G. A., clean... 69.50

**WESTERN BASE-BALL DELUXE**  
\$149.50

**SHOOT THE CHUTES**  
\$149.50

**RAPID FIRES RECONDITIONED**  
\$229.50

**MELOTONE, 18 RECORD PHONOGRAPH, Beautiful Lite Up Cabinet**  
\$149.50

**BOWLING LEAGUE**  
New 9 Ft. Skeel Roll Sensation  
\$299.50

**WESTERHAUS 5 BALL REVAMP INVASION**  
\$185.00

### PIN BALL — FREE PLAYS

BIG PARADES... \$129.50	HI HAT... \$89.50	SPOT A CARD... \$89.50
5-10-20... 139.50	VELVETS... 89.50	BOLAWAY... 79.50
JUNGLES... 79.50	ZIG ZAG... 89.50	STRATOLINER... 49.50
KNOCKOUTS... 129.50	WILDFIRE... 89.50	SPORT PARADE... 65.00
TEXAS MUSTANG... 79.50	ZOMBIES... 89.50	BELLE HOP... 89.50
GEMCO VICTORIES... 89.50	A.B.C. BOWLER... 89.50	HOROSCOPE... 65.00
SKY BLAZER... 79.50	SPOT POOL... 79.50	SKY RAY... 49.50
AIR CIRCUS... 139.50	SHOW BOAT... 89.50	SEA HAWK... 62.50
FOUR ROSES... 49.50	SUN BEAM... 65.00	STAR ATTRACTION... 69.50

1/2 CERTIFIED DEPOSIT WITH ORDER.

### CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS 15, O. Phones ADams 7949, ADams 7993.

### READ THIS AND RUSH YOUR ORDER!

#### MUSIC

- 2 Wurlitzer 41 Counter Models... \$119.50 Ea.
- 40 Wurlitzer 71 Counter Models... 149.50 Ea.
- 3 Wurlitzer #580 Speakers, New, in Original Cases... 155.00 Ea.
- 1 Wurlitzer #580 Speaker, Slightly Used... 119.50
- 8 Wurlitzer Twin Twelves, Ready for Location... 145.00 Ea.
- 2 Rock-Ola Master '40... \$325.00 Ea.
- 2 Rock-Ola Standard Dial-A-Tune... 295.00 Ea.
- 6 Rock-Ola Imperials... 169.50 Ea.
- 1 Rock-Ola Commando... 525.00
- 1 Seeburg Major, ES... 340.00
- 1 Seeburg Envoy, RCES... 415.00

#### MUSIC ACCESSORIES

- 20 Seeburg 30-Wire Boxes, Ea... \$ 7.95
- 2 Wurlitzer 5-10-25c Boxes, #125, Like New, Each... 37.50
- 8 Seeburg Selectomatic, 5-10-25c 3-Wire Wall Boxes, Each... 44.50
- 200 Buckley Boxes, Each... 6.50
- 150 Buckley Boxes, Lite-Up Sides, Like New, Each... 15.00
- 150 Keeneey Boxes, Some Converted to 30-Wire, Each... 2.95
- 20 Rock-Ola Boxes, Each... 17.50
- 8 Packard Boxes... 34.50
- 11 D.C. Motors (5 Wurl., 6 Rock-Ola) Each... 9.50
- 500 Buckley Bar Brackets, Each... \$ 1.50
- 100 Packard & Keeneey Bar Brackets, Each... 3.50
- 100 Pedestals for Buckley Boxes, Each... 2.50
- 25 Metal Cabinets for Twin Twelve Units, Each... 11.50
- 10 Chandelier Baffles, Like New, for 12" or 15" Speakers, Each... 12.50
- 10 Atlas Organette Lite-Up Baffles for 12" or 15" Speakers, Each... 9.50
- 20 Keeneey Organ Lite-Up Baffles for 12" or 15" Speakers, Each... 15.50
- 4 Wurlitzer #145 Red Fast Step-pers, Each... 49.50

Ray Gun Lamps, #1489, 90c Each; in Lots of 25 or More... \$ .79 Each  
1000 Aeropoint Needles, Per 100... 44.00  
10 Boxes 12" Pink Lumilines, Per Box of 24... 19.20

