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Amusement Weekly*

JULY 17, 1943

25 CENTS



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CANADA FAVORS U. S. ACTS?

Canceled Acts Ask \$2,500 Pay From Shangri-La

NEW YORK, July 10.—Claims for an additional \$2,500 have been filed by Romo Vincent and George Tapps against the Shangri-La, Philadelphia. In a letter to the American Guild of Variety Artists, their representative, the William Morris Agency, asked that the union demand that Dewey Yessner live up to the two-week contracts issued by that nitery which folded last week after it could not get air-conditioning equipment which would have enabled it to run for the summer. Yessner said the spot will reopen in the fall.

Vincent and Tapps were set to open in the Shangri show beginning Thursday (8), but spot shuttered a week previous. Both were booked for two weeks and demand that they be paid the full value of the contract. Vincent's pact called for \$850 weekly while Tapps was inked for \$400.

The Shangri has a claim pending from the Cheena De Simone Dancers who had a week to go on their pact when the spot folded. This claim has been lodged with the Philly AGVA local.

Prior to the show that folded, the Shangri-La made night club history by booking the most expensive talent lay-out ever to be exhibited in a nitery. Talent included Ritz Brothers and Harry Richman along with other acts and a line which brought the budget up to \$14,000.

The show which was canceled also included Duncan Sisters and the Winter Sisters, who up to press time had not yet filed a salary claim.

Closing Not "Act of War"

PHILADELPHIA, July 10.—Overruling James McGinley, in charge of licensing theatrical bookers, William Douglas, head of this State Division for the Department of Labor and Industry, ruled that there can be no "act of war" out for nitery ops from living up to their contract obligations. Matter was brought to the fore last week when the Shangri-La nitery shuttered for the summer, assertedly because the War Production Board wouldn't (See ACTS WANT PAY on page 5)

NEIC Set for Ambitious Showbiz Conclave This Week

Biggies Listed as Key Speakers at Waldorf-Astoria "Morale" Meet

NEW YORK, July 10. — The two-day pow-wow, to be held July 14 and 15 at the Waldorf-Astoria Hotel by the conference board of the National Entertainment Industry Council, over-all body to co-ordinate and carry forward the increased military and civilian morale activities of show business during the coming year, will receive first-hand advice from five key personages in government, civilian and military circles on how to best apply the pledged services of the industry to morale needs on both fronts. Brig.-Gen. Frederick Henry Osborn, of the Morale Branch of the army, will speak for the armed services; Winthrop Aldridge, on behalf of the National War Fund; Henry Morgenthau (or Theodore Gamble,

his assistant) for the Treasury Department's War Bond drives; OWI Chief Elmer Davis will speak on behalf of home front morale and Donald Nelson, chairman of the WPB, will discuss ways and means of hyping work on the production lines.

Indications are that the boys will call for names, names and more names, particularly for the fund-raising drives. Eddie Cantor, who was the guest of the Interim Continuations Committee Thursday (8) at the Hotel Astor and who has had considerable experience playing army camps, hospitals, canteens, etc., will draw up a list of 10 "don'ts" for performers contemplating morale work, cautioning against too much "blue" stuff, sentiment- (See NEIC CONCLAVE on page 5)

Closed Circuits Developing Powerful National Defense Communication Medium

Advertisers and Government Using Device

NEW YORK, July 10.—The closed circuit is being developed by the networks, in association with the OWI and other governmental groups, as a device which in short order will be a vital link in national defense against an enemy, human or otherwise.

There's nothing secret or mysterious about it, but it does make it possible for the authorities to address specific groups in every city in the nation that has a broadcasting station, without disturbing the normal communication facilities. A closed circuit, as its name implies, is simply a circuit which is not used for

broadcasting at that time. The same lines used for such a circuit are those which normally carry the nation's network shows, and which, for the period covered by the closed circuit operation, carry instead a message, or program or alarm, which is piped into a studio at each station for a live audience.

Most recent circuit use was Tuesday (6) by the War Advertising Council on NBC's 138 station hook-up. Chester Laroche, chairman of ADC, used the spot to urge station heads, ad big-wigs, etc., to organize meetings of advertisers and (See Closed Circuit Defense on page 14)

Citizens Beef On \$5 Exchge, Rule Easement

ST. JOHN, N. B., July 10.—Complaints are being registered orally and editorially about alleged discrimination in favor of U. S. dance bands and floorshow units and against Canadian citizens. Beefs are in connection with enforcement of edict of the Canadian foreign exchange control board that nobody can take more than \$5 in Canadian or U. S. money across the border into the States.

Order is being strictly enforced and involves searching of clothes of both men and women. It is claimed by the objectors that members of dance bands from the U. S. and floorshow troupes are not being searched or subjected to the \$5 maximum on returning across the border.

There has been increased travel from Canada into the U. S. since easing of restrictions on such movements and availability of border-crossing cards for stays up to 29 days. Previously passports at \$3 each were necessary.

Canada is becoming more popular for U. S. dance bands and nitery bills than formerly, the restrictions on such troupes having been modified. In some instances the bands are allowed a 10 per cent bonus in Canadian funds to equal the Canadian fixed premium on U. S. currency. Fluctuation of the Canadian dollar in the New York money mart in recent months has been comparatively slight. Quite often the discount on Canadian money in the U. S. has been at par with the official Canadian premium. Discount has dropped to 9 per cent at times.

Finger On NWLB in E.t. Case

Petrillo Fuss Brings Question Of Jurisdiction

WASHINGTON, July 10.—National War Labor Board yesterday took under consideration the question of whether it had jurisdiction to settle the dispute between electrical transcription companies and the American Federation of Musicians, and after a day-long hearing dismissed the crowds of attorneys which had appeared for both sides and stated that its opinion would be delivered when a decision was reached.

Altho the main issue at Friday's hearing concerned chiefly the e. t. companies and Petrillo's musicians, the broadcasters were well represented and awaited the outcome of the hearing with as much eagerness as either of the two principals. Broadcasting is largely dependent on transcriptions for its programming, and if the industry is abolished as a result of Petrillo's announcement recently that he

would permit the cutting of no more e. t.'s by union musicians, the radio industry will find itself in a spot that's far from good.

Friday's hearing was a violent legal battle between opposing attorneys who wrangled over whether the National War Labor Board was qualified to enter the case. The hearing, which was attended by Petrillo, was lively from the beginning, and attracted a large crowd. Apparently, most of the spectators were eager for a glimpse of the musician union head who has figured prominently

in news of the entertainment world for the last few years.

Labor Dispute or Not?

Chief contention of Joseph A. Padway, AFM attorney, was that no labor dispute existed and therefore NWLB had no jurisdiction in the case. Decision of AFM to discontinue the making of transcriptions by its members in no way interfered with the war effort and that, moreover, there was no employer-employee relationship existing so that the matter (See FINGER ON NWLB on page 14)

Advertising Agency, Independent Press Agent Divisions

Results in The Billboard's "Sixth Annual Radio Publicity Exhibit Section" Appear in the Radio Dept. of This Issue

Winners and special citations in ad agency and indie p.a. wings of the annual examination of publicity operations in radiodom. . . Plus dramatization and description of over-all winners in Canada. . . Plus analysis of special award winners in the Dominion. . . Plus details on special awards in Regional Station class. . . Plus a complete look-see of the No. 1 network and the "specials" awarded two other systems. . . and many other features in connection with ratings by the judging committee.

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AGVA PLANS NATIONAL MEET

First Confab Since Union Is Organized

AAAA Approval Only Hitch

NEW YORK, July 10.—American Guild of Variety Artists is planning a national meeting to be held before January. This will be the first nationwide confab ever held by the organization since its organization in 1939.

Primary business of the meeting will be the election of a set of national officers and formulation of a constitution.

Only hitch is the possibility that the Associated Actors and Artistes of America may not approve the get-together. Under the present set-up, all such steps would have to be approved by AGVA's parent organization. If the Four A's does give its sanction, it would also have to approve the agenda and any decisions formulated there.

The meeting, according to Matt Shelvey, national administrator, will probably be held in New York, where there is the greatest concentration of variety performers.

Meeting is construed to be an indication of AGVA's feeling that it has sufficient strength now to run its own affairs. Treasury since Shelvey came in has increased from \$19 to the point where it is meeting all its expenses and shows a bank balance of around \$10,000.

The New York local is similarly planning its first meeting since early 1941. The co-ordinating committee is to meet Monday (12) to draw up an agenda and select a date for the conference. This conclave is a result of the petitions of the rump rank and file committee which agitated for a New York local meet for several months. The Four A's finally set up conditions under which a meeting would be allowed when it decreed the formation of this co-ordinating committee which was to meet four times to lay the plans. Both Shelvey and Dave Fox, New York local executive secretary, think that four committee meetings will not be necessary before the membership can convene.

The local is similarly confident of its own strength. In fact it has shifted two organizers, Emil Lowe and Max West, to help organization in the Los Angeles local.

Vauders for Screen Series

HOLLYWOOD, July 10.—Alan Carney and Wally Brown, vaude comics, have been set by RKO Pictures for a series of war comedies to be known as *Adventures of a Rookie*. Both are under contract to RKO, Brown having appeared with Lupe Velez in *Spitfire* features, and Carney having made his screen debut in *Mr. Lucky*.

'Bama Lawmakers Cut Up Rugs To End First "Streamlined" Session

MONTGOMERY, Ala., July 10.—Alabama's first "streamlined" legislative session ended appropriately enough this week with the strains of jazz from Kilby State Prison.

Pages and a number of committee clerks joined members of the House and Senate in a bit of rug cutting and even the dry laws of the State failed to stop some bottle swigging.

The program replaced the usual singing of *Auld Lang Syne*.

WPB Order Hits Trick Ad Displays

WASHINGTON, July 10.—Theaters, night clubs and other amusement spots may find obstacles in their promotion and advertising as a result of a new WPB order eliminating one-third of the gross paper and paperboard used in displays. Chief reason for curtailment of paperboard is that the general pulp and paper shortage has become critical.

During the balance of 1943 and thereafter, operators may use only two-thirds of the weight of paperboard used by them during the corresponding period of 1941.

Printed paperboard signs, blow-ups of reviews and much of the trick advertising of theaters will likely be affected by the new order. Circus and carnival posters are usually printed on paper rather than paperboard, hence the effect on outdoor showbiz promotion may not be felt so keenly.

Vacation Drive Ban Eased in Baltimore

BALTIMORE, July 10.—The announcement to permit driving after July 15 to the seashores for vacations, marking an easement on the pleasure-driving ban, has come as welcome news to operators of night clubs and other amusement enterprises at near-by resorts. Vacation trips to the seashores will be made on accumulated A gasoline coupons, when the present restrictions are relaxed.

Resort night clubs have been hard hit this season because of the pleasure-driving ban.

Dowling Pic Build-Up Via David O. Selznick

NEW YORK, July 10.—Doris Dowling, young veteran of *Panama Hattie*, *Banjo Eyes* and *Beat the Band*, has been signed for films by David O. Selznick and is due for a build-up.

Miss Dowling, whose last appearance was in Leonard Sillman's *New Faces of 1943*, landed on the Selznick doorstep via agent Sarah Rollitts, who previously placed her sister, Constance, with Sam Goldwyn.

"Water Follies" Rates \$29,614 in Montreal; Prov., Boston, N. J. on Sked, With N. Y. Ball Yard Maybe

MONTREAL, July 10.—Offering ideal warm weather entertainment, *Water Follies of 1943* concluded a five-day engagement at the Forum here Monday (5). Biz was considerably better than last year's, with \$29,614 for a paid attendance of 26,194 at evening scale of \$1.25 to \$1.75 and two matinees at 60 cents (adults) and 25 cents (children).

Show is to be augmented and re-vamped before moving to the Providence Auditorium July 18 thru 25. Route includes outdoor engagements at Fenway Park, Boston; Stadium, Paterson, N. J., and in as yet undetermined New York ball park.

Drawing appeal of the aquatic presentation leans heavily on such name talent as Buster Crabbe, Gloria Callen (only recently inked for her professional debut) and Peggy Diehl, "Mrs. America of 1942." Far from an elaborate spectacle, show nevertheless is neatly run off with hardly a dull spot. Exceptional vaude acts also give it that needed life.

Stage is the 80,000 gallon tank, adorned by simulated grassy slopes. Proceedings got under way with a preliminary exhibition by a local amateur swimming group. *Follies* opened with Corky Gillissen and Dorothy Williamson in a variation of dual and individual diving stunts. Tall, gorgeous Gloria Callen had the pool to herself, displaying her backstroke and freestyle mode that won her numerous swimming championships. Dilly dallies of the diving board, Cid Canale, Stu Heffernan, Charles Diehl and Whitey Hart convulsed the crowd with their high jinks.

The *Neptune's Daughters* number presented 12 Aquabelles in a series of military, dovetail and water-wheel routines. Marlon Roberge, a polished soprano, gave out with several tuneful melodies before the spotlight shifted to the peerless Buster Crabbe, who came thru with what was termed the evolution of swimming. Very absorbing. Lucille Winters, acro danseuse,

showed up well with her body maneuvers. *Night Shirt Relay* by the cast touched off additional hilarity.

There was also an eye-filling fashion parade, featuring the shapely Peggy Diehl. What is probably the high spot of the show was provided by Buster Crabbe and Callen, exemplifying rhythmic precision in the water. Stu Heffernan drew laughs with some obvious stunts. Three Edwards got the best hand for remarkable tumbling and balancing feats.

Water Ballet again featured Aquabelles in intricate routines, followed by Alf Phillips, who scored with breath-taking dives. Show was appropriately brought to a close with Larry Griswold, diving-board zany, whose capers as a fully-dressed inebriate had the crowd rolling in their seats.

Water Follies is directed and emceed by Arthur Spaulding. Sam Snyder has charge of the company, while Danny White is the advance man.

Cal Cowan.

Langer Closes Club V; Will Reopen St. Loo Mounds July 24

ST. LOUIS, July 10.—Jack Langer will re-open his Mounds Country Club, near here, July 24, following the closing of his Club V, Collinsville, Ill., which tonight brought in its last two-week show.

Club V season will end abruptly, due to the lack of an air-conditioning system, which chased patrons away, and the gas rationing (spot is some 19 miles from St. Louis).

Langer has instructed his Chicago booker, Moe Luckie, to look for a name to start the Mounds policy. Nick Stuart and band, which opened at the Club V, will move into the Mounds.

Final V bill has Loretta and Clymas, Dave Barry and Bill Gary.

CSI Units Yelling On Withholding Tax

NEW YORK, July 10.—Performers being used by USO Camp Shows have been classified, for time being, as employees instead of independent contractors, thus making them liable to withholding tax deductions. Camp Show's legal department, meanwhile, has communicated with the Treasury Department, requesting official ruling.

Withholding tax deductions have caused no little dissension among the acting personnel, who contend that they work for peanuts as is without having their meager earnings cut into by sundry deductions.

Enforce No Smoking Law in Minneapolis

MINNEAPOLIS, July 10.—Recent theater fires around the country have caused city fathers here to announce that the "no smoking" ordinance passed four months ago will be enforced. Such an ordinance already is in strict operation in St. Paul. Violation of the ordinance is punishable by a 90-day workhouse sentence or \$100 fine, or both.

The law permits smoking in certain portions of some theaters, usually the balcony. These places must be clearly marked, so the public will know where to find them. Theaters in the city are co-operating with fire and police authorities by throwing trailers on screen in which a theater-smoker is pictured as dangerous to the life and property of persons around him.

WPB's Building Crackdown

Halt Structure In Tenn. on 5G Ceiling Order

WASHINGTON, July 10.—War Production Board showed its temper pretty clearly this week in dealing with operators of amusement spots who undertake amusement construction in violation of WPB restrictions.

In a case which indicated how the Nelson agency felt in the matter, a suspension order (S-353) was issued on the owners of the Wink Theater, Dalton,

Tenn., and WPB notified the builders that further construction on the theater was prohibited.

In halting the theater project, WPB stated that it had found that \$22,000 had been spent on the building after the effective date of the order which halted construction on all projects for public amusement costing over \$5,000. Cost of the Wink building was originally estimated at \$150,000. Included in the building was to be one theater, two stores and a restaurant. Owners of the house were listed by WPB as Manning and Wink, Inc., and Wink, Inc., of Etowah, Tenn.

WPB officials also stated that in this

case it was felt certain that the builder knew of Conservation Order L-41, which rigidly controls all wartime civilian construction, so that the violation had been a "willful" one.

More London Vaude

LONDON, July 3.—Four of Bernstein's Granada, London, de luxe houses, have added three vaudeville acts to their double-feature film programs. Vaude acts have also gone into several London Odeon and Astoria cinemas during the past month. The venture is successful and may be extended in the near future.

Subscription Rate: One year, \$7.50.

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No Can Sing "Man Who Broke Bank of Monte Carlo"—No Gambling

TORONTO, July 10.—Among veteran stage celebs who are entertaining American troops in Northern Ireland is Charles Coburn, of Belfast, who recently celebrated his 90th birthday. It was disclosed here that he told the soldiers that when he visited Monte Carlo he was forbidden to sing his famous song, *The Man Who Broke the Bank at Monte Carlo*, with this added admonition, "We do not encourage gambling." Off-stage his name is Colin Whitton McCallum. His son is a member of the British Parliament.

The Intimate Diary of a (Former) Camp Shows' Actor

Chapter 2:

"Mother Hen Overture"

By JAY MARSHALL

Taking a deep drag on my king size marijuana cigarette gives me false courage and I again take the pen in hand.

Mentally I have been debating and am tempted to introduce my fellow actors and call them by name—and what names I should like to call them. Each time I approach the subject, however, I become immoderate and drool. This is unfortunate, for I am left-handed and have several times thus far smeared the ink.

I give you the five characters who comprised Tabloid Troupe No. 41 of USO Camp Shows:

1. Jay Marshall—magic, ventriloquism, emcee and Punch and Judy. (Currently at liberty, creditors please take notice.)
2. Jack Del Rio—iron jaw act, acrobat and doubles on emceeing.
3. Peggy Martin—phonograph impression act. She also dances.
4. Georgette Starr—singer.
5. Murray King—world traveler and musician; plays the accordion, plays the show, plays for community singing and perspires profusely. He is also a linguist and speaks English fluently.

When troupe 41 started from Washington in March Sandra Shaw was our accordionist, but she left to marry a chemist in Elizabeth, N. J., and King replaced her. She had to think of some way to get off Camp Shows and marriage seemed the easy way out.

How To Become a Manager

The tabloid troupes on the Blue Circuit are made up of five (count 'em) five actors and one of these luckless individuals is designated the "manager." The method of selection is indeed interesting. Dave Schooler writes the names of the five actors on cards, places them in a circle on his office floor and spins the bottle. I lost. When you lose they give you \$50 expense money, a batch of report sheets, a bottle of aspirin and they point out the unbesten byway of the open road at no extra pay.

Jay Marshall, having fallen in love with himself at an early age, felt at first that he was the logical choice to manage the show. This feeling of self importance stayed with him for almost a week. Suddenly, inexplicably, however, there came a change and for weeks thereafter Marshall's inner self could be heard whispering "sucker, sucker" in the ear of the master.

To manage a tabloid troupe one must be a combination bookkeeper, certified public accountant, magician, stool pigeon, emcee, porter and mother hen. If you do an act, so much the better. Tabloid troupe 41 was an interesting group and consisted of five managers. This, of course, was not literally true, for in moments of stress or when someone was to be blamed for something, Marshall again became the only manager of the show and would oftentimes remain such for as long as 20 minutes.

Washington and Aspirin

Del Rio and I disembarked from the club car in Union Depot, Washington, late one Wednesday afternoon. Our nerves were shattered but we felt no pain. We had to wait 30 minutes for a taxi. Jack mistook a marine for a red cap. Other than this we arrived at the hotel without incident.

At the hotel we shared a closet suite with a lieutenant colonel and a plumber. Washington is very crowded. While we were unpacking shrill girlish voices sounded down the hall, and I offered Del Rio good odds that we were about to meet the rest of troupe 41. I was right. A knock on the door. I opened the door and three sweater girls bounced in. Introductions. This was tabloid troupe 41. We were all rather nervous and jerky, but the nervousness soon passed away. O happy day!

Our first show was given that night at a secret base quite some distance from Washington. None of the enlisted personnel had left the base in six months and we were the first show to play there. Quite naturally they thought we were terrific. Theatrically, however, our show

was nothing sensational—neither slow nor fast, just sort of half fast. The show looked good on paper but it didn't play that way.

Tuxedo Goes to Bumstown

That night I changed the running order and sent my tuxedo back to Brooklyn—contrary to the advice of Uncle Dave Schooler. It was warm in Washington.

On Sunday Del Rio and I took 17 pieces of baggage and entrained for Norfolk. The girls had dates and said they would catch an early train on Monday instead. The trip took 10 hours. There were no cabs. There were no hotel rooms. There were many sailors and there was much confusion. At 11 p.m. a phone call located a USO Camp Show in one of the hotels.

"I'd like to speak with the manager of the show," I said.

"Yes, sir, one moment, I'll connect you." A buzzing sound, a pause, a voice.

"Terrell speaking."

"Ray!" I shouted. "This is Jay Marshall." Had I not been so tired I'd have asked "Guess who?" Terrell was an old friend.

Del Rio and I checked the bags at the depot and walked to the hotel—and what a hotel it was! It was the personification of a corny m.c.'s hotel routine and it was one of Norfolk's best.

"Ray," I said, "I can't stand it. I'm going to quit. These broken down hotels, the lousy meals, there's no mail, no money, no nothin'—I'm going nuts."

Terrell's bushy eyebrows moved and his eyes twinkled; he needed me with

(See ACTOR'S DIARY on page 28)

Propose New Liquor Control Bill in DC

WASHINGTON, July 10.—Operators of DC cocktail lounges and supper clubs face new restrictions if a subcommittee of the Senate District Committee recommends a bill now being proposed. The bill would prohibit issuance of alcoholic beverage licenses to locations situated within 600 feet of schools, playgrounds, public libraries, army posts, navy yards, marine barracks, soldiers' homes or public institutions for the poor. Hotels are excluded from the proposed ban.

The Senate bill was introduced by Senator McCarran, while an identical bill has been introduced in the House by Rep. McMillan. The latter measure is now awaiting action by House District Committee.

Scibilia Unit To Start in Baltimore

BALTIMORE, July 10.—Anton Scibilia's new unit, *Revue Americana*, will break in at the Hippodrome here August 12 week. Washington Latin-American officials have been invited to attend.

Line-up includes Carlos Molina and ork, Armida, Juan Jose Saro, Rieela Ressay, Cheena De Simone Dancers, Sid Marion and Cliff Hall, and the Three Sophisticated Ladies.

ACTS WANT PAY

(Continued from page 3)

okay priority for an air-conditioning system.

Cheena Di Simone Dancers, with another week remaining on their contract, invoked the pay-or-play clause. McGinley, State agent here, ruled that the Shangri-La shuttering was an "act of war" and it gave the nitery the same out as an "act of God." In appealing the ruling to the head man in Harrisburg, Douglas charged that his agent here was not authorized to make any such ruling. However, an attempt is being made by AGVA to have the issue taken away from the courts and settled by the national body of the union.

NEIC CONCLAVE

(Continued from page 3)

tality, etc. He will also secure a letter from Henry J. Kaiser, West Coast ship-building king, recommending entertainment, such as *Lunchtime Follies* shows, for factory workers. Cantor can't attend the sessions because he will be in Minneapolis recruiting WAACS.

A host of show business biggies will be the guests of the conference at the two luncheon sessions.

34 Orgs Pledged

Thirty-four organizations are now officially incorporated in NEIC, with many executive meetings scheduled for Monday (12) by other groups to select representatives to the board. Among those who have been most "show me-ish" in their attitude toward NEIC are the American Federation of Musicians, American Society of Composers, Authors and Publishers, and the Music Publishers' Protective Association, last-named agreeing to join after being assured that none of its autonomous rights would be surrendered to NEIC. Others are still bandying the Council's invitation from desk to desk.

Further evidence that the "one big happy family" is not as happy as it professes in its proposed preamble cropped up at Thursday's meeting of the Continuations Committee. Solly Pernick, of the Stagehands' Local 1, took exception to the proposed 25-man Continuations Committee, a working committee that would carry on the duties of the conference board between meetings, because it contained the names of more than one person from each of three organizations represented. This was a cue for Max West, American Guild of Variety Artists organizer, to ask why no member of AGVA was on that committee. It was subsequently decided to include one representative of AGVA and one of the Theatrical Trade Press on the body.

Trade Press Beefs

Latter addition again brings up the question of full access to news for the entire trade press. Originally meetings of the Continuations Committee were not attended by the press, except for one member acting as an organizational representative, rather than a "clearing house" for news. This brought a volley of complaints from trade sheets not directly "covered" by a staff member on charges that under the very nature of the set-up there was unfair and unequal "availability" of news. Whether the entire trade press will be invited to sit in on all sessions of the full board and the working committee has not yet been brought up for discussion.

One of the most important portions of the program will be suggestions on augmenting the war work of the entertainment world stemming from the various organizations on the floor. The talent unions are already preparing a list of recommendations. One such suggestion is a "pledge," along the lines of the Screen Actors Guild's pledge of six weeks' work per year, drawn up by a committee of Actors' Equity members. Pledge calls for six weeks' work or its equivalent, i. e., 38 performances or 38 days' work, for such projects as shall be acceptable to Equity or a war agency designated by Equity. Service is pledged directly to the President of the United States and in each instance the term "service" is qualified by the words "as an artist." Volunteer also agrees to register his free time or times with Equity.

Flag Ceremony Postponed

The dedication of the entertainment world's service flag, which was to have been an impressive midnight ceremony in Times Square culminating Wednesday's activities, with every night club, theater and radio performer, every stagehand and front-of-the-house man, in fact every employee of show business pouring out into the street in their working clothes, has been postponed for at least a week. Plans are under way now for augmenting these ceremonial activities. One possibility is that pledge cards will be handed out and signed right then and there.