1/2 deposit, balance C. O. D., F. O. B. Newark

**RUNYON SALES CO.** 123 W. RUNYON STREET  
NEWARK, N. J.

- 6 5c Mills Blue Front, 3-5... \$225.00
- 2 10c Mills Blue Front, 3-5... 255.00
- 2 5c Mills Cherry Bell, 3-10... 275.00
- 2 5c Mills Brown Front, 3-5... 265.00
- 2 10c Mills Brown Front, 3-5... 285.00
- 2 25c Mills Chromes & Gold, 2-5... 425.00
- 2 5c Mills Roman Head, 3-5... 147.50
- 2 10c Mills Roman Head, 3-5... 177.50
- 2 5c Mills War Eagle, 2-4... 99.50
- 3 5c O. D. Jennings Chief, 3-5... 139.50
- 1 25c O. D. Jennings Goose Neck, 3-5... 275.00
- 10 5c Paces Comet, 3-5... 118.50
- 6 5c Pace Deluxe, 3-5... 147.50
- 2 25c Pace Kitten, 2-4... \$210.00
- 2 5c Pace Cherry Bell, 3-10... 250.00
- 1 25c Watling Roller Top, 3-5... 150.00
- 1 25c Watling Goose Neck, 3-5... 210.00
- CONSOLES**
- 4 5c Bally Club Bells... \$299.50
- 2 25c Bally Club Bells... 324.50
- 10 5c Watling Big Game, Free Play... 85.00
- 5 5c Watling Big Game, Automatic... 115.00
- 1 5c Evans Bang Tail, Slant Head... 175.00
- 1 5c Evans Galloping Domino, Straight Head... 85.00
- 4 5c Baker Pacer, D. D... 375.00
- 1 5c Evans Jungle Camp, Free Play... 80.00

All Machines Recently on Location; Are in First Class Condition.  
One-Half Deposit, Balance C. O. D.

### TOM'S TRADING POST

P. O. BOX 589 (Telephone 2895) OPELOUSAS, LA.

### 6SC7

**METAL TUBES**  
(OPA CEILING PRICE)

**\$1.30 EACH**

No orders for less than 10 tubes accepted. Order as many as you need while supply lasts!

Send Supplier's Certificate and Check in Full With Order!

**GUARANTEED DELIVERY WITHIN 48 HOURS!!!**

**GEORGE PONSER CO.**  
763 South 18th St., Newark, N. J.

### PARTS—SUPPLIES

6/8 Volt Bulbs, 40, 44, 48, 47, 60, 51 and 55. Per Hundred... \$5.40	3 AG Fuses Per Hundred... \$9.00
1/2 Amp... 3.50	1, 1 1/2, 2, 2 1/2, 3 Amp... 3.00
5, 6, 7 1/2 Amp... 2.50	10, 15, 20, 25, 30 Amp... 2.50
<b>PHONOGRAPH TITLE STRIPS (Red Border)</b>	
1000... \$5.00	5000 Per M... 4.00
10000 Per M... 3.50	25000 Per M... 3.00

### 6SC7, 5Z3, 80, 2A4G, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

#100 6SC7 to 7F7	#205 2A4G to 2051
103 6SC7 to 6SL7 (Seeburg Guns)	210 2A4G to 2051 (Seeburg Music)
110 5Z3 to 5U4G	215 70L7 to 7A4-7A5 (Seeburg Remote Boxes)
125 80 to 5T4, 5V4G, 5Y3 or 5Z4	
126 83 to 5U4G or 5X4	
<b>\$1.50 Each</b>	<b>\$3.50 Each</b>

These have been tried and proven thoroughly satisfactory. We guarantee satisfaction. Absolutely no worry, anyone can make the change. Carry these in your service kit as standard equipment.

Ask Us for List Available Records

### HERMITAGE MUSIC CO.

416A Broadway, Nashville 3, Tenn.

### SCOTT-CROSSE CO.

formerly Keystone Vending Co.

**The East's Leading Distributor**

PHILADELPHIA, PA.

**FOR GUARANTEED MILLS EQUIPMENT**  
**BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

# A SENSATION ON LOCATION! "SHOOT-A-BAZOOKA"

Reg. U. S. Pat. Off.