NEIC Program

First Day—July 14

MORNING SESSION 10:30 a.m.

Opening statement by George Schaefer, temporary chairman
Proposed resolution
Report of Credentials Committee
Report of Interim Organization Committee
Discussion on report of Interim Organization Committee
Election of Nominating Committee
Adjournment to luncheon

LUNCHEON SESSION 12:30 p.m.

Keynote speaker—Brigadier-General F. H. Osborn

AFTERNOON SESSION 2:30 p.m.

Report of Nominations Committee
Election of permanent chairman and officers
Introduction of permanent chairman and officers
Report on proposed Co-Ordinating Committee—to be made by Interim Organizations Committee
Recommendations and suggestions of respective organizations for proposed projects
4 p.m., Winthrop Aldridge on Nation War Fund
Continuation of discussion on proposed projects

Second Day—July 15

MORNING SESSION 10:30 a.m.

Presentation of budget by Finance Committee and approval thereof
Discussion with respect to available talent, services and facilities
Adjournment to luncheon

LUNCHEON SESSION 12:30 p.m.

Speakers—
Elmer Davis, Director of Office of War Information
Donald Nelson, Chairman of War Production Board

AFTERNOON SESSION 2:30 p.m.

Continuations of discussion with respect to recommendations and suggestions of respective organizations on proposed projects
New business
Date of next meeting
Adjournment.

One of the points that has been emphasized at Continuations Committee meetings is that the NEIC will lend "dignity" and "prestige" to the entertainment industry's efforts in mobilizing unity and lifting the spirits of the nation. It is the feeling of show business that this dignity and respect for the amusement industry, as an industry, was entirely lacking during the last war and, in fact, still is, especially on the part of the government and the national press.

BOLTON HOTEL SYSTEM

operating

HOTEL OLMSTED

Cleveland, Ohio

Frank Walker, Mgr.

ALL ROOMS WITH BATH

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

AMMUNITION WANTED

.22 Shorts-Longs

Pay your price, any quantity. Wire

VERNON STEWART

106½ High Street PORTSMOUTH, VA.

<p>STOCK TICKETS</p> <p>One Roll \$.75 Five Rolls 3.00 Ten Rolls 5.00 Fifty Rolls 17.00 100 Rolls 30.00</p> <p>ROLLS 2,000 EACH. Double Coupons, Double Price. No C. O. D. Orders. Size: Single Tkt., 1x2".</p>	<p>The American People Can Meet Every Emergency—</p> <p>BUY TICKETS</p> <p>of Every Description from THE TOLEDO TICKET COMPANY Toledo (The Ticket Town), Ohio</p>	<p>SPECIAL PRINTED Cash with Order. Prices:</p> <p>2,000 \$ 4.29 4,000 4.88 6,000 5.87 8,000 6.81 10,000 7.16 30,000 10.45 50,000 13.75 100,000 22.00 500,000 85.00 1,000,000 170.50</p> <p>Roll or Machine Double Coupons, Double Price.</p>
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WAITING LIST AT NBC-CBS

Line Forms for New Sponsors At Senior Nets; Mutual and Blue Time Also Very Tight

Advertisers and Ad Agencies Protecting Post-War Time

NEW YORK, July 10. — There's no first-class time for sale on the networks this fall. NBC alone has a waiting list of 25 clients and CBS runs it a very close second. The Blue has some open segments, but it has a problem of clearing time for these on some of its affiliates since several of these are also tied up with Mutual.

The results of this tight condition on the first three nets is making Mutual's life lots easier but it's also making headaches for it, witness the recent refusal of Don Lee to accept a major sports broadcast sponsored by Gillette and the subsequent loss of this feature to the Blue. This of course is balanced by the Blue's recent loss of the Gracie Fields *Victory Show* to Mutual.

As a matter of fact the tightness of available air time is not a matter alone of this fall. In the case of NBC and CBS it already exists. NBC only had four sponsors take a hiatus for the humid weather and each of these paid the premium necessary to hold their time.

NBC Two-Thirds Commercial

NBC as of the date of this report is more than 66 per cent commercial from 7:30 a.m. to 1 a.m. on a seven-day week. CBS at the present, using almost the same time segment, i.e., from 8 a.m. to 1 a.m. on a seven-day week, is 53 per cent sold. The Blue taking the time segment of CBS has only 46 per cent of its time sold, having a much larger number of advertisers signed for this fall than its two major competitors.

The Mutual network having a different form of operation than the other three based its current commercial figure on evening time only, from 6 p.m. to 10:30 p.m. and reported that they were operating at present on a 40 per cent commercial basis.

The *Billboard* statistical department checking on fall contracts for Mutual has a figure of 48 per cent commercial fall operation.

The prospective network advertiser has only two choices. He either buys time on the Blue (if he can) or on Mutual and at the same time joins the waiting list of the other two networks. Established advertisers who resigned their time due to shifting 100 per cent to war production are disturbed about the sewing up of time and of the 22 waiting at NBC, 12 are pre-war advertisers

Philly Kiboshes Blackout Tutoring

PHILADELPHIA, July 10.—Plan of the Pennsylvania State Council of Defense to ring in a State-wide network of 45 stations for an "educational" blackout test, was nixed by the Office of Censorship after it was okayed by the Third Service Command of the army. Skedded for Thursday (8), purpose of the broadcast was to educate public with air raid warning signals and all Pennsylvanians were urged to listen to instructions as broadcast.

During a real raid, all radio stations would be silent. Office of Censorship and National OCD agreed that during blackout drills radio stations should not be employed in a manner to encourage listeners to depend on them for information about blackouts. That was made a part of the code. A spokesman for the censorship office said that a single blackout test with radio participation might result in the public dependence on broadcasts in the future. This was the reason for the nixing.

ers who are going back on the air regardless of the fact that they have nothing to sell. They figure that their wartime advertising will be the premium that they pay for having the time available when they have something to sell.

The Atlantic Refining Company's decision to sponsor football this fall is along these lines and General Motors, U. S. Rubber, Goodrich and Ford are typical of giants who are not only keeping their names before the public but their hold on choice broadcast time.

It's going to be tough for new advertisers to find a broadcast toe hold. You can't add anything to a 24-hour day and there are only three hours a night between 7 and 10 p.m.

Md. WMC Exempts Stations From "48"

BALTIMORE, July 10.—Because of the nature of their business, radio stations in Baltimore have been granted full exemption from the 48-hour minimum work week, according to Lawrence B. Fenneman, State war man-power director. Fenneman pointed out radio station employees are required to work irregular hours and no extra labor would be gained by observance of the 48-hour regulation; hence exemption from the order.

Mutual-DuMont Co-Op Plans Hinge on 802 Trial Board; AFM & AFRA Differ on Video

Musicians Get Dough, Actors Experience

NEW YORK, July 10. — Mutual and DuMont Television co-operative Tuesday night, 8:30-9:30 p.m. experimental programs may hit a snag if trial board of Local 802, AFM, convicts DuMont of underpaying its members.

Preparations are going ahead, however, for the first show this week (13), with Mutual lining up talent and planning the program and DuMont lending facilities of its Madison Avenue studio and technicians.

Talent set for initial experimental program includes band leader Vincent

The Needle More Formidable Than Mike in Detroit

DETROIT, July 10.—The spirit may be willing but the flesh is weak in radio, judging from the patriotic activity at WWJ this past week. The announcers, musicians, etc., some 20 strong, marched over to the Red Cross blood bank with plenty of spirit to make their contribution of a pint. A high percentage of the donors reached the swooning stage at the bank. Evidently they could face the mike but not the needle. Names are withheld by urgent request.

(N. B.—All made their contribution, however.)

BBC in Chi for 2-Way Promotion

CHICAGO, July 10.—The British Broadcasting Corporation is opening a Midwestern office here at 430 N. Michigan Avenue with William Newton as manager. Newton has been here for several weeks already handling news and special events.

"The Midwest BBC office is a two-way traffic proposition," said Newton. "It will handle incoming programs from England to be rebroadcast over American stations, and outgoing material for European and British Empire service."

Stephen Fry, manager of traffic; Allstaire Cooke, special correspondent, and Stanley L. Stevens, publicity manager, all of the New York office of BBC, are here for the Midwest opening and met the press Thursday (8) at a broadcast of the WGN-MBS-BBC weekly feature *Answering You* and later at a breakfast at the Medinah Club.

CBS Joins Blue In Demand Nets Boss All News

NEW YORK, July 10. — Columbia Broadcasting System, last week, took up the cudgels for censorship of news analysts, with Paul White, CBS director of public affairs, sharply challenging a clause in the code of ethics drawn up by the Association of Radio News Analysts opposing copy desk interference.

H. V. Kaltenborn, chairman of ARNA's code committee, reiterated association's position in a letter replying to one from White defending the web's privilege of going over commentators' scripts. ARNA contended that members of its organization were capable of determining authenticity of news and that "the copy desk is not competent to censor experienced news analysts."

Kaltenborn, in a statement to *The Billboard*, asserted that CBS's position was one thing, its actions another.

"CBS pretends to maintain a degree of censorship over its news analysts, which so far as I know they do not exercise," Kaltenborn said. "If a network employs a man in the capacity of news analyst it should have sufficient confidence in his ability to give him a free hand, or it shouldn't hire him. During my 10 years on CBS they did not censor a single word of the thousands of broadcasts which I made."

The focal point in the controversy is the ARNA clause which reads: "The association opposes all censorship of broadcast material except insofar as duly required by government authorities in the interest of public safety during a national emergency."

With this flare-up between ARNA and CBS over the right of script doctoring, the feud which began several months ago with Walter Winchell and Drew Pearson vociferously battling the blue pencil and the Blue Network getting in strong body blows, now promises to embrace the entire commentator field.

When queried by *The Billboard*, Paul White underlined his position that CBS would not relinquish an iota of its authority and that all scripts would go thru "the desk" before being aired or else. That's where the matter stood as of today.

Countersuit Filed Against McGregor By Station WHYX

SPRINGFIELD, Mass., July 10. — The Hampden-Hampshire Corporation of Holyoke, operators of WHYX, filed suit July 6 for \$5,000 in Superior Court here against C. P. McGregor of Hollywood, plaintiff in a suit against the station already on file, claiming breach of contract. The station says that it has been damaged to the extent of \$6,739.40 by the alleged failure of McGregor to deliver transcriptions.

The station claims that it entered into agreement, relying on representations that McGregor had supply and service facilities in New York, which it claims were not true, and further alleges that transcriptions were of inferior quality.

No More Free OCD Scripts; 200 Axed

WASHINGTON, July 10.—The reductions made by Congress in the appropriation for the Office of Civilian Defense has abolished its radio script exchange service for local communities.

Drastic curtailment in staff and field operations of the civilian war services as a whole has been made necessary, James M. Landis, director, stated this week. About 200 employees have been dismissed and other dismissals are expected.

OCD radio script exchange service provided stations with material on campaigns.

First WJR Scholarship Award; Navy Gets Winner, Winner Gets 1G Advance

DETROIT, July 10. — WJR picks its future executives from the cradle, or at least high school, with award of a \$5,000 scholarship, first of a series of 10, to Robert Mitchell, high school graduate. Money is to be used for a course at University of Michigan, majoring in radio. Winner will be able to enter WJR executive staff upon graduation, and gradually work his way up. He is promised a job at WJR, or its affiliated stations, WGAR or KMBC. There is no contract, of course, forcing him to take the post.

Award was open to all local high school students and finalists were interviewed by a committee that included the president of the University, Superintendent of Education for Detroit, and Frank Stanton, vice-president of CBS. The winner, who enters the navy, was given \$1,000 cash, balance is his when he returns if he goes on with radio; or the entire amount for rehabilitation if he is wounded, making a radio career impracticable. Future awards are suspended for the duration because of the calling up of all men of college age.

N. Y. Radio Stations Plan Fight on Threat of Met's "Maybe" Declining Market

All Major Broadcasters Sponsor Co-Op Campaign

NEW YORK, July 10.—The Hanes report, a diatribe leveled against this city as a defunct metropolis, and a post-war ghost town, was instrumental yesterday (9) in bringing together promotion heads of the city's major radio stations to devise plans to prove that this city is, and will always be, a solid market. The Friday confab came in the wake of a June 29 get-together of station managers, when it was decided to turn over all authority for the campaign to promotion men.

N. Y. Is Nerve Center

Tentative decision of the promotion men was to co-operate in placing ads jointly signed in all the trade journals. The ads will stress Greater New York as a never-die center of industrial activity. It was pointed out at the meeting, that while the city is not an industrial production center it's the industrial programming and planning center of the nation.

While there was general agreement that the '43 sale of air time was near an all-time high, a fear was expressed that "political propaganda" as embodied in the Hanes report and augmented by Satevepost article which stated that the one-time mob of subway riders has become a ghostly trickle, might influence sponsors away from the city.

While there were dissenting opinions on how the campaign could best be conducted, that is, thru regular air shows, joint ads or an extensive public relations drive, there was complete unity that some joint venture should be undertaken to insure present peak radio activity.

Sell True N. Y. Picture

This can best be done, it was pointed out by Joseph Creamer, WOR promotion head and co-ordinator of the meeting, thru acquainting big business and ad agencies "with a true picture of New York."

It was pointed out by Creamer's assistant, Miriam Adelson, in a detailed report, that adverse publicity could be combated by such facts as:

- (1) A great drop in the number of firms appealing to the Department of Commerce's war contract division for help;
- (2) A 30 per cent decline in unused factory space within a year;
- (3) A drop in unemployment from 368,000 to 68,000 within the year;
- (4) A drop in relief cases from 176,000 March '39 to 60,494 June, '43;
- (5) Volume of trade flowing thru Port of New York (greatest in history);

(6) Drop in vacancies in apartments; rise in garment industry.

The report further pointed out that post-war plans of industry were sufficiently extensive to take care of unemployment. Pan-American Airways recently disclosed a program, already begun, for construction of huge clippers to carry passengers from New York to London at \$100 a throw. Pan's plans, the report said, weren't an iota of those of other large corporations.

These facts, supplemented by those collected by a special research person to be chosen by the promotion men, will be exploited in the series of ads.

Streibert Starts Things

T. C. Streibert, WOR v.-p., sounded the call for the managers' meeting with the assertion that whatever influenced industry away from New York would leave its mark on all of radio.

Promotion men present at meeting were Herb Chasen, WHN; Bob Hutton, WJZ; Jules Dundes, WABC; Hartley Samuels, WOV; Edward Salisbury, WEAF; Lucy Towle, WMCA; Joseph Creamer and Miriam Adelson, WOR, and Bill Carley, WINS.

RWG To Confab In Chi July 15

CHICAGO, July 10.—A national conference of officers and representatives of Radio Writers' Guild will be held at Drake Hotel here starting July 15, according to Pauline Hopkins, writer of *That Brewster Boy*, and president of Midwest Division of the organization. Conference will concern itself with mapping an organizational program and laying plans for local and national contract negotiations with radio networks, stations and advertising agencies.

Don Quinn, scripter for *Fibber McGee and Molly* program, and Hector Chevigny, screen and radio writer, will represent the Western region. Eastern region representative has not yet been announced. Paul Franklin, Guild national president, will attend.

Cooper Joins Wolfe

NEW YORK, July 10.—Frank Cooper, for five years radio department head of General Amusement Corporation who left that office a month ago, has become associated with Ed Wolfe. Switch is effective Monday (12). Wolfe and Cooper will pool all properties.

Scott Survey NSG, WCOC Mgr. Claims

NEW YORK, July 10.—D. W. Gavin, manager of WCOC, Meridian, Miss., has strenuously objected to the story on broadcasting in Mississippi which appeared in *The Billboard* of July 3. Stating that the survey conducted by F. S. Scott, acting director of the University of Mississippi's Bureau of Business Research, was "grossly inaccurate," Gavin pointed out that his station had never even received a questionnaire from the university and that "other statements made regarding Mississippi radio were incorrect. This party (F. S. Scott) does not know what he is writing about."

Among the things that Gavin stressed as being inaccurate was the fact that the story stated that there was only one station in the State with more than 250 watts and that the station in question was in Jackson. WCOC, Gavin's station, operates with 1,000 watts day and night and has used this power for some time. With the Jackson station this makes two 1 k.w. stations in the State and *The Billboard* is happy to make this correction. It is up to Director Scott to answer.

Winchell Rests, Parsons Works

NEW YORK, July 10.—Luella Parsons, Hearst's Hollywood columnist, will replace Walter Winchell when latter takes his summer vacation.

Replacement goes for four weeks starting August 8. Bernard L. Schubert made the sale.

Atlantic Okays Pigskin; Ayer Setting Sked

PHILADELPHIA, July 10.—Atlantic Refining Company has finally given the go-ahead signal to N. W. Ayer Agency to line up a collegiate football schedule for sponsorship next fall. (See *The Billboard*, June 12). While not expecting any lift in fuel ban, Atlantic aims to continue its sports sponsorship for the duration. Schedule will be about the same as last year, depending on how many colleges in the East continue intercollegiate football. Wally Orr, Ayer account exec, now lining up the schools for the Atlantic schedule and expects to have it complete by the end of the month.

Peru & Canada Stars Set for Brazil Radio

RIO DE JANEIRO, July 3.—Jean Dancereau, Canadian pianist, has been signed here for a series of guest stints on *Musical Waves*, sponsored by Rio de Janeiro Light & Power Company over a four-station hook-up Tuesdays 1-2 p.m.

Imma Summack, Peruvian soprano, and her native musicians, featured in the Casino Urca floorshow, and Miss Baby, singer of U. S. pops, have been set for airing over Radio Tupi. Summack and troupe will air three 15-minute shows a week under sponsorship of Coty perfumes. Baby will be heard Saturdays 1:30-2 p.m., sponsorship of *O Cruzeiro*, weekly magazine.

Kidstuff Sans Cliffhanging Brings Third-Top WGN Mail; Colleen Moore Sells Safety

Educators Assist "Safety Legion Time"

CHICAGO, July 10.—Radio can build solid child audiences between the ages of 5 and 13 without blood and thunder, nightmare-provoking deathrays, human cannonballs and lurking spies. It's being proven by *Safety Legion Time*, new children's program heard as a sustainer on WGN. In its first four weeks the program has become one of WGN's three top mail-pullers.

The show, which features Colleen Moore, former Hollywood star, and Jesse Kirkpatrick, footballer who is now a singer, actor, musician, composer and mimic, is successor to *Safety Legion of America*, which has been on the air for the past five years (WGN and WCFB). The mail count for the new program is five times the old. Its theme was created by child psychologists and programs are periodically checked by them. The kids are given wholesome jokes, songs and stories, and creators of the show say the response

has been terrific. The cast and the writer, Frank Baker, former program director of WLS, hold regular luncheon meetings with members of parent-teacher associations, guests from the Board of Education and the psychology departments of the University of Chicago and Northwestern. Frank, unbiased criticism is sought at these meetings.

Colleen Moore, known to thousands of children thru her famous "Doll House," is the "Story Book Lady," and Jesse Kirkpatrick is "Cap'n Jack." The program is designed to impress safety rules on children. Each week a safety goal is stressed and every day a dollar is awarded the listener contributing the best safety hint. A catchy new song is written around a safety motto every day. Miss Moore and Cap'n Jack act as the mythical "Uncle Safety's" helpers and thru song, quip and story impress safety rules on the children.

OUR THANKS TO THE RADIO EDITORS

who voted us the press agent organization providing the best publicity service, for the fifth year out of six, in *The Billboard* poll.

the Earle Ferris

Offices in New York Chicago Hollywood

(And, by way of explanation: we make it a business practice not to make public any phases of promotion we have executed in behalf of our advertising agency clients, and, therefore, we do not compete nor submit exhibits in any such balloting for promotion or exploitation awards.)

ROLL TICKETS

Printed to Your Order 100,000 for Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B, Shamokin, Pa. \$19.50

10,000 .. \$6.50
20,000 .. 7.75
50,000 .. 12.50
100,000 .. 19.50

Send Cash With Order. Stock Tickets, \$16.00 per 100,000.

FCC FREE-FOR-ALL CONTINUES

Cox Vs. Fly; Taft Hits Net Rules

WASHINGTON, July 10.—The battle over the investigation of the Federal Communications Commission continued thruout the capital all week, with practically no investigating going on but with the air filled with choice name-calling, countercharges, personal abuse and denials.

No one has yet been struck, but neither has anyone been investigated. Chairman E. E. Cox, of the Cox committee, started this week's round with a withering blast at Chairman James L. Fly, who he charged has attempted to "destroy the confidence of American soldiers in their commanders." This statement was offered as a rebuttal by Cox of an earlier statement made by Fly who charged the congressional committee with "Joining with the military, the radio monopoly and Wall Street interests" to wreck the FCC.

Cox declared: "As to the attack of Mr. Fly upon the select committee of the House of Representatives now investigating the commission, the committee has no statement to make. The committee does not intend to be drawn away from the constructive job it has undertaken."

"Mr. Fly's attack upon the military and naval departments for objecting to his attempt to take over the responsibilities of war activities cannot be ignored. The joint chiefs of staff of the army and navy, the chief of staff to the commander-in-chief of the army and navy, the Secretary of War and the Secretary of the Navy say it has been found that the operation of Mr. Fly's commission constitutes an interference with the war effort and a threat to the national security. If this be true then all possible effort must be made to stop this action."

"Mr. Fly owes a service to the nation rather than the disservice of trying to destroy the confidence of the soldier in his commanders by charging them with conspiring to destroy the FCC."

This statement which Cox apparently found time to make after all, immediately brought response from Fly, who charged the committee with using star chamber techniques. Handing news reporters a list of 12 questions, which he had sent the committee, Fly said he was seeking to learn whether the committee "still had an open mind on these matters."

Fly asked if the committee intended

"to continue to permit its conclusions to be broadcast without giving the commission an opportunity for a hearing."

"Is the committee going to continue the services of dollar-a-year men from Wall Street?" the letter asked. "Is it going to permit Wall Street lawyers to issue subpoenas requiring appearances before themselves? Is it going to continue to permit testimony behind closed doors, in private offices and hotel rooms with the commission excluded?"

Chairman Fly also wants to know whether the committee was going to adjourn for the summer without giving the commission an opportunity for hearing on the "publicly announced conclusions."

Senator Robert A. Taft, of Ohio, regarded by some as a possible Republican candidate for president, entered the scene unexpectedly with a blast at FCC in which he said FCC's power to regulate radio stations is "the most serious infringement on the right of freedom of speech which has occurred since the bill of rights was adopted."

Taft demanded that the FCC suspend the exercise of its powers recently approved by the Supreme Court until after Congress has had a chance to consider the whole problem of radio regulation.

"The Supreme Court decision goes far beyond any intent to Congress which can be read into the Federal Communications Act by the average layman having some knowledge of history," he charged.

Taft declared that the destruction of the networks under the regulations of the FCC would be a serious limitation of freedom of expression thruout the United States.

"It is the network," he asserted, "which makes it possible for the whole people of the United States to listen to the Philharmonic Symphony, under Bruno Walter, on a Sunday afternoon. It had made it possible for all our people to listen to the NBC Symphony, under Toscanini, a delight once reserved to the few. It has opened the doors of the Metropolitan Opera to the whole American people rather than to the few who could afford to buy a seat in New York. It has opened avenues for personal discussion and debate."

Senator Taft the day following his FCC blast withdrew his request that the FCC immediately withdraw its network rules and stated he was referring the matter to a Republican post-war planning commission.

WEMP First Wisconsin 24-Hour Station

MILWAUKEE, Wis., July 10.—WEMP becomes the first Milwaukee station to inaugurate swing shift radio service for workers who are unable to listen at regular hours because of their jobs. Abolishing the traditional silence between

Nets' Publicity - Promotional Approach Weighed by Judges; CBS, Don Lee, MBS Are Cited

Program Selling Basis of All Entries

NEW YORK, July 10.—Beyond imagining—that was the character of Columbia Broadcasting System's exhibit in *The Billboard's* Sixth Annual Radio Publicity Survey. The judges were faced with seven great looseleaf books filled with brochures, publicity and broadsides; in fact with everything that contributes to putting a radio broadcast across. If the material contained in the books were hung on walls, it would have taken the grand ballroom of the Hotel Astor, and then some, to hold it.

But it wasn't the volume or the elaborateness of each page of the exhibit that brought CBS its award in the Network Division. It was, instead, the complete campaigning which this network's promotional department gives each program—every part of each program that uses its facilities. Nothing is left to chance. Every station receives every card it needs to play its publicity game. Stunts, courtesy announcements, throw-aways, local contests, news stories, merchandise tie-ups—all are planned in New York and then made available to each station handling the programs locally.

Over-All Attention

CBS's station publicity assist isn't restricted to commercial programs or to series. It gives the same attention to a one-shot, *The Orange Bowl Game* or the Kentucky Derby, that it gives to a program signed for 52 weeks.

In the seven volumes with hundreds of exhibits not once was an idea repeated . . . and the ideas didn't stop with the programs, for CBS set out to sell the product as well as the program

midnight and 6 a.m., WEMP will be on the air for 24 hours a day.

Known as "Swing Shift" this six-hour "owl" show includes rebroadcasts of Blue Network programs heard earlier in the regular evening schedule; news and recorded music, and a resume of the Brewer ball game by Mickey Heath. Jack Raymond is the announcer.

WWJ Uses Fem Gabbers, But---

DETROIT, July 10.—WWJ, only local station to use girl announcers so far, is evidently not leaning too strongly on the fair sex yet. Two additions being made to the announcing staff currently are men. Station expects to lose two announcers within the next few weeks, one each to the army and the navy.

New men are Frank Rowland, formerly with WTOL, Toledo, and Bill McCullough, who returns to the Motor City after a sojourn with eastern stations. He was formerly at WJR here.

WIBG Adds Band

PHILADELPHIA, July 10. — WIBG, which recently upped its power to 10,000 watts and went into full-time operation, is the latest local station to add a studio orchestra. Local musicians' union ruled an eight-piece studio band for the station. Maestro nod went to Eric Wilkinson, one-time staff organist at KYW here. Now every full-time station in town boasts of a studio band.