**CONVERSION UNIT FOR CHICKEN SAMs, JAILBIRDS  
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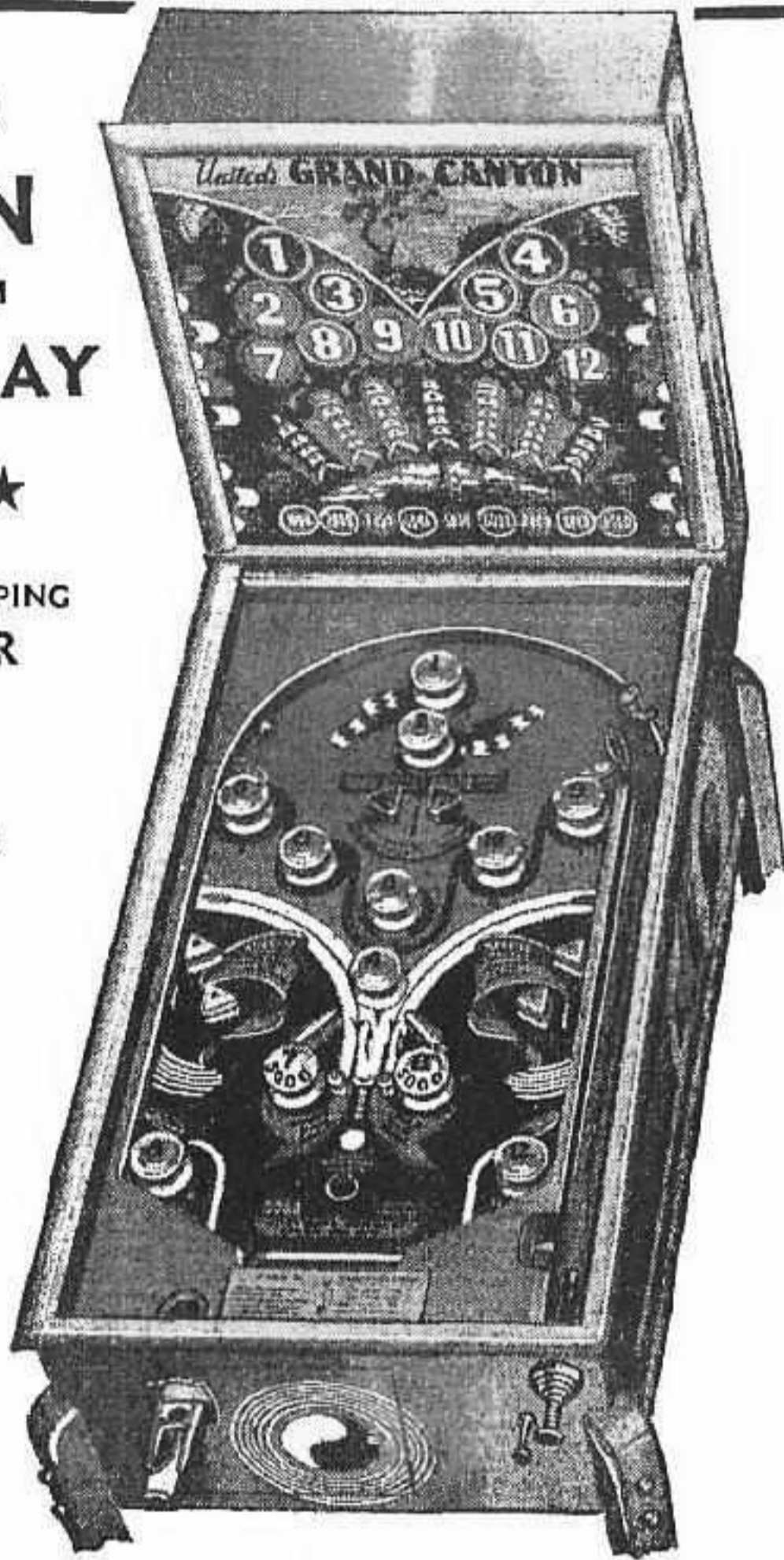
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1P5 ..... 1.60	6K7 ..... 1.10	25A6 ..... 1.10	47 ..... 1.10
1Q5 ..... 1.60	6L6 ..... 1.50*	25L6 ..... 1.30	56 ..... .80
2A4G ..... 2.25	6Q7 ..... 1.10	25Z5 ..... 1.00	57 ..... .90
2A3 ..... 1.60	6SC7 ..... 1.25	25Z6 ..... 1.00	58 ..... .90
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**RE-FINISH—** THE JAP" Ray Guns.

**MACHINES COMPLETELY PAINTED TO LOOK LIKE NEW!**

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**NO SLOT-NO TAX!**



Domino Jr. sets up conveniently at one end of counter with attractive 5-color layout panel alongside. After players make selections on panel, operator spins chrome pointer by pressing button at top of cabinet. Odds from 2 to 1 up to 20 to 1 shown by figures next to each of 32 combinations on dial. Dial is colorfully reproduced on frosted mirror . . . plenty of flash! Domino Jr. may also be hung on wall or back bar, with remote pointer control. Entire unit built for long time operation. Face of game is firmly mounted on hardwood cabinet which also contains simple, fool-proof mechanism. Plugs into any handy light socket for 115V, 60 Cycle A.C. operation. Dimensions: 17 1/2" high; 13 1/2" wide; 4 7/8" deep. Shipping weight, complete, 16 lbs.

**LIMITED QUANTITY AVAILABLE!**

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BACK THE ATTACK...BUY U.S. WAR BONDS**

LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS  
**FAMOUS Bally GAMES AND VENDERS**

\*Distributed by Bally Manufacturing Company

LOS ANGELES SEE **BADGER'S BARGAINS** MILWAUKEE SEE  
 BILL HAPPEL CARL HAPPEL

"OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE"

**Mills Blue Fronts, All Rebuilt and Refinished**  
 MACHINES LOOK LIKE NEW—SERIALS AROUND 400,000  
 26 — 5c PLAY                      8 — 25c PLAY  
 12 — 10c PLAY                     4 — 50c PLAY

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- |                            |                           |                             |
|----------------------------|---------------------------|-----------------------------|
| 3 Mills Club Bells, 5¢     | 8 Mills Brown Fronts, 5¢  | 2 Mills 4 Bells, 3-5, 1-25¢ |
| 2 Mills Club Bells, 10¢    | 4 Mills Brown Fronts, 10¢ | 6 Mills 4 Bells, Rebuilt    |
| 2 Mills Club Bells, 25¢    | 6 Mills Brown Fronts, 25¢ | 3 Mills Three Bells         |
| 4 Mills Gold Chrome, 5¢    | 2 Baker Pacer, D.D., 5¢   | 5 Keeney Super 4-Ways, Cash |
| 2 Mills Gold Chrome, 10¢   | 1 Bally Big Top, P.O.     | 5 Keeney Super 2-Ways, Cash |
| 3 Mills Gold Chrome, 25¢   | 4 Bally Hi Hands (Comb.)  | 4 Keeney Supers, Comb.      |
| 3 Mills Regular Chrome, 5¢ | 5 Mills Jumbo, Late F.P.  | 3 Evans Lucky Lucre, 5-5¢   |
| 2 Mills Extraordinary, 25¢ | 6 Mills Jumbo (Comb.)     | 3 Buckley Track Odds, JP    |
| 2 Mills Blue Q.T., 5¢      | 2 Evans Bangtalls, D.D.   | 15 Mills Jumbos, Late P.O.  |
| 4 Mills V.P. Bells, 5¢     | 1 Bally Roll 'Em          | 3 Pace Saratogas, Late '41  |
| 5 Jennings Chiefs, 5¢      | 2 Jennings Chiefs, 10¢    | 2 Jennings Silver Moons, 5¢ |

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 BOXES ALL REBUFFED  
 AND REFINISHED. **\$34.50**  
 LOOK LIKE NEW.

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 IMMEDIATE DELIVERY

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 Colorful Action Shooting Game. Exciting  
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 New Streamline Bowling Game. Clever  
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| 2 Keeney Submarinos       | 3 Test Pilot                     | 5 New Tall Gunners        |
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| 3 Mutoscope Punching Bags | 6 Seaburg Axis Rats              | 5 Genoa Play Ball         |
| 4 Mills Punching Bags     | 1 Bally Eagle Eye                | 2 Skyfighters             |
| 1 Exhibit Bag Trainer     | 1 Exhibit 2 Knotty Peaks & Stand | 10 Kirk's Gues-Ser Scales |
| 3 Drivemobiles            | 2 Keeney Air Raider              | 10 Jennings Barrel Roll   |

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.