Pacting with the music union also gives WIBG the privilege to go in for the remote broadcasts. Station did not lose any time, running a wire back-stage to the Earle Theater for weekly interviews with the band celebs coming in each week.

that used its net. It did an entire take, for instance, on "Campbell Tomato Juice Week." It mailed out thousands of cards to all General Motors employees to tell them why GM was sponsoring *Cheers From the Camps*. It sent thousands of announcements direct to retailers for many sponsors, one of them *Easy Aces*, which sold plenty of Anacin to druggists who just didn't realize that the Aces were doing a job for him.

Takes Nothing for Granted

The judges voted CBS the top network in the Exhibit Section of the Sixth Annual Survey for its over-all job. One judge pointed out that CBS didn't even take its news service for granted. As many as six promotions and brochures on news and what to do with it were in the exhibit.

When a program was sold "the entire net," that rated another publicity campaign. When a program moved to a new spot on the timetable or from another network, again the promotion department went to work and came forth with logical reasons why stations should promote it, why newspapers should give it space and why retail outlets should both be impressed and pass the good word along.

"Leave Nothing To Chance"

Another judge made this note upon his vote for CBS: "they leave nothing to chance. They just don't take for granted that 'the other fellow' is going to promote a CBS program unless CBS shows him why he should, where he should and when he should."

CBS this year won not only the Exhibit Section award but the votes of the nation's radio editors thruout the country confirmed the fact that what this net exhibited had already sold CBS to them.

The Don Lee Job

In the regional network field the judges gave the palm to the Don Lee organization. This is because they, too, left nothing to chance in the promotion of their programs to their affiliates. Over 100 pages of ideas went forth each month to the 33 stations that use Don Lee, and to make certain that nothing was muffed a daily conference is held with the press heads of each station. The Don Lee operation uses some of the approach of CBS and some of the approach which is necessary where each station is independent. It sells both Don Lee and the individual programs by themselves—without Don Lee credits.

MBS Trade-Tops

The final network to receive attention at the Clinic was Mutual, which won its citation for "Outstanding Trade Relations." The MBS publicity department decided that with a limited budget their best bet was to devote their major efforts to the trade press and permit the trade publications to impress the Mutual story on the trade and on daily newspaper radio editors, all of whom, they reasoned, read at least one of the broadcasting or amusement industry's papers. Because they also understood that mimeographed releases sent to all the trade press were useless, they did a special take for each paper and its readers. When a shindig was held the trade press angle was carefully considered and nothing was ever done for the daily press alone.

Because of this and because of the intelligent way in which they followed thru this "different" approach to publicity and promotion, Mutual achieved unusual trade press relations and won the palm for this planned campaign.

Our Heartfelt Thanks to . . .

- Lou Frankel
- Ben Gross
- John Hutchens
- Joe Koehler
- Len Traube
- Harriet Van Horne

who voted us a special award in *The Billboard's*
6th Annual Radio Publicity Exhibit

NEW YORK'S

WLIB

THE VOICE OF LIBERTY

Regionals Earn Special Nod

Radio Publicity Exhibit

8 Regional Stations Rated Special Acclaim of Judges

Well-Done Individual Jobs Win Citations

NEW YORK, July 10.—Because first three awards in *The Billboard's* Sixth Annual Radio Publicity Survey (Exhibit Wing) were not sufficient to pay tribute to ingenuity of press agents of the nation's exhibiting stations, the judges decided to present a number of special citations. These awards ran from that given WMCA, New York, which received the nod for "Over-All War Programing," to that presented little WKNE, Keene, N. H., which received an orchid for its handling of specific local problems.

All in all, eight special tributes were paid by the committee of daily newspaper radio editors and staff members of *The Billboard*. (These stations were spotlighted in last week's issue and several stations which were "special events" and "public service" minded were featured in a detailed round-up article, but details of the special awards were left to this week, due to space considerations.)

WMCA

Station WMCA during 1942 revised its schedules so that every program it built would have a wartime slant. From its *Stories in the News*, an intelligently directed news program written for children, but not down to them, to its nationally recognized *Labor Arbitration*, every program was broadcast with the knowledge that there was a war going on. It was this consciousness of the times, in programing and publicity, that brought this New York station its special citation.

WOV

WOV, another New York station, received a hand from the judges because of the publicity job of its press agent, Herb Landon was faced with a terrific job when he stepped into the station. WOY at best was a foreign language operation (Italian). Its evening program policy had been wishy-washy. It had gone nowhere quickly. Besides this it had traded wave lengths with New York's WNEW, getting the short-end of the transfer. This wave-length exchange was made because WNEW was a big money-making enterprise and WOY wasn't. Naturally, therefore, since the same interests were involved, a switch was "in the best public interest" and was okayed by the FCC. This, however, left WOY nowhere. The job was to rebuild the station and its listening audience. First, Herb Landon helped remove the stigma of "alien" from the Italian programs—and Italians. Then, in the person of Hans Jacob, Landon brought to the station a feeling of liberal thinking, which it had lost due to a strike against the station not too long before. With spreads in *CMek* and other publications, frequent mentions by communists and with a number of stunts, WOY, for *Victory* lived down its negative reputation. For this it received the special award, "Creating New Public Acceptance."

WKNE

Little station WKNE, Keene, N. H., had its own problem to face. Thousands of its listeners were so located that they seldom saw a daily newspaper and so weren't informed about what WKNE had on the air . . . and WKNE was all they had to listen to. This is because the nature of the soil of New Hampshire and Vermont does not permit the reception of cleared channel or even high-power regional broadcasters. The mountains, some of the highest in the United States (there are plenty, too) kill the signals of stations that try to ride over them. WKNE had but one choice, to

send regular monthly bulletins to fans. With printed guide and broadcast signal, they cemented a tight little family. Of course a guide itself is no innovation. WQXR, New York, leaned on that crutch for several years, before it learned to walk with a profit. What's different was the fact that the guide brought real news of a truly local station to its subscribers and cost only a dime for six months. It told listeners that keeping their radios in good working order was WKNE's problem. WKNE has a deal with a good repair man in each area. It asked the listeners to suggest programs and to criticize program ideas and it did something about what listeners wanted.

"Pronto"—WPDQ

Another smallie that received a full round of applause was WPDQ, Jacksonville, Fla. It received its award for "Outstanding Trade-Mark Promotion." It not only brought *Pronto* (PDQ) to life but it used him to cover every fluff made on the air. He's become the *Duffy* of WPDQ, a character who uses the phone to ride station announcers and shows, but who is never heard. *Pronto* has become the most important thing on the station. An advertiser is more interested in having the announcer do his commercial make a fluff, so that *Pronto* can call in and correct it, than he is in having the announcer do a good job of selling. When you can sell a trade-mark and make that trade-mark sell, you've accomplished something—and that's why WPDQ won its award.

WGSN

WGSN, Birmingham, won its special citation because it dovetailed all of its promotions to build audiences. It went all out to sell not only every local program but every network presentation sent to it by the webs. It might be supposed that its affiliation with *The Birmingham News* and *The Age-Herald* would mean that its promotions would stop there. They didn't, and with direct mail and point of sale promotion, as well as on-the-air stuff, they pre-sold programs. One notable facet of WGSN's publicity is the fact that it does not ignore, as do most stations, the field of house organs, the publications put out for good will and morale purposes by big industrial organizations. Many of these carry the column of the station's Bob Venn, which naturally does not forget WGSN. The citation, "Over-All Integration of Publicity, Programing and Promotion."

KSAL

KSAL, Salina, Kan., is not the biggest station in Kansas, but no station in the area can teach it anything in "Intelligent Merchandising." It does a complete job from news releases to courtesy announcements. The fact that 677 firms in 72 towns in its service area used the station to sell in '42 is something of a record and also an indication of just how well KSAL has gone down the line locally. It has also shown networks something in co-operation. It shares, with three other stations, the cost of program timetable mats, which are sent to 40 newspapers. These newspapers would otherwise be in no position to spend the money required to set the type for the schedules. It's indicative of the trend, which is making stations and networks see that radio is best sold as radio, not by one man's programs fighting the others.

WPEN

WPEN, Philadelphia, won recognition

in part because of the fashion in which it sold record grind shows. The idea of calling one, *Music on the Platter*, *Plus In-Person Chatter* and making the title stick is something. Making a four-week deal with the live *Ziegfeld Follies* so that the show, for the four weeks, became *Ziegfeld Follies of the Air*, is also a plus. Chatter appearances on the regular platter show were greeted the following day with "Thank You" ads, little notes to the interviewed personalities curtsying them for their guesting the night before. These "bread and butter" notes in paid space are examples of the intelligence which rated WPEN its award for "Vigorous Public Relations."

the forefront of stations that live from publicity.

1-Man Sessions Sell in Philly

PHILADELPHIA, July 10.—Picking off sponsors continues on the up-grade for local mike gabbers. Rhona Lloyd, returning to WCAU talent list, where she started in radio 10 years ago, brings back her interviews with world celebs for a daily stanza sponsored by Philadelphia Dairy. Also at WCAU, Robin Flynn, newscaster and commentator, has started a new thrice weekly series sponsored by Penn Tobacco. Other three nights of the week has Groves Laboratories bank-rolling. Taylor Grant, WCAU sports commentator, adds another nightly stint to his schedule, sponsored by Wildroot Hair Tonic, set for 52 weeks by BBD&O.

At WPEN, Herbert Dexter, newcomer to local radio after a long career as a nitery performer, has bagged two commercials. Took over *Man From Nevins*, bond giveaway show sponsored daily by Nevins Drug Store, succeeding Eddie First, who went into the Army Signal Corps. Starting last week, Dexter is handling a nightly news show for Crawford Clothes, set for 26 weeks by Al Paul Lefton Agency.

KLZ

KLZ received final special award for publicity achievement in the regional station group. Its award reads "Comprehensive Employment of Publicity Media" and KLZ, Denver, did just that. It utilized every known form of publicity and promotion and thought up a few for itself. The few that it thought up included a "Tire Serial Number Sticker" which helped combat tire thefts in Colorado. There isn't a single thing that KLZ missed, from *Colorado Speaks*, which brought to the microphone editors of Colorado newspapers and broke down press resistance to radio, to movie trailers which used staff artists to sell War Bonds. Wherever you travel in KLZ's territory you'll find news of this CBS station's programs.

Next Year

For the next twelve months, including the six which have already passed, these stations, which have won special awards, will have something special to shoot for . . . one of the top positions in the regional section of the "clinic." All of them did a good 1942 job, a job that brought them citations. May they, in '43, do a job that will bring them to

Durrum, Benjamin to KTBC

AUSTIN, Tex., July 10.—Anne Durrum has been named head continuity writer at KTBC, coming to station from the post of business manager of University of Texas student union.

Harfield Weedon, station manager, also announced appointment of David Benjamin to KTBC advertising staff.

LOCAL CHANNEL NO. 1 AWARD U.S.A. AND CANADA

THANKS

From

WEMP

MILWAUKEE

THIS HAS BEEN MY GREATEST THRILL IN THE RADIO BUSINESS. WE DID NOT KNOW WEMP WAS IN COMPETITION WITH ANY RADIO STATION FOR THIS AWARD, BUT WE ARE HAPPY TO HAVE BEEN AND ARE ABLE TO BE OF SERVICE TO MILWAUKEE.

C. J. LAMPHIER
GENERAL MANAGER

Special Awards Feature Survey

Radio Publicity Exhibit

Benton & Bowles Flacks Top Ad Agents' Clinic

Maxwell House, Doc Malone, Family Hour Presentations Win Judges' Accolade

NEW YORK, July 10. — Benton & Bowles, on the basis of its exhibit in *The Billboard's* Sixth Annual Radio Publicity Survey, is the advertising agency doing the best all-round publicity promotion. The judges rank it No. 1 among America's ad agencies with radio publicity departments.

Three of B & B campaigns were considered by the committee. They were *Maxwell House Coffee Time*, *Young Doctor Malone* and the *Prudential Family Hour*, each of which was presented in a bound volume with the *Family Hour* rating two books, one of which covered the agency's *Great Composers* educational campaign for this part of the broadcast.

Because high school youngsters are only potential customers and can't lay it on the line, most promotions ignore them. Benton & Bowles proved itself above the general run by building the *Great Composers* campaign solely for the teens. Co-operation with the music departments of boards of education all over the nation almost snowed the p. a. under, with requests for the booklets running as high as 950 for a city. The first print order on the booklet was 10,000 and that was quickly exhausted. Over 700 performances of *Great Composers* scripts were produced in high school auditoriums. Naturally, Prudential Life Insurance Company didn't suffer despite the fact that the campaign was run (on the part of Benton & Bowles) without commercial mention or requests for credits.

It was all handled under the signature of Deems Taylor, who emceeds *Family Hour*, and the sponsor and everyone connected with the show were happy about it.

Wide Variety of Ideas

Many of the varied publicity gimmicks that brought Maxwell House real newspaper space were conceived by the Benton & Bowles office and counted solidly with the judges in making the award. The adoption of Snooks by the crew of the U. S. Snooks; the appointment of Snooks as "National Spokesman for the Junior Red Cross"; the visit of Flight Sergeant-Gunner Graham Stafford to his father, Hanley Stafford, the Daddy of *Maxwell House Coffee Time*; Frank Morgan's Victory Garden with vegetables twice the size of Frank, and Meredith Willson's joining the army all rated top space.

The final B & B bid for top honors

was *Young Doctor Malone*. The fact that the agency did a top promotional job for a daytime serial alone weighed with the committee. This was handled in the manner of a Broadway legit with fan stuff on the stars, the director and a novelty giveaway, the "Doctor Malone First-Aid Kit."

Benton & Bowles did its top job be-

Swan Uproar Wins Citation for Young & Rubicam Agency

NEW YORK, June 10.—Young & Rubicam, top producer of air shows, was cited in the Exhibit Section of *The Billboard's* Sixth Annual Radio Publicity Survey for "The Promotional Stunt of the Year." The judges felt that the integration of product, broadcast program and publicity, which was part of the Y&R promotion for the Burns and Allen Swan Soap show, was far above anything of its kind thus far attempted by agencies.

The stunt which focused the judges' attention on Y&R was Gracie Allen's sending a male swan to replace one of a pair of swans killed by vandals at Centerport, L. I. From the moment that the swan in question was murdered (Y&R had absolutely nothing to do with the death of the swan!) until the swans finally got together, it was publicity in the good old robust manner, with blow-by-blow descriptions appearing in every newspaper in the country and carried by each of the four great press association wires.

It was such a natural that even the fact that George and Gracie's sponsor was Swan Soap couldn't keep it out of the press. When publicity can do that it rates a special award and Young & Rubicam got it.

cause it realized that no broadcast program is any better than the publicity and the promotional build-up which it receives.

'42, piled up his top spreads for Zero Mostel, now in the army. In eight months Zero, so christened by Ivan, was spread over 22 magazines, from *Glamour* to *Collier's*. Zero is an excellent example of this publicity man's "star making" technique. In one year, starting at Cafe Society Downtown, where he was placed by Ivan, Sam Mostel was developed into a top name on radio, stage, screen and for niteries and vaudeville.

The same Black formula was used to build the Golden Gate Quartet, only in the case of this act glamour was added with appearances at the White House, the President's Palace in Mexico City and at West Point. He made them newsworthy copy with *Stalin Wasn't Stalin*, honorary degrees from several Negro colleges (the boys never went further than the Norfolk, Va., High School) and appearances at many serious musical festivals. The Gates continue on the publicity upswing, riding the prosperity wave that Black fanned up for them.

Other Ivan Black build-ups were given Arch Oboler, Wilbur Evans, Joe Julian, Count Basie, Jerry Wayne and Hazel Scott, stars or stars-ascending.

George B. Evans

Every year brings one outstanding radio name that's out of this world. As 1942 drew to a close it was obvious that that name was Frank Sinatra. Many press agents lay claim to having contributed to the femme disturber's reputation, but it's George B. Evans whom Frank credits, and so to Evans goes *The Billboard* award for the "Most Effective Promotion of a Single Personality."

Evans is noted for the personal service that he gives his clients and it's this personal service that's most effective in building one personality at a time. He's building Sinatra now, while he's doing a general publicity job for Nadine Connor, Walter Cassel, Gertrude Berg, Conrad Thibault, Lucille Manners and Ethel Smith.

These are days in which publicity build-ups are far from routine. Press agents not only face the great demands on space made by the war and war work, but also the fact that newsprint has forced every paper to cut sharply.

The results which the top space grabbers continue to turn in is a tribute to the profession of publicity in general and to the men in particular who rate *The Billboard* annual awards.

Radio Publicity Exhibit

4 Space Stealers Share Awards in Clinic-Exhibit

Davis-Lieber, Alber, Black, Evans Credited With Leading '42 P. A. Parade

NEW YORK, July 10.—Davis-Lieber is America's No. 1 radio publicity office. This is the opinion of the judges of the Exhibit Section of *The Billboard's* Sixth Annual Radio Publicity Survey. The steady growth of this office, which was rated third in 1941 and second in 1942, is more remarkable since both Hal Davis and Les Lieber, the principals, are in the service, Davis with the navy and Lieber with the army. The office is now run by Leo Miller, Carl Post, Leonard Feather and Patricia Garvin.

The judges gave the nod to the outfit because of the 1942 jobs for Harry James, Benny Goodman, Barry Wood, Charlie Barnet, Jimmie Lunceford, Duke Ellington and Station WBNX. Special attention was given by the judges to the work done for Harry James and Benny Goodman. Only solid "ideas" were rated.

The *Band Leaders' Dancing Contest* achieved nationwide Harry James space for Leonard Feather, whose baby it was, with an assist by Barney McDevitt, of the Hollywood Palladium. Here credit was given to Feather because he gathered real names to bolster the stunt. There were Al Donahue, Horace Heidt, Woody Herman, Lynn Bari, Nan Wynn and Benny Goodman. Orchestra leaders competing for dance instead of musical awards was intelligent press agency.

It's something for a publicity office to run a promotion that brought top space to its No. 1 client, and almost equal space to another major bank-roller. That's what rates the Davis-Lieber office, for in this dance contest Harry James won first and Benny Goodman, who came in second, was cited for "charm."

"Scroll of Honor" Idea

The Davis-Lieber office naturally did other things for James besides this one contest. It was instrumental in having him receive, during one of his Chesterfield broadcasts, a "Scroll of Honor" from the New England Conservatory of Music, one of Boston's long-hair schools. This gave James "dignity."

To get James to collegiates, a contest for the best article, published in a college paper, on James's position in modern music was staged. All it cost was a free tour of New York's hot spots and a week-end stay at the Lincoln, which no doubt was promoted . . . it sold James to the undergrads.

Just as Harry James was promoted by a dance contest for orchestra leaders, just so did Davis-Lieber reverse the usual disk

jockey poll. Instead of having jockeys run a poll on favorite band leaders, Benny Goodman polled the radio editors on jockeys. The reverse naturally created a trunkload of newspaper clippings.

A USO band leaders fund, with a 10-cent tax on each fan requesting pix, raised real money, publicity under the chairmanship of Benny Goodman. This was another Davis-Lieber space-grabbing idea.

Besides the first award, several special citations were decided upon by the judges of the Exhibit Section. David O. Alber (Radio News Syndicate) received an award for "Most Effective Promotion of a Single Program." The nod to Ivan Black was given because he was acknowledged "No. 1 Star Maker," while George Evans, by acclamation, won for "Most Effective Promotion of a Single Personality."

Dave Alber

Dave Alber's exhibit covered his thoro handling of many personalities, including Dinah Shore (for which he won top standing in last year's *Billboard* clinic), Martin Block, Dave Elman, Shep Fields, Woody Herman, Jay Jostyn, Herb Shriner, Bea Wain and Mark Warnow.

It was, however, for his masterly handling of Ralph Edwards's *Truth or Consequences* that the award was given. Here the Alber technique, which milks every drop of publicity inherent in a radio program, was employed to its fullest. He won newsreel space for the "Oh You Beautiful Doll" consequence, a *Liberty* mag picture layout on the "Cinderella Girl" consequence and a four-page *Life* layout when the Edwards program visited the small town of Joselyville, Mass. This was only part of the space he garnered for the program, which is a publicity natural.

Perhaps the No. 1 space-collecting stunt of 1942 was the appearance of a housewife as the famous "Yifnuff" violinist at New York's Town Hall. Everyone fell for the consequence gag from music critics to editorial writers. It was the publicity laugh of the month.

Truth or Consequences, without a doubt, was in the press more than any other program in 1942, and for this Dave received his citation by *The Billboard* judges.

Ivan Black

Ivan Black, who built many stars in

Independent Press Agents' Division

The Billboard's 6th Annual Radio Publicity Exhibit

All-Around Winner
DAVIS-LIEBER
Special Awards
IVAN BLACK
No. 1 Star Maker
DAVID O. ALBER

Most Effective Promotion of a
Single Program
GEORGE B. EVANS
Most Effective Promotion of a
Single Personality

AD AGENCY DIVISION

The Billboard's 6th Annual Radio Publicity Exhibit

All-Around Winner
BENTON & BOWLES

Special Award
YOUNG & RUBICAM
"The Promotion of the Year"

CANADIAN STATIONS PRAISED

Radio Publicity Exhibit Laurel Wreaths Go to Six In Canada Exhibit Section

CKOC, CKBI and CJCA Run 1, 2, 3, With CJCA Grabbing Off a Double Honor

NEW YORK, July 10.—Special tribute was paid by the judges in the Exhibit Section of *The Billboard's* Sixth Annual Radio Publicity Survey to the excellence of the exhibits of Canadian stations. Not only were three leaders picked but one of these three received a special award as well and three others had entries so interesting that special classifications were established in order that their work might be recognized.

CKOC

The judges picked CKOC, Hamilton, Ont., as the '42 publicity leader of Canada's independent stations. CKOC based its exhibit on the work which it had done on the War Bond campaigns. These promotions were "service performed beyond the call of duty." It did not present these as evidence of patriotism but rather to indicate its complete publicity and promotional job—for Victory or for a client.

In last week's issue of *The Billboard* CKOC's interesting use of stars in selling War Bonds was part of the general round-up story on how special events do a publicity job. This was only part of CKOC's exhibit, which covered its use of all of Canada's media from show windows to stage shows.

CKBI

Canada's No. 2 station, based upon the decision of the judges after viewing station's exhibit, is CKBI, Prince Albert, Sask. This broadcasting unit, one of the oldest in the Canadian West, not only did an unusual public service job but even in its promotional efforts it localized its selling, sending out ashtrays made of the clay of Saskatchewan, thus tying into the soil of the province. This and the several special events which were spotlighted in the last issue assured the station of its hold on the No. 2 spot in the Canadian group of *The Billboard* clinic.

CJCA

The No. 3 Canadian station in the exhibit won its palm for community service. Station CJCA, Edmonton, Alta., is unique in that it was the only station to win both a regular award and a citation, the special award being for "Social Service." It devoted hours upon hours to the problem of integrating the Ukrainian segment of the population with the rest of the province. It developed a new form of musical expression which blends the feeling of the Ukraine and the Canadian wide open spaces. CJCA brought the station

personnel right into the home of each listener. CJCA fans were made to realize that "announcers are human." It took listeners behind the scenes of radio station operation, so that they might know why "free" broadcasting is a national necessity.

Like all stations which have received awards in the Sixth Annual Publicity Survey, CJCA did a fine war job. No station, whether Canadian or U. S., received recognition unless this was part of its presentation. This was because radio stations are either part of their community life or they're not fulfilling their reason for being . . . and war today is part of the life in every community.

The three other special awards in Canada went to CKCK, Regina, Sask.; CKAC, Montreal, and CFGP, Grande Prairie, Alta.

CFGP

CFGP, Grande Prairie, Alta., won its award, as did so many U. S. stations, because it was "part" of the community it served. The only difference is that its community spreads out over miles of impassable roads. Its community has a center, Grande Prairie itself, a heart that is linked to the rest of the its body politic only by broadcasting. CFGP's 4:30 p.m. *Kiddies Program* is different from any other kid program ever broadcast—from it go out messages . . . messages of girls telling their folks they've got a job in town . . . messages from ma telling the family that Johnny's operation turned out okay . . . messages that call Lem Alkens somewhere on the Alcan Highway to come home—Keith has been seriously injured. There's never a question in the minds of those who broadcast or those

House, Senate Approve OWI Appropriation

WASHINGTON, July 10. — In a last-minute rush, the Senate and House of Representatives, anxious to start an off-deferred recess, swept to passage the controversial OWI appropriation measure Thursday (8) which provides \$2,750,000 for operation of the Domestic Branch.

Elmer Davis, OWI director, originally requested \$8,000,000. The measure, as passed, includes \$800,000 earmarked for the Radio Bureau. This is the sum originally sought for operation of this unit.

Sponsors But No BB in Nashville

NASHVILLE, July 10.—For the first season in 10 years no local radio station is broadcasting either home or road games of the Nashville Southern Association nine.

WLAC and WSIX, which aired the games in the past, advised several sponsors they were available, but that they could not spare time at night or on Sunday afternoons.

Since the club has always been a pennant winner or stout contender, sponsor trouble was not the problem. WLAC presents CBC and local shows and WSIX offers Blue and Mutual network takes at times when games are being played. It meant a cash loss to broadcast the games—so no games in Nashville.

Presenting Drama Of Adolescence, Juve Delinquency

The reason that CJCA won its special award is that it was the only station whose exhibit recognized the problem of juvenile delinquency. It not only recognized this problem but it did something about it. It presented a number of programs slanted at adolescents. These were *Youth Round-Tables*, with YMCA and YWCA handling the forums, and programs like *Young Edmonton*, conducted by the student councils of local high schools.

The programs developed any number of extra-curricular activities for the students, and aired the problems which the soldier-father and war-working mother bring to the teen age.

CJCA went a step further and staged a weekly teen-age dance each Saturday afternoon 1:30 to 5 p.m. The price of admission, purchase of a 25-cent War Savings Stamp.

All these activities promoted publicity and built listener acceptance. They brought the station the only double-barreled award in the exhibit.

who receive the messages. It's just natural that all this should happen; CFGP is their station.

And for those who say a station must be powerful—the great voice of stentor—to do a job, *The Billboard* has a postscript. CFGP broadcasts with just 250

watts. It's licensed for 1,000, but that will have to wait—for Victory.

CKCK

CKCK's exhibit focused its attention on the contribution made by the station to the war. The special "stunt" which brought them top publicity throught Canada was the turning over of the station to the WCAC for one day. This promotion was covered in *The Billboard* "Special Events" Exhibit story in the last issue.

Actual station operation is one thing that stations seldom permit to get out of their hands. CKCK realized, however, that only by going whole hog would the province recognize the importance of women in the army. The result in listener acceptance and press clippings more than justified the risk—and the station wasn't off the air for a second, nor did it miss a single commercial announcement.

CKAC

CKAC, Montreal, has the job of doing its programs on a bilingual basis. It's tough to try to win one audience in the daytime (French) and another at night (English), but the station does it. It did a real promotional job. It proved that in Quebec the French and English audience is solidly one and the same. They listen to French in the daytime and English at night. Its promotion "Straight From the Horse's Mouth," a CKAC "Racing Form," was intelligent and brought in laughs, publicity and actual business. Because it did a bilingual publicity and programing job, it was given a special award by the judges for achieving the rank of "Canada's Outstanding Bilingual Programing."

THANK YOU

Billboard Awards Committee

Harriet Van Horne, Radio Editor, N. Y. World-Telegram
John K. Hutchens, Radio Editor, N. Y. Times
Ben Gross, N. Y. Daily News
and the Editors of *The Billboard*

WOV is proud to have been singled out for a special award in the regional station division

"for an outstanding job in creating new public acceptance"

WOV's 3rd award within a year

Ralph N. Weil, General Manager
Herbert Landon, Publicity Director

WOV . . . — FOR VICTORY

ONE OF AMERICA'S IMPORTANT RADIO STATIONS

IN THE HEART OF NEW ENGLAND

Our Thanks
RADIO EDITORS
for our Special Award
"INTELLIGENT APPROACH
TO SPECIFIC
LOCAL PROBLEM"

wkne
Keene, N. H.
CBS 5000 Watts
Represented by Headley-Reed

"Blind Date"

Reviewed Thursday, 8-8:30 p.m. Style—Audience participation. Sponsor—General Foods Corporation (Maxwell House Coffee). Agency—Benton & Bowles. Station—WEAF (New York) and NBC.

This summer replacement for *Maxwell House Coffee Time* is dynamite. Arlene Francis, who emcees this will either have a nervous breakdown before it's over or else will never have to worry about her nerves again.

The routine is amusing for the lime audience and not too deadly for the home listener. Six men from the services have an opportunity to sell a blind date to three girls. Three win and three lose and the losers have an opportunity of winning from \$5 to \$15 with last lines to a jingle after the "dating" is over. The winners get to take their blind dates to the Stork Club (adv) with everything paid for including a corsage. Arlene is supposed to go with them to the club but since she has to make *Dough Girls*, the comedy legit in which she plays a lead, she can't stay with them too long.

What will give Arlene her aches will be praying that the boys making a public play for the girls keep it clean. One of the boys on the opening (8) asked the blind date how she kissed and the control man almost threw the switch.

But there's something more important than the fact that this is all in fun. That's the effect it's going to have on the adolescents who run after uniforms without urging anyway this broadcast puts the cloak of respectability on pick-ups, and everything that it means. What chance has pa or ma to stop 15-year-old sister from going downtown to find a date, when she hears it done every Thursday night over the air with the sanction of a great corporation (the sponsor) and one of America's leading networks. If ever there was a broadcast show that will contribute to juvenile delinquency this is it.

Sure it's entertaining, but the U. S. A. hasn't yet put the stamp of approval on illegitimate children.

The show is well paced and Arlene Francis is the only actress in the United States who could handle it. Tiny Ruffner comes back to announcing on the nets with this after being hidden away in some of the smallest following his fall from big time grace. The Arnold Johnson orchestra was very anxious and did get a few notes in edgewise.

All in all, it's lots of fun and if program could be broadcast "for adults only" it'd be a great filler inner for Snooks and Frank Morgan.

Since broadcasting is a family medium it doesn't belong on the air.

Joseph M. Koehler.

"The Open Door"

Reviewed Monday, 10:15-10:30 a.m. Style—Daytime strip. Sponsor—Standard Brands (Chase & Sanborn Coffee, Royal Baking Powder, Stams). Agency—Ted Bates, Inc. Station—WEAF (New York) and NBC.

Having come to success and grief with *Against the Storm*—success in the form of the Peabody Award and grief in the form of loss of sponsor—Sandra Michael has sold another daytime strip, this time to Standard Brands. No out of the world dialog in this; no wandering plot, no "soul disturbing monologs." This is another *One Man's Family*, without the leisure that Carlton Morse allows himself.

The Open Door stated a typical daytime problem, in the first episode. Dean Erik Hansen's daughter, Liza, had torn her dad's heart by marrying a wrong 'un. He's dead now and Jeff, her son, has come to the Dean's home on the campus of Jefferson University.

Liza's brother, Kip, is in Africa and much of the plot is handled in the form of a letter, which the dean is writing Kip, and by the narrator, who, somehow or other, does his job without production sounding 1934 vintage. There is, of course, the dean's secretary, who tries to protect him from a world prone to take the open-door philosophy literally, and the next door neighbor, David

PROGRAM REVIEWS

EWT Unless Otherwise Indicated

Gunther, who loved Liza before she married the wrong man. David is now set to marry "the girl in his office," but the dean hopes that he hasn't forgotten Liza, his first love. Nothing startlingly new about the plot but, somehow or other, Sandra Michaels scripts flesh and blood.

There was very little in the first broadcast to justify the emphasis placed upon idea that the announcer drove home, that everyone is "his brother's keeper," but that may come.

The author and Axel Grunenberg, who directs the show, have done a swell job of casting. From Dr. Alfred Dorf, Brooklyn minister who plays the dean, thru Charlotte Holland (Corey, the secretary), and Alex Scourby (David) to Arnold Moss, who narrates *The Open Door*, there is only one sour note, the playing of the little boy, Jeff. Dolores Gillen played the youngster on the "oh-so-sweet." There will be a number of listeners who'll want to wring Jeff's neck.

Liza didn't come into the first episode, but Florence Freeman, who plays her, is not going to run the gamut, we've been promised. Mildred Fenton rides herd on the show for the agency and her Blackett-Sample-Hummert training did not interfere with the production. Bill Meeder didn't pull out too many stops on the organ and so the world didn't come to an end every time a scene reached its climax. His backing of the narrator's sequences was what it should be—backing.

Credit *The Open Door* with being literature daytime fare; perhaps it will set a new standard and we'll be able to call them coffee operas.

J. M. K.

Johnny Mercer's Music Shop

Reviewed Tuesday, 10-10:30 p.m. Style—Music. Sponsor—Pepsodent. Agency—Foote, Cone & Belding. Station—WEAF (New York) and NBC.

Listening to the first few seconds of Johnny Mercer's *Music Shop* was like sitting in the bleachers at Ebbets Field next to a rabid fan. Some over-enthusiastic front-seater in the studio kept blasting a nerve-wracking whistle into the mike, but Mercer wasn't fazed. He introduced himself and his business partners in the shop, tested the cash register and was off with what was a sparkling, entertaining half hour—in spots.

The Great Gildersleeve (Harold Peary) guested the first shot, and fell short of his usual pace. Likewise, Mercer on semi-comic lines was out of range; the gags just didn't register. Seemingly the gag writer had his clients mixed. He evidently believed he was still writing for Bob Hope. This show was supposed to take over where Hope left off—introduce and exploit a new personality, not expose Mercer to Hope's character and dim him to an undeveloped negative.

Mercer is quite a guy and rates being treated as an individual. The comedy will have to be entirely resanted if he is to retain that status. Hope gets his laughs from a self-depreciatory slow-burn; Mercer's character just won't slip into that groove. The boys differ in that Mercer can sell gags about his grandmother; Hope can sell his grandmother's gags.

Here's a firmly established songwriter, a first-class showman, who aptly and unaffectedly handled the triple role of star, emcee and vocalist.

The music shop vehicle is far from unique, but Mercer's personality will carry the show if comic angles can be established. His "salesladies" are gals who can really "sell" songs. Ella Mae Morse sang *Cow Cow Boogie* in deep throbbing passionate rhythm, and Joe Stafford delivered *You'll Never Know* with sure sensitive sentimentality.

Paul Weston's orchestra fulfills the task so many bands overdo—background—and follows the vocalists without projecting itself beyond them. Group effort of Mercer, Morse, Stafford and her Pled Pipers (male vocal trio), on *She's From Missouri* was a timely capsule of concentrated co-ordination—tight and terrific.

Mercer, composer of the hits, *That Old Black Magic*, *Blues in the Night*, *Strip Polka*, etc., sang his *Louisville Lou* with group support and it clicked. His *Musical Court of Poor Relations*, a take-

off on J. J. Anthony, was well done and injected a product plug.

If Mercer does as well at Pepsodent-plugging as he has at song-plugging, it might put sparkling teeth in a program now saddled with overlong commercials and misplaced comedy.

Wanda Marvin.

"Russia Fights"

Reviewed Tuesday, 7:35-8 p.m. Style—Drama and narration. Sustaining on WNEW (New York) and ACN.

On the second anniversary of the Nazi invasion of the Soviet Union, WNEW, with the co-operation of Russian War Relief, half a dozen legit luminaries and its own commentator, John B. Kennedy, attempted to pay tribute to our ally. Not overlooking the practical, show was also heavily slanted toward aiding Russian War Relief.

Perhaps it's because even the mere summation of the Soviet people's incredible resistance these past two years painfully points up the inadequacy of words. Perhaps it was an overly ambitious desire to cover the whole story in a brief 25 minutes. Perhaps, also, the station put more effort into getting the cast together, than it put into the production. At any rate the net result, while effective in part and always sincere, lacked genuine, sustained emotional wallop. If at the conclusion of this show, the listener simply shook his head thoughtfully and murmured "Ah, those wonderful Russians," it failed. And no doubt many did.

There were bits that ranked with the best radio has done for the United Nations. There was the episode of the destruction of the Dneperstroy Dam, destroyed at the hands of its builder, proud to have helped create it, proud to have demolished it before the onslaught of the invader. Effective, too, was the dramatized treatment of the Eve Merriam poem, *The Secret of Stalingrad*, and the reading of a Red Army soldier's letter to his wife, written with the knowledge of certain death during the defense of Sevastopol. Thrown in, too, were excerpts from the "scorched earth" speech of Stalin and from Molotov's explanation of how the war began; also, part of a Roosevelt speech commending the Russian cause (this one an actual recording). Ralph Parker's *Epic of Leningrad* completed the cycle of the three great cities—Sevastopol, Stalingrad and Leningrad.

Howard Da Silva played Solnyshko, decorated once for building, and once for blowing up, the Dneperstroy Dam, with fine feeling. Ralph Bellamy's delivery of *The Last Days of Sevastopol* was admirable dramatic narration. Hester Sondergaard carried the burden of the Merriam poem well, and Adelaide Klein, pinch-hitting for Helen Hayes (forced to bow out because of a special *Harriet* matinee Tuesday), brought genuine feeling to the story of Leningrad. Stephen Schnabel, Sam Wanamaker and Martin Wolfson filled lesser roles competently and John Kennedy tied the various pieces together in his usual boom-boom style. Bill McGrath, of the station, directed.

At its best, then, *Russia Fights* socked home the fierce determination of that people to fight to the last. At its worst, it is a hodge-podge of too many things. In short, too little about too much.

Shirley Frohlieb

"Air Band"

Reviewed Friday, 9-9:30 p.m. Style—Musical varieties. Sponsor—Canadian Wrigley Company. Agency—J. Walter Thompson. Station—CFCF (Montreal).

Dedicated to war services and to stimulate support of national aid projects, *Air Band* shapes up as a neatly packaged job. It's Wrigley's latest venture, and sets off their five-year-old Wednesday night quiz program, *Treasure Trail*, which rates the highest listener average (30 per cent) for a Canadian-produced airing.

Jack Fuller holds down the emcee task and, during show reviewed, made a plea for the Greek War Relief Fund. In a dramatized commercial it was pointed out that a large quantity of chewing gum is being diverted to the armed forces, and that the public should make one stick do for two—"the flavor

lasts." Another selling spot was given over to urging vacationists to help relieve shortage of farm labor.

Eric Wild and 15 instrumentalists furnish the musical background. Initial number was *Happy in Love*, while *Take Me Out to the Ball Game* was another contribution. Charles Jordan, rangy baritone, came thru with *Carry Me Back to the Lone Prairie*. A gal quartette, The Musical Flavors, rendered in a twangy tone, *If I Could Only Play a Concertina*. The piece de resistance, was Georgia Dey, who delivered refreshingly Jerome Kern's *Yesterday*. Jordan and The Musical Flavors wound up the show in a blending of *The Waltz You Saved for Me*.

In addition, program had a couple of guest shots. Widely traveled impressionist Hedley Rennie vocalized a la Bing Crosby and clicked with potent excerpts from Prime Minister Churchill's recent speech in the U. S. Senate. Marian Grudette, young piano virtuoso scored with her playing of Franz Liszt's *Nightingale*. Quite a lot goes into this half hour. It's all nicely paced.

Cal Cowan.

"Kay Armen Sings"

Reviewed Wednesday, 6:45-7 p.m. Style—Songs and music. Sustaining on WSM (Nashville) and NBC.

The super-duper 50,000-watt station, home base of the famed *Grand Ole Opry* has aired and sponsored numerous top-flight singers, including Dinah Shore, James Melton, Snooky Landman, Bob Johnson, et al. The latest hitchhiker on this crooning corps is Kay Armen.

Kay is gaining listeners by the bundle-loads and the postman is ringing more than twice with fan mail requests and she has already been "scouted" by several big tent talent-seekers.

She is backed on this daily (except Saturday and Sunday, when she toils on other WSM-NBC shows) by Beasley Smith's solid crew. After opening theme, *How Much Do I Love You*, she clicked with *Melancholy Baby*, *Perfidia*, and *I Just Kissed Your Picture Goodnight*. And to give her a chance to catch a breath Beasley and the boys went swinging thru *My Blue Heaven*.

Miss Armen's repertoire includes all of the standard oldies and latest pops. She also gives out on the station's coast-to-coasters, *Sunday Down South* and *National Life Canteen*, sponsored programs, on Sunday afternoon.

Red O'Donnell.

"Not for Glory"

Reviewed Saturday, 5-5:30 p.m. Style—Educational patriotic dramatization. Sponsor—OCD. Station—WEAF (New York) and NBC.

Towering high above most trys at telling the nation about civilian defense, *Not for Glory* misses, not because the format is wrong but because Eddie Dunham, NBC director, decided apparently to obtain his effects by underplaying.

Here is the tale of a flood that kills and stops vital war work, that means death to a community, a flood that is robbed of its prey—by something new—a community effort planned for war but effective in peace, the Civilian Defense Volunteer Organization.

Karl Weber, the narrator, told the story in a simple, effortless style without a heroic in a page. That's okay as long as the script is written so that tension mounts and mounts as its telling progresses. When it doesn't, as in this case, it's up to the director and the narrator to give it pace. When they don't, the audience shifts to another station, and that's that.

The story of Wheeling, W. Va., and how air-rail wardens became flood wardens could have been tops. It wasn't. The narration replaced, in many spots, what should have been drama. That's a writing fault, the fault in this case of Wade Arnold, formerly NBC Television and Marvin Beers, both of the Office of Civilian Defense. They not only took the easy way out but repeated themselves. Repetition in a fast moving "on the scene" muddles the track. Arnold and Beers did just that to this tale of a flood.

The production job was nonprofessional, with fades careless, music slow on bridge takes and the sound good, when it was on mike, which it often wasn't.

In spite of it all, it was the best of (See PROGRAM REVIEWS on page 14)

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Gordon Goes Direct To Public With Shot-In-Arm Ads To Save "Charms" From Sudden Death

Nut Is Upped \$1,200 Weekly for 20-Inch Spaces

NEW YORK, July 10.—After more than three weeks Max Gordon is still continuing with his costly—well, it ain't hay—experiment to rally his four character Chedorov-authored *Those Endearing Young Charms*, panned by most of critics, into box-office good health, apparently determined to make a miniature *Tobacco Road* out of it. According to a reliable spokesman, he has no intention of giving up the fight. Gordon has been using the old stand-by for a sick product, a series of staggered two-column, 10-inch ads in the dailies at an average weekly cost of about \$1,200. Couple of days after the opening, Gordon ran his own endorsement (not guarantee) of the play. Then followed "testimonial" letters from writers Edna Ferber and Libby Block, both reported to be unsolicited. Plan is to continue

this procedure from time to time. *Charms* has been hovering around a pallid \$4,500 weekly, the effect of the drive beginning to show up in a slight improvement this week. With only four characters and one set, the low operating cost makes the experiment a worthwhile gamble to Gordon.

"Be Gay" \$6,300 in Balto; "Murder" OK

BALTIMORE, July 10.—*Let Us Be Gay*, starring Gloria Swanson, grossed \$2,800 for its second week at the Maryland Theater. Gross for first week was \$3,500, bringing gross to \$6,300.

Gay marked the launching of a new policy at the house, which on June 4 discontinued its combination vaude-film program.

Current is *Her First Murder*, starring Zasu Pitts. Opening performance drew well, giving promise of a large gross.

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War Obstacles Give Chi New Summer Low

4 Windy Spots, 2 Suburban

CHICAGO, July 10.—Transportation difficulties and other restrictions have kept summer theaters down to a minimum this season in the Chicago area. Only half a dozen companies are operating, four of them in Chicago.

Local groups include Jack and Jill Players, professionals and semi-pros who have been going for many years; the Playmakers, operating Academy Playhouse; Uptown Players and the Actors' Company of Chicago, latter an amateur group.

Michiana Shores Theater, located in the sand dunes near Michigan City, Ind., opens its season July 15 with *The Late Christopher Bean*, and July 22, 23 and 24 James Hargis Connelly will appear as the "opry house" proprietor in *East Lynne*.

The Elmhurst Community Theater, Elmhurst, Ill., is presenting a series of summer plays in the Elmhurst College auditorium. Prof. C. C. Arends directs production.

Near-Rain Cuts Dallas Op Take But 21,990 Come

DALLAS, July 10.—Scoring its second week of financial success, Dallas Starlight Operetta played to 21,990 people at seven performances of Victor Herbert's *Sweethearts*, June 28 to July 4. Two native Texans—Dorothy Sandlin, as Sylvia, and Mack Harrell, as Franz, were enthusiastically applauded for their excellent singing of the title roles. Threat of rain that never came cut attendance at opening to 4,000 (seating capacity, 5,500) and repeated its threats to lower receipts on Tuesday night. Paid admissions were about 5,000 under the 27,967 for *Naughty Marietta*.

Making his debut as a light opera singer, Mark Harrell was graciously received in *The Game of Love, Every Lover Must Meet His Mate* and the *Angelus Due!* Dorothy Sandlin as Sylvia was repeatedly recalled on her rendition of *Mother Goose*, as well as on several other songs in the score.

Again a high type of stage direction was revealed by William Holbrooke in excellent sets, colorful costumes and well-coached ensembles. Kitty Clark, of Dallas, was a graceful and stylistic soloist in her second act gavotte, with encores nightly. Clever Melissa Mason was a knockout in her comedy interpolation of a long-legged dance number. Alexis Rotov, as a knockabout comedian, did some real hoofing in his burlesquing of Ravel's *Bolero*. Newcomers to *Sweethearts* cast were Mary Dyer, as Mother Paula, and James Westerfield, as Mikel.

Rudolph Friml's *Vagabond King*, third operetta of the Dallas season, opened Monday (5) with Dorothy Sandlin and Mack Harrell held over for the principal roles. Frank W. Wood.

Chi Opera To Give 2 in Detroit Grid Stade, August

DETROIT, July 10.—First open-air opera production: here in about seven years is slated for August 7-8, with the Chicago Opera Company contracting for the University of Detroit football stadium. Productions will be *Carmen* and *Aida*. Fortune Gallo, director of the company, was in town this week to complete arrangements.

Last open-air production was a Shubert-produced season at Briggs Stadium, home of the Detroit Tigers, and ran about six weeks.

Conchie Actor Gets Rest

PHILADELPHIA, July 10.—Hedgerow Theater actor Roy Franklin Goldberg, 21, will serve the maximum five-year federal prison term as a result of his failure to report for induction into the army on the grounds that he is a conscientious objector. Goldberg is one of a number of Hedgerow actors who refused to comply with Selective Service laws because of their pacifist convictions.

NEW PLAY ON BROADWAY

SHUBERT

Beginning Tuesday, June 29, 1943

THE VAGABOND KING

A musical play with music by Rudolf Friml and book and lyrics by Brian Hooker and Russell Janney, based on Justin Huntly McCarthy's novel, "If I Were King." Costumes designed by James Reynolds and executed by Brooks and Eaves. Scenery designed by Raymond Sovey, built by T. B. McDonald and painted by Robert Bergman. Staged by George Ermoloff. Dance numbers directed by Igor Schwetoff. Orchestrations and musical direction by Joseph Majer. Lighting equipment from Century. Stage manager, Royal Cutter, assisted by Zac Caulty. Assistant in production, Doris L. Ray. Chorus master, Rubin Kosikoff. Press representative, Wallace Munro. Presented by Russell Janney.

- Rene De MontignyArtells Dickson
- Casin CholetBert Stanley
- Jehan Le LoupGeorge Karle
- MargotJann Moore
- IsabeauEvelyn Wick
- JehannetteRosaling Madison
- Huguette Du HamelArlene Thomson
- Guy TabarieWill H. Philbrick
- Tristan L'HermiteDouglas Gilmore
- Louis XIJose Ruben
- Francois VillonJohn Brownlee
- Katherine De VaucellesFrances McCann
- Thibaut D'AussignyBen Roberts
- Captain of Scotch Archers . . . Charles Henderson
- An AstrologerFranz Bendtsen
- Lady MaryTeri Keane
- Noel of AnjouDan Gallagher
- Oliver Le DainCurtis Cooksey
- Herald of BurgundyEarl Ashcroft
- The QueenBetty Berry
- The HangmanCraig Newton
- The CardinalVincent Henry

PREMIER DANCERS—Julia Harvath, Dorothea Littlefield, Peter Birch.

THE TWO DICE PLAYERS—Kenneth Sonnenberg, Birger Hallderson.

CORPS DE BALLET—Franca Baldwin, Sally Sheppard, Caryle Ramey, Patricia Leith, Muriel Breunig, Anna Jacqueline, Cinee Richardson, Davide Daniel.

LADIES OF THE ENSEMBLE—Ruth Barber, Muriel Blanc, Zola Palmer, Helen Carlson, Claire Wells, Ann Garland, Betty Berry, Doris Blake, Linda Kay, Katrina VanOss, Rosalind Madison, Iris Howard, Helen George, Evelyn Wick, Mary David, Shirley Conklin, Mary Burns, Bernice Hoffman, Joan Barrie, Mary Ellen Bright.

GENTLEMEN OF THE ENSEMBLE—Frederick Langford, Vincent Henry, Charles Arnold, Robert Kimberly, Kenneth Sonnenberg, Chris Gerard, Earle Ashcroft, Al Bartolet, William Gephart, Jay Patrick, Birger Hallderson, George Walker, Norvel Campbell, M. Plagemann, Ernest Pavano, George Beach, Otto Simetti, Jerry Madden, Graham Alexander, Jerry Clayton, Harry Nordin, Charles Trott.

The Entire Action Takes Place in Old Paris—The Period of Louis XI.

PART I—The Fir Cone Tavern. PART II—(a) The Court: That Night. (b) The Court: Next Morning. PART III—The Court Garden. The Masque. PART IV—(a) A Gate of Old Paris. (b) The Place de Greve.

Whatever else may be said of *The Vagabond King*, Russell Janney has apparently spared no expense in reviving his own smash "musical play" of season 1925-'26. It's pleasant and often absorbing summer fare done with a lavish hand, and Rudolf Friml's deathless songs, if not the story, are calculated to lure a nice slice of the

town's regular and newly won showshop trade.

Song of the Vagabonds and *Only a Rose* are still the two top tunes which kept America humming 17 and 18 years ago when the operetta, by Brian Hooker (plus W. H. Post) and Russell Janney, based on Justin Huntly McCarthy's *If I Were King*, ran up 508 performances from September 21, 1925, to December 4, 1926 at the Casino Theater. (It raised Dennis King to stardom after a couple of weeks.) Patrons with nostalgic nostrils brought the chirping practitioners back for encore after encore.

Vagabonds and *Rose* are Friml's best in the Francois Villon musical epic, but there are also *Drinking Song, Tomorrow, Love Me Tonight* and other potent and near-potent pieces which fill a void in the breasts of people who are either attending direct from a cocktail lounge or make up the vast shirtsleeve fraternity concerned with pouring their strength and skill into weapons of war.

When it comes to stuff from the romance shelf, done straight and without so much as a semblance of tongue in cheek, *The Vagabond King* was a great leveler in its day and is the same now. This may or may not be, in the words of Vice-President Wallace, "the century of the common man," but since you pay your money and takes your choice, this Friml-Hooker-Janney light "slice of strife" drawn from middle of 15th century France, is probably, in its way, the great precursor of things to come, including Mr. Wallace's philosophic phrase.

John Brownlee, borrowed from the Metopera for Villon, and Frances McCann, who is Katherine de Vaucelles, his regal sweetie-pie, are the leads, but it is Will H. Philbrick, as Guy Tabarie, Villon's stooge, palsy-walsy and general utility man, who practically steals the show with his low comedy and high antics. Philbrick must have been pitched in by George Ermoloff, who staged the show, with orders to cut up, drive into the dull matter in the script, and disport himself freely, uninhibited by the action and unhampered by the period. The fact is that Philbrick plays the 15th century in streamlined 20th century style as to movement and strictly up-and-at-'em 1944 as to dialog. He seems to be the only human being around the place known as the Shubert Theater.