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Send your complete list with your lowest price—now—before the Whistle Blows.

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- |                      |                           |
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| Mills 5c Blue Fronts | Mills 5c Gold Chrome      |
| Mills 10c Blue Front | Mills 10c Gold Chrome     |
| Mills 25c Blue Front | Mills 25c Gold Chrome     |
| Mills 50c Blue Front | Mills 5c Vest Pocket Bell |
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- |                                |                              |
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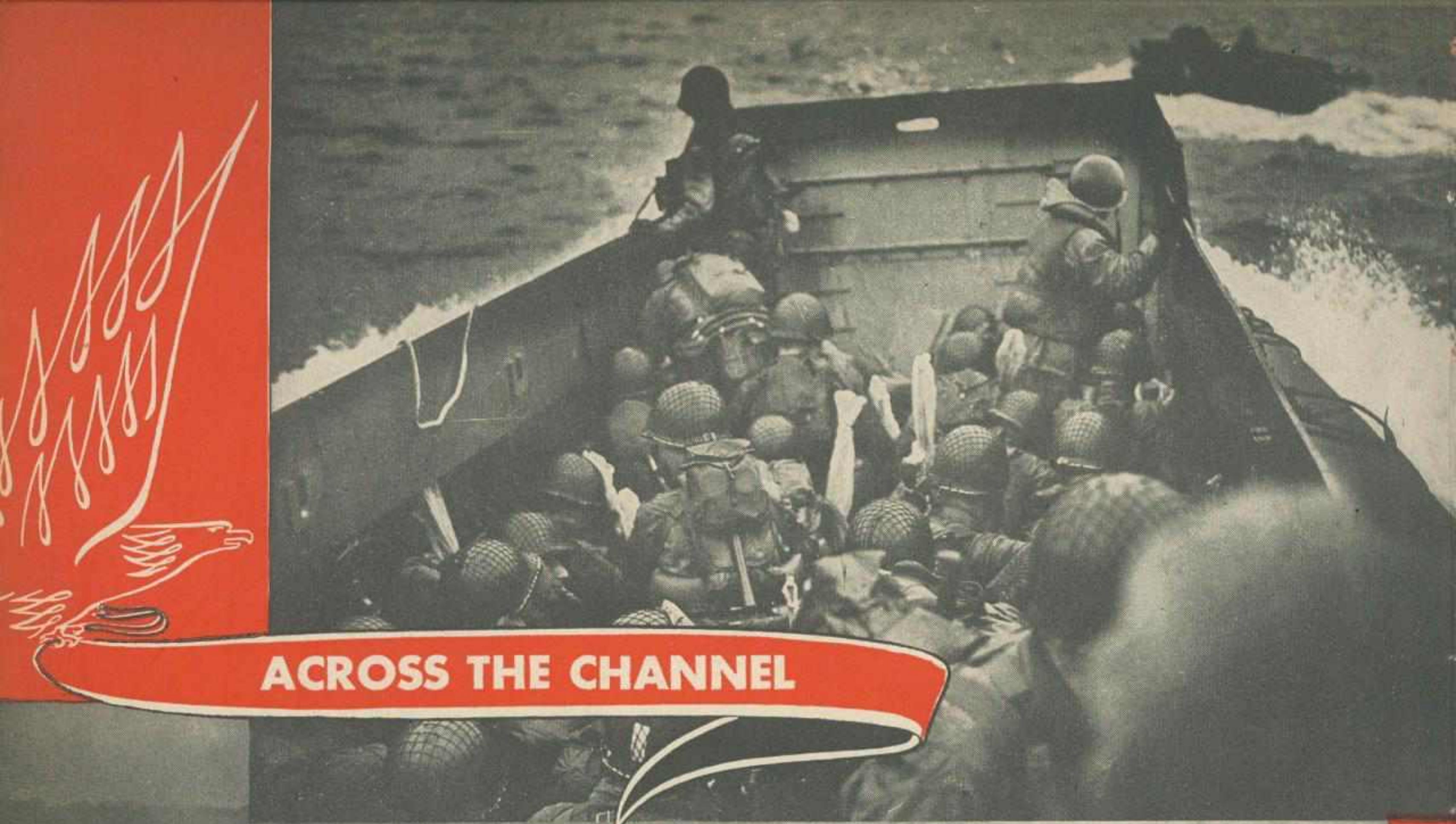
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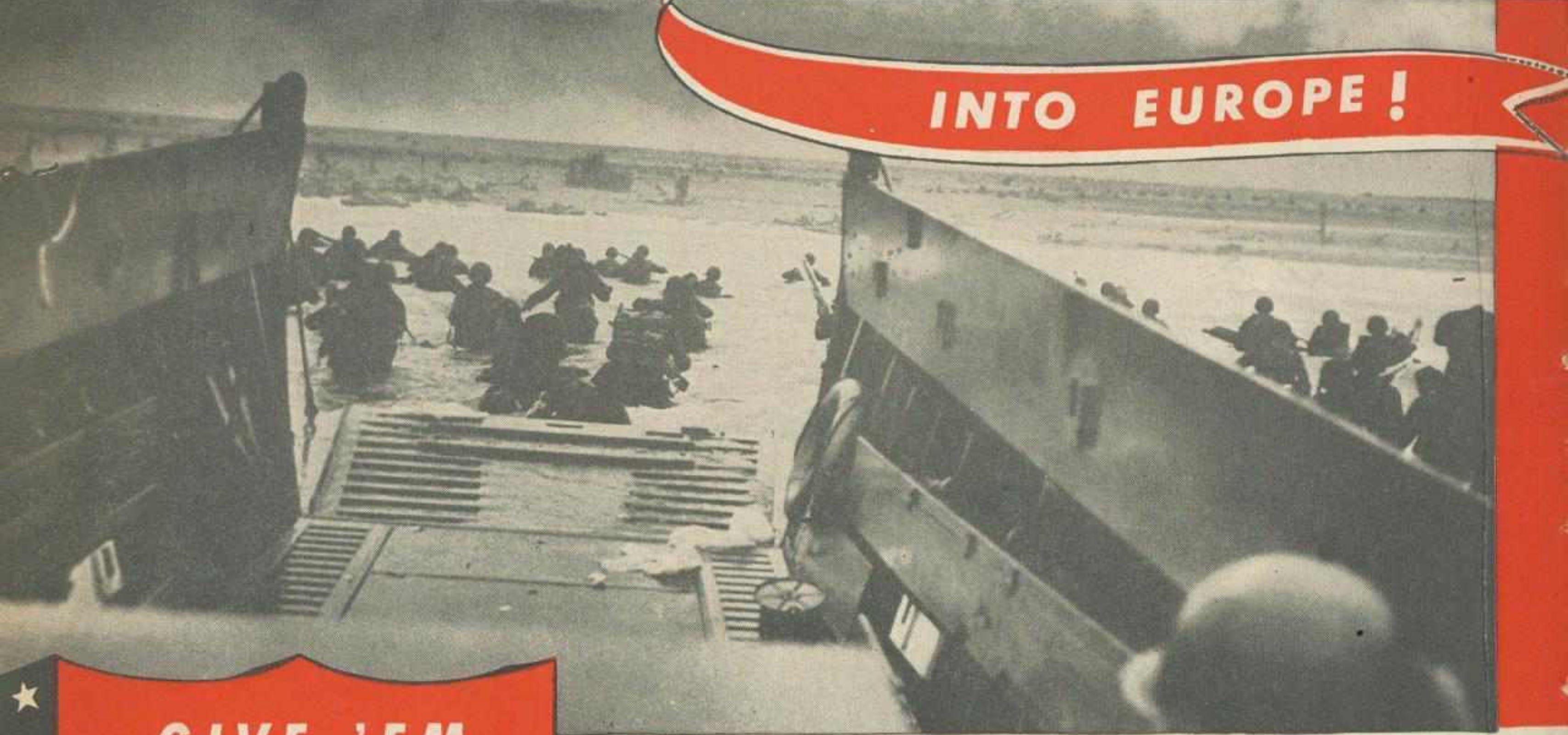
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