The program note has Philbrick playing everything in his four-decade career from minstrel to pantomimist, to vaudevillian and general comic, and that he aspires to be a tragedian. Any gent who can play low comedy that loftily, could play anything—including Macbeth. He is Falstaffian in figure and manner, but this bird is an interpreter of parts—any part—if there ever was one.

Altho Brownlee was drafted from the Met to play Villon, the great poet, mob leader and super-idealist of 15th century

\$27,784 for SRF In 11 Bills; 13-Yr. Take Is \$367,784

NEW YORK, July 10.—Stage Relief Fund benefited to the tune of \$27,784, grossed at 11 special performances for the fund during the past season. Average per show was \$2,526, best average since the fund's origin in 1932. Benefits, totaling 193 during its 13-year existence, drew \$367,784.

Two 1942-'43 productions, *Something for the Boys* and *This Is the Army*, hold the record for the top grossers of all time, chalking up \$4,242 and \$3,894, respectively.

Additional shows which donated one performance's receipts to the actors' charity were *By Jupiter, Rosalinda, Star and Garter, Tomorrow the World, Eve of St. Mark, Sons o' Fun, Three Sisters, Dough Girls* and *Arsenic and Old Lace*.

"Bean" for Worcester

WORCESTER, Mass., July 10.—Guy Palmerton's Worcester Playhouse will present the late Sidney Howard's *The Late Christopher Bean* as the third attraction of the season. Morton L. Stevens and Ruth Amos have the leads. Starts Tuesday (13) and will run thru Saturday.

France, his singing leaves something to be desired, as the saying goes, and he is no great shakes as an actor. He's full of pep and dash, however. On the other hand, Miss McCann is lovely to look at, wears her clothes elegantly and is an accomplished thrush who doesn't, and perhaps can't, bite the scenery with the high notes. She's a singing Greer Garson and appears headed for the klieg, where the camera and sound tracks are not figured to hurt her.

Best of the straight actors is, of course, the veteran Jose Ruben, as Louis XI, but Ruben would stand out in any company, not to mention an aggregation with large doses of amateurism which *The Vagabond King* contains. But, then again, maybe Ruben can't sing.

For one man's money, the big thing in the show are the extraordinary costumes of James Reynolds. No revue or musical in recent seasons has done better by the garb department, and the sets by Sovey are big, handsome and authentic. Igor Schwetoff has staged the dance numbers, particularly the ballet, with great charm, and the orchestrations and batoning of Joseph Majer are tops.

It's just too bad that the book is so dull in spots and some of the mass scenes so amateurish and De Milleish. Should get a good play, nevertheless.

Leonard Traube.

FINGER ON NWLB

(Continued from page 3)

could not be settled by collective bargaining. This, later, brought a stinging denial from A. Walter Socolow, attorney for the e. t. companies, who declared that if stations cannot get transcriptions the war effort is hampered.

"Transcriptions are of entertainment value," Socolow said, "and the only music available to small stations which are scattered over country and are helping in the war effort by giving free time on the air to government transcriptions and broadcasts."

The present dispute is a "labor dispute" and a strike, Socolow declared, because the flow of man power is being withheld by union order. In his opening statement, which consumed most of the morning session, Padway said that his union would not defy the NWLB, the President or any government agency but that "Labor cannot stultify itself to permit any tribunal to violate the Constitution of the United States and impose upon us involuntary servitude."

At this point, Petrillo passed a note to Padway which pointed out that "we are making transcriptions and records for the U. S. Government free." Elaborating on the note, Padway stated that his union had donated millions of dollars worth of musicians' services to the government free and that the union "would make any transcription, any record, any mechanical device that has to do with the war effort free." The union, he continued, had made records for OWI, the Co-ordinator of Inter-American Affairs, the army, navy and even the National War Labor Board.

When Padway added that AFM is not making any transcriptions now and does not intend to make any in the future, Petrillo nodded his head vigorously in approval. "We are willing to give the public all the music it wants, but not in cans," Padway said.

When Chairman William H. Davis asked Padway if he were willing to enter negotiations with the "canners" in the hope of some settlement of differences, the AFM attorney replied that he would not sit down to make recordings or transcriptions. Petrillo, following Padway in addressing the board, said that radio stations can use a record for months and the musician has no benefit from such use. When musicians make a transcription using 25 men, Petrillo said, the station should employ 25 men every time the transcription is played. He is willing, he pointed out, to make records for home consumption.

Out of a membership of 138,000 musicians there is work for only 40,000 musicians because of canned music, the AFM chieftain declared. Out of about 900 stations in the United States, 500 do not employ any musicians at all but rely completely on canned music, he said.

"I have been pushed around all over the country since I made the statement on August 1 that we would not make any more canned music," Petrillo asserted. "Now the party is over. They cannot take our musicians and sell them over and over again without their receiving some compensation." Padway, returning for a final comment, declared that if the Board did find the dispute within its jurisdiction and handed down an order for negotiation of the issue, the AFM would ignore the order and fight it out in courts. "If it is jail or suicide," Padway said, "jail might be preferable."

Hits Union Spokesmen

Socolow struck at the union spokesmen's discussion of the dispute and declared that he had come prepared to discuss the question of jurisdiction and not the issues themselves. Moreover, he said, he was concerned with only electrical transcriptions, not records, and described the difference between the two to the Board.

The wage scale for commercial transcriptions, he said, is higher than for network broadcasts, and the scale for transcriptions is fixed by the AFM. Contending that there is a shortage of musicians, Socolow said that if stations cannot get transcriptions, the war effort would be seriously affected. "No contract has ever obligated any musician to work for the transcription companies," he continued, "and the union has imposed artificial restrictions to prevent individuals from working for the stations."

Tracing the history of the current dispute, Socolow said that in 1937 many months were spent in discussions between AFM and the e. t. companies and that out of those discussions came the present license form. Such license form, he said, was legal and binding. On

June 25, 1942, he went on, Petrillo notified the companies that musicians would not make transcriptions after August 1, 1942.

"In past discussions," Socolow stated, "an increase in the rate of pay for musicians was brought up, but the union wanted a sum of money put in the union treasury with no increase to the musician, and also the power to decide what stations should receive transcription material. These proposals were unsatisfactory to the companies." Returning after lunch recess, Socolow branded as incorrect the statement made earlier by Padway and Petrillo that musicians are working free for the government. All musicians making transcriptions for the government are being paid according to the prevailing wage scale.

Milton Diamond, attorney for Decca who was appearing on behalf of the World Broadcasting Company, asserted that he and his companies were in accord with Socolow's statement and that they took the same position as the other e. t. companies. When asked by a Board member how the refusal of AFM to make transcriptions affected the war effort, Socolow replied that the stations are making free government broadcasts and that a large part of their revenue was received thru use of commercial transcriptions. If commercial transcriptions are cut off, he said, the stations will not have enough revenue to enable them to give free time. Padway was asked by Chairman Davis whether the union was willing to negotiate, and he replied that AFM definitely will not make music on mechanical instruments for e. t. use.

"Unless impelled to by some device," the AFM attorney said, "we will not make any more mechanical music." In response to questioning, Petrillo stated that about 282 stations out of 900 employ musicians, and that 165 stations are in "neutral territory" where there is no union of musicians. At the present time, he said, there are comparatively few unemployed musicians. Asked by Davis if this refusal on the part of AFM to make transcriptions would not put many transcription companies out of business, Padway replied that this would "be the result perhaps, but not the cause of our action."

Morning Session

Most of the morning session was consumed in an attempt by Padway to convince the Board that it had no jurisdiction in the matter. The AFM attorney declared the Board was powerless to settle the issue because of two requirements, without which the Board held no jurisdiction. Before an issue could come within Board's jurisdiction, he declared, it must:

1. Be a dispute.
2. Be a "substantial" interference with the war effort and one that cannot be settled by collective bargaining.

The current issue is no labor dispute, he contended. For a labor dispute to exist, there must be some employment relationship and in this case there was none, he continued. "They have nothing we want," Padway told the Board, sweeping his arm in direction of transcription representatives. "We don't want to be employed by them. We don't want any collective bargaining with them."

Padway brought a laugh from the crowded board room when he brought up the question of the interference with the war effort of the issue under discussion. "What has Pepsi-Cola and Jergens' Lotion got to do with the war effort?" he asked. Much of the AFM lawyer's lengthy address was discussion of other cases, which he cited in effort to prove his no-jurisdiction plea. He contended that the Norris-La Guardia Act, as well as the recently passed Smith-Connally Act, supported his contention that in such cases the NWLB had no authority.

Padway left his discussion of legal aspects of the case once to turn to the transcription group and charge them with preferring to use "canned" music. "Anytime these employers want live music, we've got the musicians to furnish it," he asserted. "But no, they want canned music. It's cheaper." Petrillo sat quietly thruout his attorney's long speech, occasionally smiling when Padway made a comment intended to be amusing.

Spectator Interest

One of the most notable aspects of hearing was tremendous amount of interest shown on part of spectators who crowded tiny board room to capacity. Dozens were waiting outside in hallway hoping to take places of persons leaving room. This is something seldom seen here, where Congressional and other hearings are everyday affairs and also where prom-

inent persons are a dime a dozen. Usually visiting notables create little or no interest here, so it was surprising that Petrillo hearing should cause so much excitement. Many of the hundreds that jammed into the room were stenographers and clerks of the Department of Labor building who were anxious to see Petrillo. Those waiting outside asked persons leaving: "Is Petrillo in there?"

The seven e. t. companies concerned with the action were notified July 6 by NWLB that a public hearing would be held Friday to determine if the Board has jurisdiction. Those notified and requested to attend included Clinton Finney, Associated Music Publishers, Inc.; Gerald A. Kelleher, president Empire Broadcasting Corporation; C. O. Langlois, president Lang-Worth Feature Programs, Inc.; C. Lloyd Egner, vice-president National Broadcasting Company, radio recording division; A. J. Kendrick, vice-president World Broadcasting System, Inc.; A. Walter Socolow, attorney Standard Radio, and C. P. MacGregor. Petrillo, AFM president, also was notified.

A. Walter Socolow, attorney for the transcription companies, made the following statement to *The Billboard* following the hearing Friday:

"The union's position will startle the American public when they realize that the union is attempting to distort the strike into something which it now terms resistance against involuntary servitude. If this contention were to be upheld, every labor dispute and every strike growing out of a dispute would be nullified, and the regular machinery established by our government for the handling of such disputes and strikes would be frustrated and rendered of no effect in the relieving of the public from conditions resulting from strikes generally in all industries."

Joseph A. Padway, AFM attorney, declined to make a statement, saying that he "covered everything to be said in the hearing."

Motor City Finds ET Ban Strictly A Future Ache

DETROIT, July 10.—First reaction to the newest Petrillo ban on electrical transcriptions finds local stations unexcited over immediate difficulties. Problems apparently are confined chiefly to smaller stations. Stations using network feeds and live talent expressed little immediate interest.

Typical of the smaller station situation, was the set-up at WJBK, where existing library facilities seem to be adequate to meet any situations for at least two years, according to N. W. Hopkins. Total number of available recordings in the station library, altho uncounted, runs to many thousands. There is also available a complete set-up of three e. t. library services, Hopkins said.

WJBK also has special resources in a foreign library of several thousand records and thirteen languages. These were principally bought up quietly about three years ago from import houses shortly after the start of the war, when the management realized they would become increasingly difficult to get. The station has one of the heaviest loads of foreign programs in the country, and has found foreign records an invaluable asset.

(EDITOR'S NOTE: WJBK also bought the entire commercial record library of Muzak at the time it bought its foreign language records. Muzak at that time went over to e. t.'s exclusively.)

CLOSED CIRCUIT DEFENSE

(Continued from page 3)

national and local agency execs to hear a live broadcast July 14, on which Elmer Davis, OWI chief, will urge closer OWI co-operation on part of ad men and advertisers.

Burden on Outlets

Webs in the past have been reluctant to use closed circuits on any large-scale basis because of the strain it places on their affiliated stations. These confidential get-togethers compel stations to substitute their own shows in place of web sustainers which would normally occupy the lines.

Potentials of the closed circuit have been recognized as unlimited as a wartime instrument. If an epidemic broke out due to chaotic living caused by overcrowding or other wartime upsets, medicos thruout the country could receive detailed instructions on the disease without

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leaving their community. Closed circuits could thus be used as a conveyor belt for vital information, with local studios forming a nation-wide auditorium.

This form of inter-mural communication could handle a national emergency, and lay down a program of action for police, fire and OCD forces which could not be aired to the local public.

17 Since Pearl Harbor

NBC has had 17 closed circuits since Pearl Harbor. Eight were held in 1943, and they are good examples of how this device is now used. First circuit was set up for *Murder of Lidice*, when NBC outlets opened their studios to teen-age school children to familiarize them with the nature of the enemy. Second and third were pep talks on Johnson's Wax and Heinz 57, respectively. Fourth was Byron Price on censorship. Fifth was devoted to plugging Red Cross fund to workers, and sixth gave shot in the arm to the second War Bond drive. One of the final two consisted of a get-hot spiel by an NBC official on the show *For This We Fight*, and the other was the session of the advertising war confab held last week.

CBS Circuit for OWI

CBS's closed circuit possibilities remained untapped until the advent of the war. Its circuits were planned and operated at the request of OWI, with the single exception of one stint put on for Owen-Illinois Glass Company's show, *Home-Front Reporter*. Even that was OWI-inspired.

PROGRAM REVIEWS

(Continued from page 12)

The recent informative shows that the NBC has done for a government agency. James M. Landis, U. S. Director of Civilian Defense, only spoke for about two minutes, and the awards which are to be part of each program took only another two minutes. Criticism is directed, not at the basic show but at the way the show was produced. The show was good, but not good enough to "hold that audience," to make that audience realize that there's nothing more important than national co-operation in or out of wartime.

J. M. K.

PLENTY PAY-GO HEADACHES

Series of Test Cases Seen Only Solution; Acts Want More Dough; USO Hard Hit

Near Riot at Earle, Philly

NEW YORK, July 10.—Application of the withholding tax on performers has resulted in an unprecedented number of squawks which are not only giving circuits and unions a vast amount of headaches, but the internal revenue office as well.

American Guild of Variety Artists together with government officials have spent the last few days navigating thru a bottomless sea of complaints, which from all appearances will continue until a series of test cases are decided upon by the federal courts.

First to decide upon a test is the American Guild of Variety Artists, whose counsel, Mortimer Rosenthal, has declared that it is seeking foolproof cases to declare performers to be independent contractors. Rosenthal said if a sufficient number of typical cases were judged to be indie contractors, then it is possible that the government would throw up the sponge and continue the former method of tax collection.

In the meantime AGVA is referring all performers to the CIR office to seek individual rulings, with the result that more acts are hanging around the CIR office than at Kellogg's Cafeteria or Lindy's.

By referring performer inquiries to the CIR, Rosenthal believes that that office will begin to realize the muddled condition of the tax situation and simplify matters by declaring acts to be independent contractors.

Levy To Increase Pay Rolls

Rosenthal is currently filing briefs with the CIR in hopes of getting that ruling. If an over-all ruling classifying acts as independent contractors cannot be obtained, then Rosenthal will begin the series of court tests.

Treasury officials recognize the Music Hall decision which stated acts to be indie contractors as applying only to the Rockefeller institution. Their stand is that every house presents a different problem.

In the meantime booking offices and theaters face a tremendous job with the 20 per cent nick, most of whom will have to add bookkeepers and accountants, which are scarce. Pay rolls will consequently be increased.

But biggest problem of all is the fact that bookers say acts are demanding more money to compensate for the 20 per cent pay slice. Bookers are trying to get around that by patiently explaining that the nick is not a pay reduction but works similar to a savings account. If there is any overpayment because of expenses, the money will be refunded with interest.

This problem is expected to hit the USO-Camp Shows, Inc., hardest of all. Agents feel that they will have a hard time to get acts to go on a CSI tour. Talent generally works these shows at cut salaries. With the application of the withholding tax their returns will be far less than normal.

In the meantime theaters, night clubs and hotels are making the deduction and from performers despite their belief that acts should be treated as indies.

Chi in Confusion

CHICAGO, July 10.—The 20 per cent withholding tax issue continues to keep the trade here in a fog of confusion. While the theaters playing flesh are taking out the tax, over the protests of acts, employers say that they will hold all tax monies until a definite ruling is reached in Washington.

Jack Irving, local AGVA head, has issued a statement to the members suggesting that they declare themselves independent contractors in contracts to avoid the withholding tax. Irving states

that acts should file their tax returns as before. But the AGVA ruling has had no effect on theater chains, which are acting on advice given them by their legal departments. Circuits figure it is better to hold on to the tax money and have it on hand if Washington demands such taxes, rather than chase the talent afterwards.

At the Paramount, Hammond, Ind., a Warner house, Keaton and Armfield walked out of the Sunday date July 4 when informed that a 20 per cent tax would be withheld from their salary. Act argued that it will not pay a tax on commissions, traveling expenses, etc., deductible in a normal income tax return. Management, however, explained that it has to take the tax from the top and cannot allow such deductions. Similar complaints have been made by many acts, but no other walkouts have been reported.

Cancellations of contracts are being made when informed of the new tax. Acts figure that they cannot afford to make certain dates under these conditions.

In the night club field, however, the situation is different. Each owner carries out his own opinion on the matter. Club V, Collinsville, Ill., has labeled all acts independent contractors and pays salaries in full. The 606 Club here has the acts sign affidavits that it is not collecting the tax. Most spots are paying the acts in full.

The Entertainment Managers' Association of Chicago, at a meeting held Thursday (8), ruled that no tax deductions will be made from acts playing club dates.

The withholding of the tax by theaters will reveal, it is believed, names of many acts which have, heretofore, not filed any income tax returns.

Near-Riot in Philly

PHILADELPHIA, July 10.—The with-

Fewer Names But More Biz For Bowery, Detroit; Ritz Bros. Draw 22,000 in Week

DETROIT, July 10.—The Bowery has been keeping up its record of half a million patrons annually, with 277,000 in the past six months, according to figures released by Manager Frank Barbaro. The average of better than 10,000 a week is somewhat higher than a year ago despite fact that spot has not used quite as big names as formerly, due to wartime conditions.

Highest record of the Bowery's eight-year history was scored recently by the Ritz Brothers with 23,000 admissions in a single week, according to Barbaro, marking a 25 per cent increase over the previous record of 18,000 set by Martha Raye last August.

Sophie Tucker, a former Bowery record breaker, kept up to her own level with 13,000. Highest individual draw of the period for which figures have now been made available was tenor Paddy Cliff with 32,500, spread over three weeks as star. Beatrice Kaye with 13,000 shared honors with Sophie Tucker as runner-up. Jerry Lester with 29,000 in three weeks, and Funzafire with 24,000 in two weeks, ran next to Cliff.

Lowest figure of the period was set by Yvette with only 8,000, but bad

weather was a factor here, and Don Zeleaya with the same figure during a Lenten week.

Remarkable was the record of Charlie Carlisle, emcee at the spot for seven years, who came back as guest artist for one week upon his return from the army and drew 11,000.

Present trend of business since reopening, after lifting of martial law, has been downward. Latest complete week starring Benny Field, usually a good draw here, drew only an average 10,000. Grace and Nikko, starred the week before, drew 11,000, while Winnie Shaw, preceding, drew 11,500 on her first week, but slipped to 10,000 on her second.

DETROIT, July 10.—Five-day closing of the Bowery was ordered by the Michigan Liquor Control Commission for alleged sales of liquor to minors. Action of the Commission has been appealed by Manager Frank Barbaro, and the order will not become effective until the appeal is heard. The Bowery was closed down for 15 days a year and a half ago, when the Commission took exception to the caliber of gags and material used in the show.

Left in a Lurch

NEW YORK, July 10.—Lenore Lemmon, heading the show currently at the Troc, a 52d Street niterie, decided to put on a show at 3:45 a.m. Lee Kuhn's band, however, had other ideas, as their shift ended at 4. After Miss Lemmon made the opening announcement, the ork upped and left. The show didn't go on.

holding tax nicks caused a near-riot backstage at the Earle Theater this week. Matter came to a head when the theater started paying off the four variety acts appearing here with Ozzie Nelson's orchestra and Harriet Hilliard for the week ended Thursday (8).

In accordance with the tax law, theater took out 20 per cent from the salary. However, the acts (Harris and Shore, Sons of the South, Jeanne Blanch and Paul Lavarre and Brothers) charged back that the theater had no right taking out the 20 per cent because they are employed directly by Ozzie Nelson, signed up as a unit for a theater tour. Theater, however, fired back that they didn't care who was the employer. Only thing the paymaster knew was that the theater had a contract for each act and, according to law, had to withhold the 20 per cent. Nelson also claimed that he was liable to collect the 20 per cent because he personally hired the acts to tour with him.

Whole matter was dumped into the laps of AGVA. According to an AGVA spokesman here the Department of Internal Revenue has agreed to classify the performers as individual contractors. However, the official ruling is not expected to be handed down until late in the month after all the Washington red tape is cut. Until then, only relief the performers can hope for are aspirins.

Tic Toc, Montreal, Now on F&M Books

NEW YORK, July 10.—Fanchon & Marco, bookers of the Roxy, have added a cafe, the Tic Toc, Montreal. Taking on the talent setting chores for this spot doesn't mean that the firm will enter the cafe booking biz, according to Sammy Rausch, F&M booker.

The Tic Toc along with the El Morocco are two of the largest spots in Montreal. The latter is booked by Dick Henry, of the William Morris Agency.

Atlantic City Comes to Life

ATLANTIC CITY, July 10.—With chances nil for any of the army-returned hotels getting their supper clubs or grills ready to receive civilian nite-lifers this season, and with Fourth of July holiday business and crowds indicating a big summer ahead, resort's niteries, cabarets and cocktail lounges have come to life again. More after-dark activity planned here for the season than anticipated several months ago, when the military and their families predominated here.

As in former seasons Charlie Schwartz's Bath and Turf Club again plays names, with Bert Frohman topping the opening bill. Babette's, feared as becoming a mere cocktail lounge, brought in a floor-show. Nan De Mar, prominent local performer, has taken over the operation of the Cliquot Club, with Jolly Joyce Agency, Philadelphia, booking.

Other spots featuring floorshows as in former years include Jockey's Derby club, Eddie Kravis's Paddock International, and Tom Endicott's Dude Ranch featuring Western entertainment.

Among the Harlem niteries, Sam Singer's Club Harlem is back again for the 11th year, with Jackie Mabley heading a large cast. Paradise Cafe, Harlem spot, one of the resort's oldest cabarets, failed to light up this season.

Many of the other standard cabarets now operating as musical bars, such as the Club Nomad, Club Madrid and the Fort Pitt. Bob Freidberg, who operated the Round-the-World room in the Hotel President before the army took over, opened a musical bar called the S. S. Wave. Irvin Wolf is operating the musical bar at the 500 Cafe, formerly identified with the Ship Deck in the Breakers Hotel. Frank Palumbo's Renault Tavern, one of the largest musical bars at the resort, is being moved to a new location and will reopen later in the month.

Copa Meets AGVA Contract Demand; Chorus To Get \$75

Horseshoe Deal Near

NEW YORK, July 10.—The Copacabana met the July 7 ultimatum of the American Guild of Variety Artists when it inked a minimum basic agreement with AGVA calling for \$75 for chorus and \$100 for principals. These are by far the highest sums ever put into an AGVA pact, but does not mean that AGVA will attempt to get similar minimums from other spots since Monte Proser, Copa operator, has been paying these figures since the club opened.

AGVA threatened to put Proser and the club on the unfair list unless a pact was reached by Wednesday (7). The contract was signed late that night.

Settlement of the De Segovia claim against the Copa was held in abeyance. The act filed a claim with AGVA asking for a week's salary after being canceled after seven days on a two-week contract. The club management asked that more particulars be given them and promised to fork over if it found the claim to be valid.

With the Copa issue out of the way, AGVA is going after other niteries. Billy Rose is expected to ink a contract within a week for his Diamond Horseshoe. This pact will call for \$45 for chorus and \$75 for principals. A contract with the Bal-Tabarin is almost complete. The Tab will get a C rating which calls for \$45 for principals and \$30 for chorus.

JOE O. HESS is stage manager at Clifford Fischer's *Folies Bergere*, New York. Hess has been with Fischer's previous vaude and cafe revues.

Night Club Reviews

Zanzibar With \$2,500 Budget Bows as Biggest Sepia Nitery Operation Since Cotton Club

Talent policy: Show and relief bands; floorshows at 8, 12 and 2, produced by Clarence Robinson. Management: Joe Howard, operator; Bill Kent, booker; Carl Erbe and Spencer Hara, publicity. Prices: Dinners from \$2, \$3 minimum.

The Club Zanzibar, biggest sepia night club operation since the days of the defunct Cotton Club, bowed Thursday (8) on the site of the late Benny Davis Frolics, Mother Kelly's, Beachcomber and numerous other ventures of varied duration. The spot, neither in policy nor in decor is reminiscent of the previous clubs that occupied those prem-

ises. The club has been redone beautifully with drapes and mirrors to give the spot the illusion of enormity without destroying what touches of intimacy it had. The show is essentially good. Major criticism, easily corrected, is the reshuffling of the major acts so that the headliners can be pointed up to better advantage.

Show budget runs in the vicinity of \$2,500 weekly, for which Ella Fitzgerald, Moke and Poke and Berry Brothers get the lion's share.

However, the real sock of the occasion is the uninhibited and applause-getting work of Maurice Rocco, the boogie-woogie pianist-singer who does his chores from a standing position. Rocco got a

reception such as is rarely accorded a performer on a night club floor. He encored three times, being brought back by vociferous audience demands.

He plays an expressive boogie-woogie piano, his left hand having power to spare, while his singing is similarly socko and his mannerisms contain plenty humor.

After the reception given Rocco, it was difficult for headliner Ella Fitzgerald to follow. In such a spot, she wisely selected ballads to open, getting a good hand for *When You Hold Me Tight*, *Summer Time*, and then a rhythm tune, *Murder, He Says*. She encored with the inevitable *Ticket-a-Tasket*. In all she made a fine impression, which would have been greater had she been spotted differently.

Opening act was Earle and Frances, fast tap team who did a good warm-up job with three terp routines. Moke and Poke followed with their accustomed song and dance comedy in which they commit mayhem on each other.

Avis Andrews pleased with a smooth rendition of a Tschalkowsky adaptation and *Man I Love*, while Berry Brothers, only two of whom showed up, put across their strong terps to give the show a sock close.

The eight-girl line of evenly matched copper-colored gals is easily one of the prettiest seen in any sepia club. They are tastefully costumed, but routines could have been more imaginative.

Don Redman's ork does a faultless job of musical backing and fine dance job, while Canay handles the rumba relief.

As it stands, the show is over-generous with talent, witness two girl singers and the numerous dance teams. Some pruning and re-routining would undoubtedly improve the layout. But despite that trade opinion leans toward the belief that the Zanzibar will be a long term occupant on the local night club scene. Joe Cohen.

Blackstone Hotel, Mayfair Room, Chicago

Talent policy: Dance band; shows at 9:15 and 12:15. Management: A. S. Kirkeby, managing director; Emile, host; Mary Anderson, publicity. Prices: A la carte.

Ramon Ramos and his seven-piece band are the summer attraction, augmented on the floor by two acts suitable for this society room—Gall Gali, and Ellsworth and Fairchild. Ramos formerly played the Drake's Camellia House here (also operated by Kirkeby) and while in size the ork is considerably smaller than Neil Bondshu's outfit (which played during the winter and spring), it is designed in style and instrumentation for ultra rooms. Ramos himself is a suave personality and makes a high-class appearance, and his group concentrates on the standard pieces, in addition to tangos, rumbas and waltzes. Two fiddles, three rhythm and one sax back Ramos.

Gall Gali played an unscheduled run of a few days some months ago and proved that his Egyptian hocus-pocus belonged here. He warms up the atmosphere in little time and has no trouble selling his card, coin and chick tricks.

Ellsworth and Fairchild are a young and trained ballet-ballroom team going in for the unusual which is appreciated in the classier locations. Their work is precise and the pictures they design are well worth watching. Interpreted a waltz and a flirtation as seen in a class cafe and in a dump to nice response. Their ideas are good, but not for mass consumption.

Business is holding up well, and, so far, the usual summer slump has not hit the room. Emile continues to perform an excellent job at the door, an important assignment in a room such as this. Sam Hontgberg.

Latin Quarter, New York

Talent policy: Dance and relief bands; floorshows produced by Kameroff and Kamerova at 8 to 12. Management: Lou Walters and E. M. Loew, operators; Edward Risman, manager; Leo Caliente, maitre d'hotel; Irving Zussman and Gertrude Bayne, publicity. Prices: \$3 minimum.

Lou Walters' shows have long-run proclivities, and the current production should be no exception. This affair has even greater possibilities over previous displays because of the inclusion of sock name acts. Entire affair is flashy, breezy and runs at breakneck speed to

give the customers little time to breathe. Costuming and production are on the lavish side. In all the fourth edition of the Latin Quarter review, *Beauty and the Beach*, has sufficient eye and ear appeal to cause a long-time continuation of the hefty grosses to which this spot has been accustomed.

Box-office value of the attraction is enhanced by Georgie Price, whose satirical impressions of names is among the best of its kind. His ribbing of Jessel is a minor masterpiece of humor. Price also showed up well with a new number on the difficulties of maintaining femme morale. He went over solidly.

Harrison and Fisher also distinguished themselves in a classy set of terps, among which are their waltz and paso doble. They work in with the production numbers as well as their regularly allotted stunts.

Gaudsmith Brothers and dogs did their accustomed hoke comedy for fine results, while the Christiani Family (6) provide novelty tumbling and teeterboard work for excellent returns. Highlight was

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CHICAGO

Personal Management
JACK BERTELL, MCA, New York



LUCILLE ROBERTS
"SATIRICAL
DECEPTIONIST"

their four-man pile-up and fast tumbling at the close.

A myriad of acts briefly spotted, but who help the quality and pace of the show, include the Rollerettes, a quartet of roller skaters, who display a set of fast routines with production background putting the house line on skates. Carol King does a tasteful bit of ballet. Jesse and James, male sepia pair, display energetic tap routines, while Pamela Britton, a good looking blond, provides solo vocals for the production numbers, as do the Six Debutones, who are not too forte individually, but whose tonalities blend well together. Barbara Belmore does acro work, along with a fetchingly presented fan number.

This show differs from previous Walters' presentations inasmuch as less outright novelty acts are used. General outlines give it musical comedy form and make it one of the best night club floorshows in town.

The line routines are expertly executed, with Don McCrane providing faultless show-backing. Relief music is by Henri Noel. *Joe Cohen.*

Frank Palumbo's, Philadelphia

Talent policy: Dance and show band; shows at 7:30, 10:15 and 1. Management: Frank Palumbo, proprietor; Bobby Palumbo, manager; Johnny Bazzani, head waiter; Eddie Suez, booker. Prices: Dinners from \$1.50; drinks from 45 cents; no minimum, no cover.

A bright and breezy revue, rich in variety elements and entertainment qualities, has been whipped together for these air-conditioned and comfortable environs as afforded by Frank Palumbo's theater-restaurant in the Latin Quarter section of the village. An infrequent visitor to local circles, Jimmy Husson scores a high in comedy content for the show. A youthful comic, Husson boasts of a telegraphic delivery. Virtually a human machine gun as he shoots out the gags and funny stories. Overflowing with material, and all good, makes for a continuous laugh cycle.

There's no let-up in Husson's outpourings, coming on like gang-busters in introducing the acts and for his own

inning. After warming 'em up with his fast and running line of patter, he gives a devastating satire of the Hollywood celebs, all striking an original vein. His topping impression as to how Bing Crosby developed his famous singing style is a comedy classic.

Adding a bright touch to the proceedings are the Bunny LeRoy Dancers, line of 10 gals who really possess good looks. Open with a *Jazz Nocturne*, cut in with a rhythm ballet at the mid-mark and give the show a military sock for the finale. Stage scenery heightens the effects and girls score big on each count.

Jill Ray, youthful tap terper, is on first for a bright turn of interpretive rhythm hoofing. Plenty tuneful with the tootsies and just as easy on the optics.

Betty Huntington takes over for a song session that sells all the way. Her pipes pitched in the low register, possessing real torch qualities, gal gives out with a service medley, *Chloe* and for a pace-changer, a rousing swinger in *Amen*. Gal has a big voice and is just as tall on looks and appearance.

The Flying Berrys, mixed team of roller-skating thrillers, next on for smash returns for their whirlwind antics on the ball-bearings. Pack thrill in all their spinning, and for a topper, bring up the ringsiders for a whirl around the floor.

Margie Winters, making a long-run of it here, still dynamite with her acrobatic and tumbling antics.

Line of girls bridging the specialties, more acro appeal is brought up by the Bertay Sisters (2). A couple dainty misses, the looks deceive, for the gals come thru with some real breath-taking hand-to-hand balancing. Combine dancing with their acrobatic routine and it rates them rousing returns.

Bo Jenkins, sepia lad terper, is the only weak link in the entire show chain. Following Jimmy Husson's solo spot is tough enough. But the boy is mostly motion and little talent. And coming on the tall end of a half dozen sock specialties, he falls way below par for this company.

Louie Del Rio's orchestra give the show excellent musical support and it is just as inviting for the dancing. *Maurie Orodanker.*

Biltmore Bowl, Los Angeles

Talent policy: Dance band and floorshows at 9:30 and 12 p.m. Management: Joseph Faber, manager; Hans Stoiber, matre d'; Maury Foladare, publicity. Prices: Dinner, \$2 up; drinks, pop prices; cover \$1 except Saturday, \$1.50.

Henry King's orchestra, new here, plays good music and King himself is a capable emcee. He is easy-going, presenting the acts in fine style.

Maclovio Ruiz, Spanish dancer, opens with a hard-stepping tango routine and follows with castanets. Miss Ruiz does good work and sets the pace for a fast-moving show.

Dolores Gray, singer, makes an excellent appearance and is easy to look at. Voice is throaty, doing credit to *Comin' Thru the Rye*, *How Deep Is the Ocean?*, *Blow, Gabriel, Blow*, and *Brazil*. Well received.

Johnny Mack, tapster, dances clean and without a hitch. Steps are fast and smooth. Terps with ease and does an excellent selling job.

The Huberts (Frank and Jean) portray a couple of inebriates, featuring knockabout antics. Falls in slow-motion went big. Tho well-known in this section, there were many surprises when one of the "drunks" turned out to be Miss Hubert. Sock entertainment. *Sam Abbott.*

FOLLOW-UP NIGHT CLUB REVIEWS

HARLEQUIN, NEW YORK.—Recently reopened with a talent policy, this restful East Side neighbor of the Copacabana minehosted by Leonello, previously with the Great White Way and the French Casino, spots a single singer who meets the needs of the room completely.

Dale Belmont currently on tap, is a sultry-voiced personable piper who gives ballads a sexy touch. When caught she delivered three numbers all of which showed careful arrangements and a fine delivery which merited attention from the customers. Presentation is smart as

all service is stopped during her turn. Irving Kahn's Novochoord gives the chantuese a rich musical background. *Joe Cohen.*

RIOBAMBA, NEW YORK.—Another entrant in the swooning sweepstakes made his bow at the Riobamba, where Frank Sinatra originally taught cafe ops the value of male singers with that boudoir touch. This newcomer, Billy Usher, late of the Shep Fields band, is a likable lad with good delivery. Once the publicity gets rolling he will likely develop into a lure for femme trade.

At the present moment he hasn't found a natural expression. He carbons Sinatra to the extent of repressing his own natural personality. But once he becomes more familiar with smart cafe

work he will probably correct this defect. He clicked here and had to do four encores. Selections are mainly ballads containing lots of pash. He also gets that muted fiddle background and a single soft spotlight to heighten the sexy effect. In all a good chirper and a safe bet for niteries.

Rest of the show is still intact, with Blair and Deane captivating with their strong and personable routines, while Arthur Blake scores with his impressions of movie folk.

Bands are Marty Reid and Noro Morales. *Joe Cohen.*

MONTREAL, July 10.—Gayety, local two-a-day girly vaude house, shuttered Sunday (4) for a brief spell. The 1,600-seater will resume August 16.

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Rep.: **PHIL COSCIA**

VAUDEVILLE REVIEWS

State, New York

(Reviewed Thursday Evening, July 8)

What might otherwise have been a good vaude layout is ruined by a single bad stretch. Bill starts off strongly with reliable vaude acts and the personal appearance of Virginia Weldler, but Ada Leonard's ork fouled the program sufficiently to offset the good impression made by the surrounding talent.

Miss Leonard's band, with an instrumentation of five brass, four saxes, three fiddles and four rythm, lacked musician-ship, arrangement, style or anything else that goes into the makings of a competent outfit. The girls in the crew were off key most of the time and resulting cacophony was at times fearful.

The maestro's conducting was little better. She's visually okay, but announcements and emseeing her portion of the program were off beam. In two spots she attempted a dance number which was reminiscent of a prelude to a strip-tease, but nothing as exciting as that came off. How she happened to be booked into a Metropolitan theater is one of the major mysteries of show business.

Her portion of the program included the show-backing for Virginia Weldler, which detracted from the juve's act, but Miss Weldler overcame these handicaps with okay song deliveries and a pleasant manner, and gained the respect of the audience by not alluding to her current pix. She made a 'bow-off' speech after one encore.

Rest of the show is backed by Ruby Zwerling's pit band. Display opened with the Four Jewels doing their familiar juggling of Indian clubs and hoops to provide a good warm-up, and followed with the Gaudsmith Brothers, doubling from the Latin Quarter, whose comedy dog act got a good reception.

Hal Sherman, in the troy, easily got the measure of the house with his eccentric dancing and a good line of patter. Joe Cohen.

Olympia, Miami

(Reviewed Wednesday Afternoon, July 7)

Benny Rubin headlines, but a pair of singers steal the show. Overture has Walter Witko's ork on *Wait for Me, Mary*.

Sally Joy and her dog, Mascot, open. Sally knows how to sell her acrobatic stunt with the aid of the canine. Closed to loud applause.

Judy Haynes sings *Johnny Zero*, *Pretty Baby* and *Brazil*.

Fred and Ann Carroll offer a novelty dance turn using face masks of Hollywood stars, which add a certain touch of the ludicrous and brings forth loud laughter.

Pat and Sylvia follow in songs and prove a show-stopper. Pat has a grand tenor voice and knows how to use it. Pair had to beg off.

Benny Rubin, who acted as emcee, gagging between acts, went to work on his own, offering humorous parodies of popular songs and telling convulsing dialect stories. Benny seemed a little bit too sophisticated for the local audience. His tap dance seated in a chair was sure-fire.

Ed Rickard closed with his shadow-graph. He is most amusing, and his work indicated long hours of practice. Nicely received.

Pic, Presenting *Lily Mars*. Biz SRO. L. T. Berliner.

Oriental, Chicago

(Reviewed Friday Afternoon, July 9)

A bill with local box-office power, co-featuring Boyd Raeburn and his orchestra (a repeat date in two months) and Danny Thomas, comic who has come up the hard way via a three-year run at the 5100 Club, neighborhood spot here. Added are Diosa Costello and the Debonettes.

Danny Thomas, young, beak-nosed, refreshing comic, proved in the closing spot that he is definitely on his way, from a national point of view. It was getting increasingly difficult to judge him in the club, for most of the customers knew him and his material. They came back to hear the same stories and song parodies. He had a pushover crowd. Here, while many in the house were his fans, to many he was a comparative stranger. He worked with a surprisingly high degree of ease, and his timing was near perfect. The laughs were many and not milked, due to his effortless delivery and pleasing style of storytelling. At this showing, following a couple opening gags, he did a mother-in-law satire, told stories in Negro, Italian and Yiddish dialects, and closed with a parody on the tune of a couple of pop numbers. He could have stayed on longer.

Raeburn, still serving time in the near-by Band Box between short tours, is an energetic and informal emcee and maestro, cutting a fine show and milking out music that is full of teen-age rhythm. Style is strictly on the hep cat side, dismembering familiar numbers (Ravel's *Bolero*, *Dark Eyes*) to the liking of the j-bug trade. "Porky" Panico, heavyweight kid trumpeteer, is featured in the *Dark Eyes* arrangement. Ginny Powell, new singer, has a nice voice, but needs more stage experience. Claude Humphreys is a lunatic-asylum drummer, Floyd Bean is a boogie-woogie pianist of high standing, while Ted Travers still dishes out ballads with an appealing baritone voice.

Diosa Costello, the lady with the quiver, is still plenty torchy, tho her particular specialty is somewhat out of date now. Gives her shapely figure a real workout, both to South American and jive rhythms. Her own drummer steams up the music kettle for her act.

The Debonettes (5) are a novelty tap turn featuring a machine-age number that is cute and topical. Girls make a nice flash in brief wardrobe.

On screen, *Thumbs Up*. Biz quite healthy for a second show opening day. Sam Honigberg.

Chicago, Chicago

(Reviewed Friday Afternoon, July 9)

This is the final lap for the Glen Gray band theater unit which has been intact for some weeks. It plays well and the three supporting acts are made to order for the spots they fill. Glen makes a fatherly emcee and maestro, paying paternal care to his boys and the outside talent. At opening show he was perhaps a little too nice to his girl vocalist (Eugenie Baird), milking up applause for four numbers. Two would have been sufficient. She looks fine in a midriff gown, and sells pops in fair voice. The new boy singer, Tommy Morgan, also stayed on for four numbers, but had to beg off. Gray has a find in this under-draft age balladeer, singing right out with a romantic tenor voice that is rich in texture and quite pleasing to the ears.

The band has few of the original Casa Loma members left, but makes for good listening. Swingy in style, it plays with polish and color. Arrangements of *No Name Jive* and *Take It Again* are good, impressive tunes for the j-bugs.

Lyda Sue, lovely acrobat, lends an early note of quality to the bill with a difficult number performed with little apparent effort. She makes a winning appearance and finishes to a big hand.

Roy Davis, one of the original acts to contribute pantomime comedy to recordings, scored despite the local avalanche of similar routines. He stands out because he is a performer, whereas most of his competitors are comparative amateurs. Has a neat laugh trick in stopping his gestures while the records continue to turn. Uses Danny Kaye's *Dinah*, Cyril Smith, and Bonnie Baker. Went big.

Carroll and Howe closed and scored. Their comedy turn never had more snap. Buddy Howe is set to go into the army this month, but his partner Jean Carroll should have no trouble landing some lucrative dates as a comedienne. She knows how to handle lines and gives them admirable individuality.

On screen, *The Youngest Profession* (Metro). Biz very good end of first show. House is set with bands until September. Charlie Barnett comes in Friday (18), followed by Woody Herman (23), and Ozzie Nelson (30).

Sam Honigberg.

May I publicly acknowledge my gratitude to Harry Eager, Mark Fisher, his great orchestra; the entire staff of the 5100 Club, Chicago, and the grand folks at the William Morris Agency for the three year engagement that will live in my memory forever. . . .

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Weather Helps B'way Grosses: Spitalny - "Canteen" Big 62G; Amaya-"Coney" 70G; Strand 50G

NEW YORK.—After the terrific grosses of the July 4 week-end, business has settled down to normal, but unusually strong attractions aided by good weather are bringing in more than an ordinary amount of revenue, holdovers notwithstanding. Only opening this week is at the State, where biz continues strong.

The Paramount (3,664 seats; \$55,487 house average), with the third session of Mitch Ayres's ork, the Andrews Sisters, Tim Herbert and Dixie is heading for a strong \$60,000 after hooking a sock \$72,000. Previous stanzas landed \$63,000 and \$65,000. Layout will most likely stay six weeks.

The Strand (3,758 seats; \$39,364 house average), now in the second rubber of Hal McIntyre's ork, George Tobias, Three Stooges and *Background to Danger* is navigating towards a strong \$50,000 after opening to a sensational \$58,000.

The Roxy (5,835 seats; \$50,067 house average) is continuing with staggering grosses. Fourth week of bill, with Carmen Amaya, Eric Madriguera, Jack Durant and *Coney Island* is expected to produce a hefty \$70,000 after chipping off \$95,000 for the previous week. Preceding takes were \$80,000 and \$105,000.

The Capitol (4,627 seats), now in the third leg of Phil Spitalny's all-girl crew and *Stage Door Canteen* is heading for a good \$62,000. Holiday week hit \$84,000, the biggest gross since house's stage policy started. Opener got \$70,000. This layout hasn't yet leveled off to the normal of four shows daily.

The Music Hall (6,200 seats; \$94,402 house average), heading into the third inning of *The Youngest Profession* and stage show, with Don Cossack Chorus and

Carlton Emmy's dogs, has \$100,000 in sight after collecting \$110,000 and \$110,000.

Loew's State (3,327 seats; \$22,856 house average), with bill including Virginia Weldler, Ada Leonard's band and *The More the Merrier*, is expected to land \$29,000. Last week, with Tito Guizar, Van Alexander's ork and *The Human Comedy*, snagged a fine \$30,000.

Nelson, Hilliard Fat 28G in Philly

PHILADELPHIA. — Ringing the box-office bell, with the stay-at-homes swarming the gate over the big Fourth of July week-end and readily paying holiday prices, a fat \$28,000 was chalked up by the Earle Theater (seating capacity, 3,000; house average, \$18,000) for week ended Thursday (8). Ozzie Nelson's orchestra, with Harriet Hilliard, carried the entire show's marquee value, with supporting acts in Harris and Shore, Jeanne Blanch, Paul Lavarre and Brothers, and Sons of the South. *Mr. Big* on screen.

New bill opened Friday (9) is an all-sepia line-up and, being the first of such shows for the town since the Fay's Theater shuttered for the season more than a month ago, colored population is expected to swell the gate as on former occasions. Erskine Hawkins orchestra, with Maxine Sullivan, share the spotlight and the combination should top \$25,000 handily. Got away to a good start opening day. Jesse and James and Bud Harris and Bert Howell added. *No Escape* on screen.

MH Glee Club Hits Sour 19G Note in Chi; Brown Band, 47G

CHICAGO.—The Fourth of July week-end was not as strong for the Loop as expected due, primarily, to the favorable weather which attracted thousands outdoors.

A disappointment at the Oriental (3,200 seats; \$20,000 house average) was the Music Hall Glee Club, featured week ended July 8. Act was not suitable for the

house and failed to draw much business. Show also included five acts, plus *Crime Doctor* on screen, and grossed only \$19,000, not enough for a holiday week.

Oriental opened much better Friday (9) with Boyd Raeburn and his band, popular outfit here; Danny Thomas, name comic in this area, and Diosa Costello. On screen is *Thumbs Up*. Should have no trouble topping \$20,000.

Chicago (4,000 seats; \$40,000 house average) had a winner in the combination of Les Brown and band and Republic's *Hit Parade of 1943*, hitting the \$47,000 mark. Brown is building in rep with every appearance here. On Friday (9), house opened with Glen Gray and band unit, plus Metro's *The Youngest Profession*.

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Ada Leonard Gals Tepid 21½G in Hub

BOSTON.—Ada Leonard and her all-femme ork registered a mild \$21,500 at the RKO Boston Theater (3,200 seats, scale 44 to 99 cents) in a four-a-day session ended July 7. Holiday week-end failed to jolt the b. o. Pic, *Flight for Freedom*, held second week and partially responsible for drop.

Show also included Virginia Weldler, Cliff Edwards, Joe and Jane McKenna, and Mitzl Mayfair.

Current bill is all-colored revue topped by Cab Calloway.

Herman 25G in L.A.

LOS ANGELES. — Woody Herman, headlining, pulled \$25,000 at the Orpheum Theater (2,200) for week ended July 6. Herman did 33 shows to push Benny Goodman's record of \$26,000 for 31 shows on a non-holiday week. On the bill with the band were Paul Winchell and the Two Zephyrs. Pic, *False Faces*. Orpheum top is 65 cents.

"Frolics" 18G in Baltimore

BALTIMORE.—*Manhattan Frolics*, with Sybil Bowman, Masters and Rollins, Art and Bob Colman, Jean Savage and 16 Rhythm Rockets, grossed good \$18,100

BURLESQUE NOTES

NEW YORK

MARGIE HART and Seeman Jacobs celebrated their first wedding anniversary July 4. . . . GYPSY ROSE LEE'S sister, June Havoc, has been assigned the comedy lead in *Timber Queen*. . . . JIMMIE SAVO is held over for the summer at Cafe Society Uptown. . . . ABE GORE, comic, is now with *Abie's Irish Rose* at the Lafayette, Detroit. . . . DIXIE SULLIVAN recovered from leg injuries sustained in an auto accident, opened July 5 for two weeks at Club Continental, Springfield, Ill., after a week at Club 26, Milwaukee. . . . MIMI LYNNE another strip principal to switch from burly to legit. Opened in Jules J. Leventhal's revival of *The Eve Of St. Mark* at the Windsor, Bronx, N. Y., July 6. . . . HELEN ROGERS, ex-burly soubrette, is in her third year at the S. & H. nitery, Coney Island. . . . FRANK BRYAN, theater operator and producer, has taken over the Casino in Boston.

FROM ALL AROUND:

FAITH RYAN, former tab and burly chorine, is mending from a major operation at Apt. 202, Worten Bldg., Pawhuska, Okla., and would appreciate hearing from old troupier friends. . . . JIMMIE AND LOUISE JUKES, still at the Joy, Houston, now operating with straight pix, are planning on installing a tab there soon. . . . BOZO DAVIS opened recently at the Ritz, Houston, with Larry and Delores and a line of five girls. Red St. Clair is a holdover there. . . . STEVE POWERS, Rabbit Reed and Tommy O'Dell are still at the shipyards in Houston. . . . JIMMY VAN is still at the Joy, San Antonio, and operating the orange drink stand next door. . . . JACK ARNOLD is with the armed forces at Matagora Bay, Foster Field, Tex.

President Follics, San Francisco, managed by Eddie Skolak, has a cast with Billy (Bumps) Mack, Bob Fitzsimmons, Buddy O'Day and Joseph (Max) McSween, comics; Gerry Martin, straight man, and Nita Louise, Waunita Bates, Margie Sullivan, Doris Doreen, Margie Shaw, Carol Carr, Tanza, Jerry Laws, Kitty O'Dare and Mickie Davis.

MARIE CORD has given up stripping in favor of a vocal act. Now at the 885 Club, Chicago.

at Hippodrome Theater week ended July 7. Pic, *Bombardier*.

Taylor Unit in Tallahassee

TALLAHASSEE, Fla.—Frank and Connie Taylor's *Lure and Beauty Revue* grossed an estimated \$650 in three performances at the State Theater here Tuesday, July 6. Theater seats 1,082. Picture, *Lure of the Island*. Taylor show closed last week in Savannah, Ga.

Offer 20% Tilt To Burly Talent

CHICAGO, July 10.—Burlesque theater operators in the Midwest, aware of the acute talent shortage, are already offering a 20 per cent increase in salaries to talent for the new season starting late in August. Offer is being made at a time when the 20 per cent pay-as-you-go tax becomes effective to forestall any arguments on the part of performers who will bring up the new tax ruling.

Current talent picture, however, is dark and it is probable that a greater increase will be necessary to maintain consistently good shows.

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OPEN FIELD FOR GRADUATES

Films, Cafes, Theaters Hunt For Bright Combo "Students"

CHICAGO, July 10.—The talent shortage has opened the doors of the entertainment world for performers who have "graduated" from the cocktail field. The schooling term in the lounges and behind bars is being shortened by bookers and talent buyers who comb the spots for possible material suitable for other branches in the amusement game.

This situation is particularly clear in this area, since the combo business has had an early start here and cocktail acts have had the benefit of longer experience.

Typical example is Robert Crum, pianist, who has put in a term of several months at Elmer's, Loop lounge. He has been "discovered" by Ernest Byfield, co-operator of the Sherman Hotel, who booked him for the holstery's Panther Room at \$300 per week, opening July 30.

Dorothy Donegan, sepiia pianist, has left the cocktail spots for jobs in night clubs and theaters where the offers are more lucrative. Her engagement at the Latin Quarter has been extended to two months (she is now earning \$600 per week), with salary increases automatic with every additional holdover. She doubles at the Regal Theater next week, when she will earn an additional \$750.

Maurice Rocco, boogie-woogie pianist, has scored in local cocktail spots and is now coming up big in New York. Currently a feature at the new Club Zanzibar, he has a date at the Roxy Theater on the way, in addition to a 20th-Fox film contract.

Marjorie Garretson, pianist, has graduated from bars recently, and is currently

concentrating on the hotel circuit for \$250 and more a week.

Louis Jordan, colored leader of a quintet, is a typical example of several units, white and Negro, which have had their basic training in the drink emporiums and are now conquering financial battles on the outside. Latest on Jordan is his turndown of a lucrative offer from Universal Pictures. Company wants to tie the band down to a long-term contract, but Jordan would rather sign up for a picture at a time. With another company bidding for his services (20th-Fox) he looks set for a Hollywood deal.

More important is the acceptance of smaller name combos for cafe and theater dates. The opportunity for such "outside" jobs has never been better and the aggressive agencies and units are taking just advantage of the condition.

Detroit To Return To Negro Units-- "In a Few Weeks"

DETROIT, July 10.—It will be a few weeks before colored units will be employed again in most of the local cocktail lounges even tho the recent race riot has long past its headline stage, a check-up among local operators reveals. Most Negro entertainers who have appeared here have been dispatched out of town for indefinite engagements.

In the handful of spots continuing with colored talent no trouble has been reported within the past couple of weeks. At the Vogue Lounge, for one, Bobby Harris and Hap Draper, colored pianists, are the alternating entertainers. At Eddie Marx's Show Bar, Jack Surrell, colored unit, has been taken out (he has opened at the Garrick Bar, Chicago) and in his place Bill Kallimai and His Hawaiians (3) have come in for an indefinite run.

City, since the war boom, has been a haven for colored talent, particularly singles. Few spots here concentrate on large units.

Four Units To Dig It in New Loop Pub

CHICAGO, July 10.—Al Martin, operator of three local cocktail lounges using entertainment, will add another one in the Loop this month with the opening of the ultra-modern Preview on Randolph Street. Tentative opening date is now set for July 15, but the help problem may delay it another few days. It will be in direct competition with the Garrick Bar as well as Martin's own Riviera (other Martin spots are Town Casino and Martin's 71st Street).

Preview will use four units, starting with afternoon entertainment. Set for the initial program are Will Alexander (4), Eddie Fritz (4), Wally Macklin (3) and Kay Kenna, piano-voice.

Bennett Into CC Field

PHILADELPHIA, July 10.—Bob Bennett Agency is the latest to go in heavy for the cocktail combos field. Office has brought in Bill Goodin, piano, at Lou's Chancellor Bar; the Counts and the Countess at Lou's Moravian Bar, and Three Aces and a Queen into Lou's Germantown Bar. Also set Carole (Cooke) Stevens and the Blonde Bombshell for eight weeks at the Marine Room in Utica, N. Y.; Bill Bennett, piano vocals, at Babe's Grille, also in Utica, and Three Jays and a Jill at the Lord Lansdowne Cocktail Lounge in Dayton, O.

That 20% Tax

Until a definite ruling is reached in Washington on the 20 per cent withholding tax as it affects traveling musicians and entertainers, talent buyers are acting on the advice of their respective attorneys. Some withhold the tax, others don't. Stories on the situation are published in other indoor departments.

CRA Signs Sasche Unit

CHICAGO, July 10.—CRA here has signed up the new four-piece unit formed by Leon Sasche, blind accordion-marmba player formerly with Everett Hull's outfit. Group opened at the Kentucky Lounge here. Office also took on Ozzie Osburn (4).

Off the Cuff

EAST:

HERB STEINER ORK, starting at the New Kenmore Hotel, Albany, N. Y., has signed a management contract with General Amusement Corporation. . . . DARRELL TWINS, harmony team, have inked with the same office. . . . CABINEERS into the Biltmore, Wildwood, N. J. . . . DON CABALLERO (5) booked by Walter Bloom into the Nautilus Beach Club, Nautilus Beach, L. I., for the summer. . . . CHUCK AND PHYLLIS PALMER into the Maryland Hotel, Cumberland, Md. . . . MARSHALL MARTZ, organist, has started at the Lewis House, Utica, N. Y. . . . PENNY PARKER AND WOODY KIRK, piano and song team, to the Wonder Bar, Elizabeth, N. J.

MIDWEST:

LIL ARMSTRONG, colored pianist, starts at the Eastown, Milwaukee, July 19 following her current date at the Garrick Bar, Chicago, where she will be replaced by Jerry Murray, another sepiia keyboard pounder. . . . Bert Gervis has signed up Ruth and Her Rhythmairs, five men and a girl, who started at Club Flamingo, Louisville. . . . Frederick Bros., Chicago, have taken on the Tucker Sisters (3), who are now straightened out with the union and are back at the Little Club in that city. Next month, the girls open at the Northern Hotel, Green Bay, Wis. FB have also signed the Licata Brothers Trio, now at the Schroeder, Milwaukee; Glenn Williams ork (6), at the Lakeside Club, Decatur, Ill.; Chuck Chandler (7), at the Broadwater Beach Hotel, Biloxi, Miss.; Sol Turner (6) and vocalist Bobby Martin, who start for the office August 28 following their current date at the Perre-Marquette Hotel, Peoria, Ill.; Bill Baker (4), at the Sportsman's Club, Peoria, Ill.; Jump Jackson, colored quartet at the Blue Mill, Decatur, Ill., and Mary Ann Foley, colored pianist, also at the Sportsman's Club.

LARRY LUKE, piano, starts at the Custer Hotel, Galesburg, Ill., July 19 for four weeks. . . . DON HILL who holds a long-time record at the Vogue Lounge, Detroit, has been inducted into the army. . . . THE FOUR CLEFFS, colored outfit, wind up a long run at the White City Club, Springfield, Ill., July 19 and head westward. White City, incidentally, will give up its live entertainment policy for a spell.

FREDDIE REED, colored pianist and singer, starts at the Miami Hotel, Dayton, O., July 26, following his run at the Custer Hotel, Galesburg, Ill. . . . UNA MAE CARLISLE, sepiia pianist, goes into Elmer's, Chicago, this week. . . . THE DOLLODIANS (3) open at the Schroeder Hotel, Milwaukee, August 2. . . . JENITA AND JAY have moved into the Old Hickory Cafe, Chicago.

PHILADELPHIA:

CATS AND THE FIDDLE back at the New 20th Century. . . . PAUL MALLORY, pianist, teams with Susan Carroll, singer, to make for a new unit debuting at

Herb Spatola's Flanders Grille. . . . EDDIE NORMAN new manager of the Bingham House. . . . MARGIE JOHNSON, piano, an added starter at Harry Way's Theater Cafe. . . . HOWARD SMALL and His Men of Rhythm at the Sun Ray Gardens. . . . CHUCK AND PHYLLIS PALMER newcomers at Hank Collins's Mid-Way Musical Bar. . . . THE LEHIGH FOUR, male quartet, into Christy's Tavern, Bethlehem, Pa. . . . LEE MORSE, singer, and the Hickory Nuts take over at Murphy's, Trenton,

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FREDDIE REED
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N. J., the Schnickelfritz band bowing out. . . . ERIC CORREA moves his unit out of the Embassy Club for a third summer at Atlantic City's Bath and Turf Club. . . . GEORGE MEANS TRIO and pianist Kerry Nolan in the spotlight at the Melody Inn. . . . ELEANOR KADE and Her Serenaders set at Mayo's Show Place. . . . HELEN JERRICO and Rita Joyce the vocal leads at the Long Musical Bar.

WEST COAST:

HERB JEFFRIES, former Ellington singer, has joined the Eddie Beal Trio at the Circle, Hollywood. . . . BILLY LESTER has added Nadine Laraine, Katherine Reagan, Ila Gray, and Terry Baker, singers, to his cocktail combo now at the Saratoga, Los Angeles. . . . ZUTTY SINGLETON is featured at the Trinidad, Hollywood. . . . EDGAR HAYES continues at the Somerset House, Riverside, Calif. . . . THE TROPIC-TONES moved into Top's, San Diego. . . . BEN LIGHT DUO continues at La Jolla Beach and Tennis Club, La Jolla, Calif.

FROM ALL OVER:

MELODY MAIDS (3) have moved into the Green Triangle, Pocatello, Idaho.

REVIEWS

The Piccadilly Pipers With Bonnie Davis

(Reviewed at Lou's Chancellor Bar, Philadelphia)

There is a load of tuneful and rhythmic appeal packed into these Pipers, plus a world of personality and showmanship that makes this septa trio a standout in such circles. Moreover, the three lads have the added advantage of Bonnie Davis, pert and winsome miss, to handle the featured vocals.

Gal made a big impression in wax circles with her Savoy recording of *Don't Stop Now*, made with the Pipers when they were known as the Bunny Banks Trio. Banks, who played bass, dropped out, and the other two lads carried on. Now, it is Ernie Ransom, guitarist, leader

of the unit; Clem Moorman on piano and Henry Padgett on bass. A little girl with a big voice, Miss Davis is an attention-getter for both the pops and blues.

The three males give the gal heavy instrumental and vocal support. And on their own, cut it up expertly for the rhythm and jive ditties. Also get over a goodly number of novelty numbers, high in entertainment content, particularly the bit where they take the piano apart.

Entire unit makes a swell appearance and everything they offer up is highly polished. Have been holding forth since the start of the year here and set to finish out the 12 months.

Maurie Orodanker.

Don Jacks and His Musical Waves

(Reviewed at Crown Propeller, Chicago)

Lunacy is the order of the day (or night) with this outfit, presided by Don and his brother, Pete. Their two cohorts, Jack Condon (piano-accordion) and Lee Landal (bass-guitar) are in the background and comparatively sane. The Jacks brothers are of the Freddie Fishers-Korn Kobblers school, with a bit of the hillbilly Hoozier Hot Shots mixed in. Not all of their comedy is clean nor is all of it strong, but it has a place in the all-night cocktail lounges that cater to war-weary mobs eager for escapist entertainment.

Unit has been packing 'em in here and it can write its own ticket as far as the length of engagement is concerned. It is the novelty and comedy that is given the top honors at all times, with the music taking a back seat. During their brief lunacy lulls, Landal vocalizes on ballads, while Don and Pete support him musically with trumpet and sax work respectively. Don also plays trick harmonica solos, works spoons, milks the daylight out of a washboard contraption and strums on a Jew's harp, among other novelty instruments. Pete handles most of the physical comedy, dressing up in ludicrous outfits for sight numbers.

Sam Honigberg.

MAGIC

By BILL SACHS

COUNT MAURICE takes his liquid magic into the Primrose Club, Newport, Ky., this week for a two-week engagement. . . . LEW GERBER, the Cincinnati conjurer, has mastered the trick of turning a man into a taxi. He's now piloting one of the Yellow Cab jobs in the Cincy area. . . . LADY ETHEL AND DR. JESTER, mentalists, spent last week in Cincinnati on business and chances are they'll show up at one of the larger niteries there soon. In addition to a visit to the magic desk, Dr. Jester spent several afternoons with John Nicholls Booth, who is vacationing in the Queen City. . . . WILLIAM S. BERGER, the Fort Mitchell (Ky.) vent enthusiast and collector, had as dinner guests one night last week Criss Cross and Louie, appearing at Lookout House, Covington, Ky.; Al Robinson and Alkali Ike, of the Glenn Rendezvous, Newport, Ky., and Lieut. Lee Allen Estes, the Safety First Magician (and vent) of the Kentucky State Highway Patrol. Estes also paid a visit to the magic desk and John Nicholls Booth during his visit to Cincinnati. . . . SGT. WILFRED BECKMAN, recently honorably discharged from the Canadian army after service overseas, played two Montreal niteries last week and Monday (12) opened at the Marine Club, Sorel, Que., booked by Fred Norman, Montreal. Beckman, a year ago, was the first magician ever to play in Iceland. . . . GAVORD AND GLOVER, after two weeks at the Playhouse, Peoria, Ill., opened July 10 at the Circle Bar, St. Louis. They are set for the fall on a string of fairs and celebrations booked by KMBC Artists' Bureau, Kansas City, Mo. They were until recently featured with the *Buzzin' By* unit in Fox houses in Colorado, and prior to that made an extended tour up

(See MAGIC on page 28)

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CROWN LOUNGE, Chicago.
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(Routes are for current week when no dates are given.)

- A**
Alma & Roland (Steel Pier) Atlantic City.
Andrea, Andree (Music Box) San Francisco, nc.
Andrews, Avis (Zanzibar) NYC, nc.
Andrews Sisters (Paramount) NYC, t.
Arnaut Bros. (Earle) Washington, t.
- B**
Baldwin & Bristol (Riverview Beach) Pennsylvania, N. J., p.
Barrett, Sheila (Mar-Jo Club) Detroit, nc.
Barry, Dave (Club V) Collinsville, Ill., nc.
Barry, Fred & Elaine (Pierre) NYC, h.
Belmore, Barbara (Latin Quarter) NYC, nc.
Berry Bros. (Zanzibar) NYC, nc.
Blair & Dean (Riobamba) NYC, nc.
Blake, Arthur (Riobamba) NYC, nc.
Blackstone, Nan (Tommy Joy's) Utica, N. Y., nc.
Blanchards, The (Glenn Rendezvous) Newport, Ky., nc.
Blanche, Jean (Palace) Cleveland, t.

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- Bowes, Major, Unit (Tower) Kansas City, Mo., t.
Bowie & Carter (Spivy's) NYC, nc.
Britton, Pamela (Latin Quarter) NYC, nc.
Brown, Randy (Blackhawk) Chi, c.
Brown, Walter & Jean (Tic Toc) Milwaukee, nc.
Burton's Birds (885 Club) Chi, nc.

- C**
Cadmus, Bill (Enduro) Brooklyn, cl.
Californians, Two (Marty Bohn's) Wildwood, N. J., nc.
Callahan Sisters (Hurricane) NYC, nc.
Cantu (100 Club) Des Moines, nc.
Capella & Patricia (Earle) Washington, t.
Carlisle, Charlie (Bowery) Detroit, nc.
Carmen, Lee (Phillips) Kansas City, Mo., h.
Carr Bros. (Paramount) NYC, t.
Carroll & Howe (Chicago) Chi, t.
Carney, Allan (Golden Gate) San Francisco, t.
Chords, The (Royale) Detroit, 5-15, t.
Claire, Dorothy (Sherman) Chi, h.
Claire, Vera (Phillips) Kansas City, Mo., h.
Clark, Coleman & Co. (Hurricane) NYC, nc.
Claudet, Marguerite (Hofbrau Theater) Lawrence, Mass., re.
Conrad, Cliff (Embassy) Brooklyn, nc.
Continental Skaters (Leon & Eddie's) NYC, nc.
Cortez, Florez (Te Pee) Miami, nc.
Costello, Dion (Oriental) Chi, t.
Cox, Wilma (Casablanca) NYC, nc.
- D**
D'Arcy Girls: Central Falls, R. I., 12-17.

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

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

- Daniels, Danny (Belmont Plaza) NYC, h.
Dainty, Francis, & Co. (Civic) Oakland, Calif., 17, a.
Davis, Dorothy (Helsing's) Chi, cl.
Davis, Bus (Trouville) NYC, nc.
Dawn, Dolly (Beverly Hills) Newport, Ky., cc.
Davis, Roy (Chicago) Chi, t.
Dean, Skip (Chez Paree) Luverne, Minn., nc.
Debutones (Latin Quarter) NYC, nc.
Debonettes, The (Oriental) Chi, t.
De Croff, Ann (Astor) Montreal, nc.
Delahanty Sisters (Ace Calmo) Hollywood, nc.
Dombery, Ken (Puritas Springs Park Rink) Cleveland, p.
Don & Cassandra (Riviera) Columbus, O., nc.
Douglas Bros. (Riverside) Milwaukee, t.
Downey, Morton (Waldorf-Astoria) NYC, h.
Doyle, Eddie & Amy (Murray) Richmond, Ind., t; (Royal) Louisville 19-24, nc.
Doyle, Mary Jane (Phillips) Kansas City, Mo., h.
D'Hey, Phil (Bismarck) Chi, h.
Dutton, Laura Deane (Club V) Collinsville, Ill., nc.

- E**
Eldridge, Jean (Lookout House) Covington, Ky., nc.
Emerald Sisters (Pine Camp) Watertown, N. Y., 16-17; (Camp Edwards) Falmouth, Mass., 19-21; (Naval Training Sta.) Newport News, R. I., 22-23.

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- Emmy, Carlton (Music Hall) NYC, t.
Evans, Bob (Palace) Columbus, O., t.
- F**
Fay & Gordon (Baker) Dallas 12-31, h.
Fitzgerald, Ella (Zanzibar) NYC, nc.
Flash, Strut (Leon & Eddie's) NYC, nc.
Foster, Gloria (Monte Carlo Beach) NYC, nc.
Frances & Grey (Colosimo's) Chi, nc.

- Francis, Georgia (Latin Quarter) NYC, nc.
Franks, Four (Riverside) Milwaukee, t.
Frazier, Jane (Golden Gate) San Francisco, t.
Fred's Bulldogs (Golden Gate) San Francisco, t.

- G**
Galante & Leonarda (Blackhawk) Chi, re.
Galli Galli (Blackstone) Chi, h.
Gardner, Madeleine (Green Mill) Chi, nc.
Garrett, Patsy (Sheraton) NYC, h.
Gary, Bill (Club V) Collinsville, Ill., nc.
Gaudsmith Bros. (Latin Quarter) NYC, nc.
Gerity, Julia (Sawdust Trail) NYC, nc.
Gibbs, Georgia (Cafe Society Downtown) NYC, nc.
Gibsons, The (Capitol) Washington, t.
Gilbert, Ronnie (Tic Toc) Milwaukee, nc.
Glover & LaMas (Broadmoor) Colorado Springs, Colo., h.
Gootschalk, Vincent (Sherman) Chi, h.

- H**
Halle, Harriet, Victory Girls (Faust) Peoria, Ill., nc.
Hannon, Bob (Plaza) NYC, h.
Harris & Allen (Capitol) Washington, t.
Harris & Howell (Earle) Phila, t.
Harris & Shore (Palace) Cleveland, t.
Harrison & Fisher (Latin Quarter) NYC, nc.
Hazard, Hap, & Mary (Kessler Field) Biloxi, Miss., 13-19; (Camp Shelby) Hattiesburg 20-23.
Hearn, Bobby (Ben Franklin) Phila, h.
Herbert, Tim (Paramount) NYC, t.
Hildegard (Copley-Plaza) Boston, h.
Hillard, Harriet (Palace) Cleveland, t.
Hoffman, "Think-a-Drink" (Copley Plaza) Boston, h.
Hoffman Sisters (Music Box) San Francisco, nc.
Holm, Celeste (La Vie Parisienne) NYC, nc.
Holtz, Lou (Bowery) Detroit, nc.
Hughes, Ramona (Tic Toc) Milwaukee, nc.
Hunt, Margot (Astor) Montreal, nc.

- I**
Imaginators, The (Strand) NYC, t.
- J**
Jagger, Kenny (Sportsman's Club) Indianapolis.
Jakobi, Anita (Primrose) Newport, Ky., cc.
Jaqueline (Trouville) NYC, nc.
Jess & James (Earle) Phila, t.
Jewels, Juggling (State) NYC, t.
Jones, Jane (Bellerville) Kansas City, Mo., h.

- K**
Kahn, Art (Torch Club) Chi, cl.
(See ROUTES on page 32)

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WRITE—WIRE—CALL

ALLEYITES PRODUCING PIX

More Songsters Make Grade As Movie Makers But Pubs Still Outside Looking In

Lou Levy May Break the Ice

NEW YORK, July 10.—Lou Levy's departure for the Coast Monday (12) to huddle with Universal Picture execs concerning a producer's berth at that studio, highlights the recent emergence of Tin Pan Alleyites as film producers. Arthur Freed, Arthur Schwartz and E. Y. (Yip) Harburg are all blossoming as custodians of the budget and there is talk that Johnny Mercer is in line for a similar job.

Of course, B. G. (Buddy) DeSylva is the outstanding success among the Alley emigres and Lewis E. Gensler and Milton Schwarzwald are others who made the switch, but all have been associated with music as writers, whereby Levy is a publisher, owner of Leeds Music. And he'll be the first pub to land if his deal is consummated. And the fact that pubs haven't landed before is extremely odd, when one comes to think of it.

Presumably, a producer's primary function (if his pic is a musical) is to pick tunes and talent to display them. That is precisely what a publisher's function happens to be and the average pub's knowledge of talent is an index to show business.

Pubs as Talent Scouts

Because it is his business to be on familiar terms with hit makers when they are at their peak, the publisher has to seek them out and cultivate them when they are scuffling for coffee-and at the side street bar and grill. The Harry James or Glenn Millers are already known when they are still buried in Joe Blow's brass section, and the Frank Sinatras or Dick Haymeses are treated to gefuelta fish at Lindy's when they are still singing one chorus per set at the Elite Ballroom.

Comedians, dancers, yes, and acrobats, too, are spotted before they become worth a visit from a talent scout, merely because they are on the bill where a "plug" is playing. The number of band leaders, singers and other performers as well who fall into a job because a song publisher has mentioned their names to

Pleasure Beach Off To Wobbly Start But Biz Picking Up

BRIDGEPORT, July 10.—Municipally-owned Pleasure Beach Park got off to a wobbly start when it resumed booking name bands for its Sunday nights, after temporarily shutting down for lack of bus service. Bob Astor, who inaugurated the second try on the hottest night of the season, drew the smallest gross ever, \$343 with a \$1.10 admission tap. Things picked up considerably the following week when Judy Kayne did about \$600 worth of business. Tony Pastor comes in tomorrow with expectations of a big gate.

When the park closed down in June, the Ritz in town tried a post-season booking, bringing in Charlie Barnet on the 20th to knock off a fat \$1,600.

Frederick Bros. Signs Jimmy James

CHICAGO, July 10.—Frederick Bros. here has signed up Jimmy James, WLW, Cincinnati, on a long-term booking contract. First job under the FB banner is the Happy Hour, Minneapolis, for a couple of weeks starting July 21.

Outfit will then return to Coney Island, Cincinnati, to fill a previously set date, before departing for a road tour.

proprietors of a room is legend. Yet these ambassadors without portfolio fail to get a nod from the movie moguls.

There's Always a First

Jack Robbins has been bounced off the MGM lot so many times he's still sore. Harry Link, the new liaison between MGM and its subsidiary publishing houses, makes periodic trips to the West Coast studio with his hopes high, always to return dreaming of "next time." Dave Dreyer, of Berlin Music, spent many years on the RKO lot, but he, too, is back.

Lou Levy, in his role as manager of the Andrews Sisters, has sat in on the making of many pictures at Universal and apparently has left a lasting impression. His suggestions for song material have resulted in frequent hits that paid off at the box office, and his suggestion for a series of cartoons built around boogie-woogie songs has paid many dividends.

If Levy lands the deal he would like, and clicks, it may mean the red carpet will be unrolled for other pubs as well.

Checks From Pub Reported Bouncing, Goldman on "Coast"

NEW YORK, July 10.—Status of the Walton Goldman publishing firm, which closed its doors here in a surprise move last week, is shrouded in mystery. Bernard Miller, of Miller & Miller, pub's attorney, reports that he has received no instructions or information from Goldman, who is "on the Coast, and all he knows is that he "was" attorney for the firm.

It is understood that Goldman had numerous creditors and that several checks paid out to contact men employed by him have bounced. Altho officials of the Contactmen's Union could not be reached for a statement, they declared last week that the union would demand two weeks' notice pay for all men put out of work when the firm shut down.

802 Expects to Up Wages Thru Reclassification of Locations, Besides Cost-of-Living Hikes

Will Also Cut Hours in Work Span

NEW YORK, July 10.—Officials of Local 802, AFM here, are huddling with the union's attorneys on plans to reclassify a number of New York spots to higher scale categories. Union maintains that many night clubs which were formerly classified as "B" spots are now attracting crowds and making money comparable to Class "A" hotels and clubs due to the heavier patronage in all fields of entertainment.

The local has had several cases pending before the War Labor Board for months, but all of these asked for scale increases because of the rise in cost of living. New plan was proposed to facilitate handling of increases, lumping together all spots where raises are deemed necessary and where it is considered justified, raising them to higher classifications instead of presenting new scales for WLB approval in each case.

Amen

NEW YORK, July 10.—Jonie Taps, professional manager at Shapiro, Bernstein here, has two reminders prominently posted in his office. To wit:

"Oh, Lord, help me to keep my damn nose out of other people's business. Amen."

"Oh, Lord, help me to keep my big mouth shut until I know what I'm talking about. Amen."

The only thing missing is one that might read: "Oh, Lord, help keep me out of Lindy's so I won't be tempted to forget the other two."

Detroit Spot Books Barnet's Mixed Ork, "Situation" Normal

NEW YORK, July 10.—Charlie Barnet has been booked into Eastwood Gardens, Detroit, August 6, for two weeks, and he will have two and possibly three colored band members along, indicating that the "situation" there has cleared up considerably.

Band recently had five Negroes on the stand, but Oscar Pettiford's leaving and the almost certainty that Trummy Young will be in the army within the next few days, have thinned the ranks.

DETROIT, July 10.—Bands in local night spots in the swank class are staying on for long runs, only the shows changing regularly. At the Book Casino, in the Hotel Book-Cadillac, Ray Kinney's band was renewed this week to stay on until the middle of August. Hal Leaming's band comes into the Motor Bar in the same hotel today.

Club Royale, topnotcher of the roadhouses, saw George Kavanagh's band exit after 19 weeks; Edgar Drake following in.

Nick D'Amico's orchestra has been set for months at the Hotel Statler Terrace Room. Lory Raine, vocalist who has been working in various spots in the city, joins D'Amico this week.

Will Roland for Army

NEW YORK, July 10.—Will Roland, who only this week assumed chairmanship of the USO Band Committee, yesterday received notice from his draft board to appear for induction August 3. In addition to the USO post, Roland has been serving on the Music War Committee, besides working full time on the night shift at the Wright Aeronautical Corporation. Before taking the war plant job he was Benny Goodman's manager for two years.

Theater Ops Win 1st Decision in Suit Vs. ASCAP

NEW YORK, July 10.—Gene Buck; Irving Berlin, Inc., and Carl Fischer, Inc., named as party defendants in a Sherman Anti-Trust Act suit brought by 150 motion picture theater operators against ASCAP, its members and officers, were denied a motion for dismissal of the complaint Wednesday (7) in New York Federal Court. Dismissal was sought on the grounds that instant motion may not be maintained against the three as party defendants until judgment is had against ASCAP.

Theater owners allege that ASCAP and its members conspired to stifle competition and create a monopoly, claiming that ASCAP controlled 75 per cent of songs as of March, 1941, and 100 per cent of songs used in films. Operators contend that no motion picture house can profitably remain in business unless ASCAP music is made available at places of entertainment.

The court refused to strike out ASCAP's charge of "unclean hands," brought in defense against the theater operators. The defendants claimed plaintiffs are guilty of violating the anti-trust law thru their control of the Independent Theater Owners' Association.

The 150 plaintiffs seek an injunction restraining defendants from engaging in the alleged unlawful practice, and damages totaling \$600,000.

Dance Promoter In Trouble With Cleveland Police

CLEVELAND, July 10.—Police are considering seeking a ban on renting Public Hall for any more dances sponsored by Elroy Willis, following the arrest of nine persons on Friday night June 25. Three juveniles and three adults were arrested for smoking marijuana, one for carrying an illegal knife, one for having an open bottle of liquor and one as a suspected possessor of narcotics.

One patrolman, two police women and two State liquor inspectors visited the jitterbug jamboree that ran from 10 p.m. to 2 a.m. to music by Lucky Millinder's orchestra in the third floor ballroom. More than 1,500 persons attended the dance.

The 40 juveniles were turned away at the door, some got in, as evidenced by the three now held by juvenile authorities for smoking marijuana in the lavatory there. Discarded bottles and knives were found about the floor after word got out police were present.

WLB Okays Boost For Philly Symph; Air Scale Disputed

PHILADELPHIA, July 10.—Walk-out of the musicians at the Robin Hood Dell, open-air concert series of the men of the Philadelphia Orchestra, was averted Wednesday (7) when a hike in the wage scale came thru. Musikers were set to call it quits this week and nearing the deadline, the War Labor Board okayed a \$10 wage increase for the 90 music-makers. Upping the pay checks from \$60 to \$70 for the four-concerts-a-week, increase is retroactive to the start of the Dell season a fortnight ago.

Still to be settled, as far as the Philadelphia Orchestra is concerned, is the matter of a scale for the hour broadcast for CBS next fall. Negotiations hit a stalemate when the union held out for \$15 per man and the ork association offered \$12 per man. Neither side giving in so far, but union has sounded warning that unless an agreement is reached now, the radio scale will be increased to \$21 after Labor Day.

20% Tax Fight

Circuits Firm on "Gross" Stand; Padway in D. C. For "Net" Ruling

NEW YORK, July 10.—Letters went out this week from all agencies to their bands informing them to draw up complete expense accounts to be handed to theater managers before the engagement begins so that the 20 per cent withholding tax will be taken from the net, despite the adamant stand taken by the theater circuits that the tax will be withheld from the gross salary. Agencies insist that they have received assurances from the Withholding Tax Department of the Collector of Internal Revenue, thru the AFM, that their position is the correct one and Joseph A. Padway, attorney to the AFM, has been in Washington bent on securing a written statement to that effect.

Even if the Withholding Tax Department rules in the agencies' favor with regard to tax off-the-net, it definitely establishes recognition of the "employee" status of bands while at the same time, the Stabilization Unit of the same governmental agency recognizes the "independent contractor" role of band leaders by permitting salary jumps by band buyers far and beyond the "Little Steel formula" of 15 per cent.

AFM's co-operation with booking offices in this matter is no sign of remorse over the effects of its stringent Form B contract. In fact, the union is taking steps to remove any possible loopholes by preparing a new contract that will forbid any leader from personally signing sidemen to his employ, fearing that this practice helps establish the leader as an "employer."

Basie Gets 3 Pix, All To Be Made Within 3 Months

HOLLYWOOD, June 10.—Count Basie set some sort of a record this week when he was signed by Universal Studios for three motion pictures, all to be made this summer before the Basie aggregation heads east. Milton K. Ebbins, manager of the band, announced the Basie gang would start work this week in Universal's next starring pic for young Donald O'Connor, *Man of the Family*, already in production. Second film will star Olsen and Johnson and is titled *Crazy House*, in which Leighton Noble's band also will be seen. The third Basie film is as yet untitled and gets under way in September.

Basie and his musicians have made previous celluloid appearances in *Stage Door Canteen*, *Reveille With Beverly* and *Hit Parade of 1943*, all in the past year. The band winds up six weeks at the Aragon Ballroom tomorrow (11) night.

Yank Bands Record For Red Army

NEW YORK, July 10.—Benny Goodman, Cab Calloway, Duke Ellington, Morton Gould and possibly other band leaders will make recordings July 16 to be sent to the Red Army. James C. Petrillo, AFM prez, has okayed recording for the venture.

Waxing session will be held in the American-Soviet War Exhibit in Rockefeller Center, under auspices of National Council of American-Soviet Friendship, and albums will be distributed to Red Army troops along the Eastern front. Purpose is to entertain the Russian soldiers, besides presenting examples of our musical culture.

Others participating in the album making will be Jimmy Durante, the Andrews Sisters and the Golden Gate Quartet.

McGee's Week Stand

NEW YORK, July 10.—Johnny McGee, who has been using pick-up crews to play week-end club dates since disbanding his own orchestra to take a studio job at NBC, will double into the Palisades Park for a week beginning Monday (12). Session at the park will be adjusted to fit McGee's schedule at the studio.

Reversing the Field

CHICAGO, July 10.—With every tootler who can carry a tune ready to drop everything and try for a career as a songbird, Jack Fulton, who has been a vocal name since the days way back when he stepped out of Paul Whiteman's trombone section, has once more picked up his horn and joined the studio band at WBBM here, turning his back on singing chores. Work with the house band may not be glamorous but it is steady and playing the commercial shows as well as the sustaining, Fulton is averaging about \$150 per week.

Local Stands by Trial Minutes In Obie Appeal

NEW YORK, July 10.—Local 802, AFM here, will stand by the minutes of its trial board in answering the national office's request for arguments to sustain the local's action in expelling Eli E. Oberstein from the union for "conduct prejudicial and unfair to the best interests of the local and the federation." AFM's request came as a result of Oberstein's appeal from the local's decision.

Oberstein's appeal is summarized in his statement to the AFM that "everybody in the record business is doing what I am." Brevity of his statement is believed to indicate that he is simply going thru the necessary motions preparatory to springing his lawsuit.

ORCHESTRA NOTES

Of Maestri and Men

LOUIS PRIMA, EDDIE HOWARD, VINCENT LOPEZ and TOMMY TUCKER, all playing the Spotlight Band Parade week of July 12, with GEORGE OLSEN set for two shots that week. . . . MAL HALL playing free New York park dances July 19 thru 22, with JOE VENUTI set for the following day and WILL OSBORNE July 26. . . . CARMEN CAVALLARO set for a run at the Waldorf-Astoria, New York, in the fall. . . . DUKE ELLINGTON, GUY LOMBARDO, MITCH AYRES, JOAN EDWARDS and CONNIE BOSWELL opened Art Green's new show over WINS. . . . HENRY JEROME wound up nine months at the Pelham Heath Inn, Pelham, N. Y., July 6, and moved into the Roosevelt Hotel, Washington. . . . JOHNNY LONG into the Hotel New Yorker, that city, July 15, for the summer. . . . BOB CHESTER at Palisades Park, N. J., July 10 and 11. . . . VAL ERNIE, violin-playing maestro who smashed his fingers in an accident several weeks ago, is back rehearsing for an opening early in August. . . . STELLE SLAVIN into the 20th Century Club, Wildwood, N. J. . . . ACE BRIGODE starts a run at the Trocadero Club, Henderson, Ky., July 30. . . . RONNIE KEMPER junked his band following his date at the Last Frontier Hotel, Las Vegas, Nev., for war work on the West Coast. . . . TINY BRADSHAW extended for another eight weeks at the Rhythmogie, Chicago. . . . GRADY RICE, tenor man, added to RUPERT HARRIS orchestra currently at Club Plantation, Nashville. . . . ROOSEVELT SYKES in for an indefinite stay at the Australian nitery, St. Louis. . . . BERNIE CUMMINS set for a two-weeker at the Tune Town Ballroom, St. Louis, opening July 27. . . . HERBIE KAY moves into the Lake Club, Springfield, Ill., July 20. . . . EDGAR DRAKE into the Club Royale, Detroit. . . . JACK TEAGARDEN into Lakeside Park, Denver, July 30, for two weeks. . . . RALPH MORRISON playing a four-week stand at the Schroeder Hotel, Milwaukee. . . . WASHIE BRATCHER lost an appeal for dependency deferment from his local Washington draft board. . . . CAB CALLOWAY returns to the Sherman Hotel's Panther Room, Chicago, for a month December 31. . . . CEE DAVIDSON has scored at the Utah Hotel Starlight Gardens, Salt Lake City, and had his option picked up, keeping the outfit there until September 10.

Performing Rights Orgs Mull Plan to Copy Britain's Idea On Music Fees for War Plants

British Society Collects on Live and Wired Music

NEW YORK, July 10. — Performing rights circles here have been eyeing with interest their British counterpart which has been drawing substantial revenue from performances in war plants. In this country no payment is made for music used by war factories, but the question has come up for discussion within the past few months when the need for increased production has made the large war plant using music the rule rather than the exception. Altho the idea of charging for music in war industries is still in the discussion stage, possibility that some action will be taken becomes more imminent as production is keyed to a higher level and more music is being used.

Britain's Performing Right Society has

been receiving returns on music used in factories regularly, licensing each plant separately and receiving performance credits from each. In early June, however, an agreement was reached between the Performing Right Society and the government whereby the latter pays a composite sum to the Society covering all music used in war industry. This recognition by the British Government that payments were justified stirred initial discussion in this country.

Agreement between the Performing Right Society and the British Government does not cover entertainment in plants to which the general public is admitted, nor does it apply to performances by live talent not employed by the plant. However, the Society does collect on these performances, licensing each one individually. The government has entered into a similar agreement with Phonographic Performance, Ltd., which controls the mechanical copyright in records.

In this country wired music is used predominantly in industrial war plants and in most cases is played thruout the day and night for workers on all shifts. In the few cases where wired music is not used, some plants employ skilled musicians for unskilled war work to play during rest periods and lunch hours. Performing rights orgs here are considering the fact that the music is being used by private industry and not the government.

Stokowski Jives

Longhair Leader Picks 25 Jazz Disks and Spouts for OWI Short-Waver

LOS ANGELES, July 10. — Leopold Stokowski has become an authority on American jazz music.

The silver-haired conductor, famous thruout the world as an interpreter of the great classical works, this week selected 25 recordings of jazz music—some of them going back as far as 1918 to the Original Dixieland Band era—and gave a detailed discussion of the hot history on a series of transcriptions made for the Office of War Information. The platters now are being broadcast overseas to America's fighting men on more than 30 short-wave beams. Stokowski worked out his script and selection of representative jazz platters with the help of Don Otis, KFAC program manager and disc jockey. Producer of the program for the OWI's overseas division was Don Sharp.

Otis, aware of the significance and public interest in Stokowski's radical departure from form, figured the public also would enjoy hearing the conductor's slants on jazz, and so Tuesday night (13) Otis will present the maestro on KFAC for two solid hours in a program which will mix a scholarly discourse with the playing of disks which Stokowski feels are "representative" of the best in the world of jazz.

It marks the conductor's first venture in jazz with the public, altho he has frequently been seen in niteries here and in New York listening to noted hot musickers.

Herman Will Not Replace A. O'Day

NEW YORK, July 10.—Woody Herman will not replace Anita O'Day when she checks out of the band for another whirl at a career as a single. Billie Rogers, who joined the herd as a trumpet player and made good as a singer as well, will be the only female chlrper with Herman.

Management of the band remains with Mike Vallon's office, Goldfarb, Mirenberg & Vallon, despite his induction into the army. Mary Mirenberg is Vallon's wife.

Lecuna To Write Score for Youmans

NEW YORK, July 10. — Ernesto Lecuna, Cuban long-hair who has made a dent in tin pan alley to the tune of 60 pop songs translated from Spanish, including *You're Always In My Heart* and *Dust On the Moon*, is here to do the score for Vincent Youmans' *Cuban Review*. Lecuna is slated to guest for Andre Kostelanetz with a piano presentation of his song *Malaguena*.

Rex Stewart Forms Small Ork; 1st Try

HOLLYWOOD, June 10.—Rex Stewart became a band leader this week after a short stint as a sideman with Benny Carter. The celebrated trumpeter, for more than a decade featured with Duke Ellington's orchestra, organized a small combo this week in a hurry when Joe Zucca, operator of three major after-dark spots here, wanted him to handle the music at the Hollywood Club. Stewart opened Thursday (8) night and is set indefinitely. His group replaces Zutty Singleton's, who opened this week at the Trinidad Club.

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The Billboard Music Popularity Chart

WEEK ENDING
JULY 8, 1943

SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (from New York outlets WJZ, WEAF, WABC and WOR) for the past week. Position in the list is no indication of a song's "most played" status, since all songs are listed alphabetically.

Compilation is based upon data supplied by Accurate Reporting Service, with plugs per tune omitted by The Billboard.

Title	Publisher
ALL OR NOTHING AT ALL	Leads
AS TIME GOES BY (F)	Harms
COMIN' IN ON A WING AND A PRAYER	Robbins
DON'T GET AROUND MUCH ANYMORE	Robbins
DON'T WORRY (F)	Paramount
HEAVENLY MUSIC	Feist
I DON'T WANT ANYBODY	ABC Music
I HEARD YOU CRIED LAST NIGHT	Campbell-Loft-Pargie
I NEVER MENTION YOUR NAME	Berlin
IF YOU PLEASE (F)	Mayfair
IN MY ARMS	Pacific
IN THE BLUE OF EVENING	Shapiro-Bernstein
IT CAN'T BE WRONG (F)	Harms
IT'S ALWAYS YOU (F)	Famous
JOHNNY ZERO	Santly-Joy
LET'S GET LOST (F)	Paramount
MORE THAN ANYTHING IN THE WORLD	Remick
NEVADA (F)	Dorsey Bros.
OKLAHOMA (M)	Crawford
PAPER DOLL	Marks
PEOPLE WILL SAY WE'RE IN LOVE (M)	Crawford
RIGHT KIND OF LOVE	Witmark
SECRETLY	Southern
SUNDAY, MONDAY OR ALWAYS (F)	Mayfair
TAKE IT FROM THERE (F)	Miller
TAKING A CHANCE ON LOVE (F)	Feist
THERE'LL SOON BE A RAINBOW	Santly-Joy
TONIGHT I SHALL SLEEP	Allied
YOU'LL NEVER KNOW (F)	Bregman, Vocco & Cohn
YOU RHYME WITH EVERYTHING THAT'S BEAUTIFUL	Chappell

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. While two sides of the same record belong in the first 10, they are listed individually in the order of selling appeal: Atlanta: Cox Prescription Shop; S. H. Kress. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pizitz Dry Goods Co. Boston: The Melody Shop. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store. Buffalo: Whiteman Song Shop; Broadway Music Shop. Butte, Mont.: Dreilbelbis Music Co. Chicago: Hudson-Ross; Sears-Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Dallas: S. H. Kress. Denver: The May Co.; Century Music Shop; La Salle Music Shop; Charles E. Wells Music Co.; S. H. Kress. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Houston: S. H. Kress. Jacksonville, Fla.: Butler Record Shop. Kansas City, Mo.: Music Box. Long Island: Temple of Music Stores. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Walllich's Music City; S. H. Kress. Louisville, Ky.: Stewart Dry Goods Co. Memphis: S. H. Kress. Miami: Richards Store Co.; Burdine's, Inc. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co. Newark, N. J.: Record Shop. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Gately Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc.; Broadway Music; Melody Shop. Philadelphia: Wana-maker's Department Store; Downtown Record Shop; Alex A. Gettlin. Pittsburgh: Volkwein Bros., Inc. Raleigh, N. C.: James E. Theim; C. H. Stephenson Music Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. Salt Lake City: C. Z. M. I. Record Dept.; S. H. Kress. San Francisco: S. H. Kress. Seattle: S. H. Kress. Springfield, Mo.: L. E. Lines Music Co. St. Louis: Aeolian Co. of Missouri; Famous & Barr. St. Paul: Lyon & Healy. Tulsa: S. H. Kress. Washington, D. C.: E. F. Droops & Sons Co.; George's Radio, Inc. Wichita: S. H. Kress. Youngstown: S. H. Kress.

NATIONAL		EAST		SOUTH	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. COMIN' IN ON A WING AND A PRAYER —SONG SPINNERS Decca 18553	1	1. You'll Never Know —Haymes-Song Spinners	8	1. You'll Never Know —Haymes-Song Spinners
4	2. YOU'LL NEVER KNOW —HAYMES-SONG SPINNERS Decca 18556	2	2. It Can't Be Wrong —Haymes-Song Spinners	2	2. It Can't Be Wrong —Haymes-Song Spinners
2	3. IT CAN'T BE WRONG —HAYMES-SONG SPINNERS Decca 18557	7	3. All or Nothing at All —James-Sinatra	1	3. Comin' In on a Wing —Song Spinners
3	4. ALL OR NOTHING AT ALL —JAMES-SINATRA Columbia 35587	5	4. Comin' In on a Wing —Song Spinners	4	4. All or Nothing at All —James-Sinatra
6	5. IN THE BLUE OF THE EVENING —TOMMY DORSEY Victor 20-1530	—	5. In the Blue of the Evening —Tommy Dorsey	3	5. In the Blue of the Evening —Tommy Dorsey
10	6. LET'S GET LOST —KAY KYSER Columbia 36673	3	6. You'll Never Know —Kelly	—	6. Don't Get Around Much —Glen Gray
—	7. IT'S ALWAYS YOU —TOMMY DORSEY Victor 20-1520	9	7. Velvet Moon —James	5	7. Boogie Woogie —Tommy Dorsey
5	8. TAKING A CHANCE ON LOVE —BENNY GOODMAN Columbia 35869	—	8. At Time Goes By —Jacques Renard	10	8. Let's Get Lost —Kay Kyser
—	9. DON'T GET AROUND MUCH ANYMORE —GLEN GRAY Decca 18479	—	9. Don't Get Around Much —Glen Gray	6	9. Don't Get Around Much —Duke Ellington
—	10. DON'T GET AROUND MUCH ANYMORE —INK SPOTS Decca 18503	—	10. Johnny Zero —S. Spinners	—	10. It's Always You —Tommy Dorsey
		MIDWEST		WEST COAST	
		5	1. You'll Never Know —Haymes-Song Spinners	2	1. Don't Get Around Much —Ink Spots
		2	2. It Can't Be Wrong —Haymes-Song Spinners	1	2. Comin' In on a Wing —Song Spinners
		1	3. Comin' In on a Wing —Song Spinners	4	3. All or Nothing at All —James-Sinatra
		3	4. In the Blue of the Evening —Tommy Dorsey	3	4. Taking a Chance on Love —Benny Goodman
		—	5. It's Always You —Tommy Dorsey	—	5. As Time Goes By —Rudy Vallee
		4	6. All or Nothing at All —James-Sinatra	6	6. Let's Get Lost —Kay Kyser
		—	7. Let's Get Lost —Kyser	—	7. Prince Charming —Harry James
		—	8. Don't Get Around Much —Ink Spots	—	8. Riffette—Freddie Slack
		—	9. Let's Get Lost —J. Dorsey	5	9. Johnny Zero —Song Spinners
		—	10. In My Arms—Haymes-Song Spinners	—	10. Paper Doll —Mills Brothers

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. Atlanta: Cable Piano Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. Detroit: Grinnell Bros. Kansas City, Mo.: Jenkins Music Co. Los Angeles: Morse M. Freeman, Inc. New Orleans: G. Schirmer of Louisiana. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Phoenix, Ariz.: Dawson Music Co.; J. J. Newberry Store. Pittsburgh: Volkwein Brothers, Inc. Portland, Ore.: Sklare Music Co. San Antonio: Southern Music Co. San Francisco: Pacific Coast Music Jobbers; Sherman Clay & Co. Seattle: Capitol Music Co. St. Louis: St. Louis Music Supply Co.

NATIONAL		EAST		SOUTH	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. YOU'LL NEVER KNOW	1	1. You'll Never Know	1	1. Comin' In on a Wing and a Prayer
2	2. COMIN' IN ON A WING AND A PRAYER	2	2. Comin' In on a Wing and a Prayer	—	2. Take It From There
6	3. IN THE BLUE OF THE EVENING	4	3. Let's Get Lost	10	3. Don't Get Around Much Anymore
7	4. JOHNNY ZERO	8	4. It Can't Be Wrong	11	4. It Can't Be Wrong
4	5. LET'S GET LOST	—	5. People Will Say	—	5. Right Kind of Love
3	6. AS TIME GOES BY	10	6. As Time Goes By	3	6. As Time Goes By
8	7. IT CAN'T BE WRONG	11	7. All or Nothing at All	2	7. You'll Never Know
10	8. IT'S ALWAYS YOU	6	8. In My Arms	5	8. It's Always You
9	9. IN MY ARMS	7	9. Johnny Zero	8	9. In the Blue of the Evening
5	10. DON'T GET AROUND MUCH ANYMORE	3	10. In the Blue of the Evening	7	10. Taking a Chance on Love
12	11. NEVER A DAY GOES BY	—	11. Put Your Arms Around Me	6	11. Let's Get Lost
—	12. PEOPLE WILL SAY WE'RE IN LOVE	—	12. Honey Song	—	12. There's a Harbor of Dreamboats
11	13. TAKING A CHANCE ON LOVE	—	13. Never Mention Your Name	4	13. Johnny Zero
15	14. I NEVER MENTION YOUR NAME	—	14. Mustn't Say Goodbye	—	14. That Old Black Magic
13	15. WAIT FOR ME, MARY	12	15. Wait or Me, Mary	—	15. It Started All Over Again
		MIDWEST		WEST COAST	
		1	1. You'll Never Know	2	1. You'll Never Know
		2	2. Comin' In on a Wing and a Prayer	3	2. As Time Goes By
		7	3. In the Blue of the Evening	1	3. Comin' In on a Wing and a Prayer
		8	4. Johnny Zero	4	4. In the Blue of the Evening
		14	5. It's Always You	8	5. Johnny Zero
		5	6. Let's Get Lost	5	6. Let's Get Lost
		4	7. It Can't Be Wrong	6	7. Don't Get Around Much Anymore
		3	8. Don't Get Around Much Anymore	9	8. In My Arms
		6	9. As Time Goes By	11	9. It's Always You
		9	10. In My Arms	10	10. It Can't Be Wrong
		12	11. I Never Mention Your Name	12	11. People Will Say We're in Love
		15	12. Wait for Me, Mary	7	12. Taking a Chance on Love
		11	13. Taking a Chance on Love	13	13. You Rhyme With Everything That's Beautiful
		10	14. Never a Day Goes By	—	14. Never a Day Goes By
		—	15. You Rhyme With Everything That's Beautiful	—	15. I Never Mention Your Name

HARLEM HIT PARADE

Following list of most popular records in Harlem is based on sales reports from Rainbow Music Shop, Harvard Radio Shop, Lehman Music Company, Harlem De Luxe Music Store, Ray's Music Shop, Frank's Melody Music Shop, New York; Richards Music Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Company, Wright Music Company, Chicago, and G. & R. Company, Record Shop, Newark, N. J.

POSITION	Last This Wk. Wk.	RECORD	Label
3	1. YOU'LL NEVER KNOW	HAYMES-SONG SPINNERS	Decca 18556
1	2. DON'T GET AROUND MUCH ANYMORE	DUKE ELLINGTON	Victor 26610
4	3. IT CAN'T BE WRONG	HAYMES-SONG SPINNERS	Decca 18557
7	4. HEY LAWDY MAMA	ANDY KIRK	Decca 4405
2	5. I CAN'T STAND LOSING YOU	INK SPOTS	Decca 18542
5	6. OLD MISS JAXON	CHARLEY BARNET	Decca 18547
—	7. GET ME ON YOUR MIND	JAY McSHANN	Decca 4418
—	8. ALL OR NOTHING AT ALL	JAMES-SINATRA	Columbia 35587
—	9. IT CAN'T BE WRONG	FOUR VAGABONDS	Bluebird 30-0815
—	10. BOOCIE WOOGIE	TOMMY DORSEY	Victor 26054

For information on the Leading Music Machine Records see the Record Buying Guides in the Music Merchandising Department of the coin machine section.

ON THE RECORDS

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

By M. H. CRODENKER

GLENN MILLER (Victor 20-1536)

Blue Rain—FT; VC. *Caribbean Clipper*—FT.

Digging deep into the stock-pile, Victor brings up two antiquated Glenn Miller sides that skipped release in the normal course of events. The Miller band had gone a long way in rhythmic refinement since these sides were originally cut, but there should still be plenty of enthusiasm in the record marts for these two sides. Johnny Mercer's and Jimmy Van Heusen's *Blue Rain* is on the sweet side. The characteristic voicing of clarinets and saxophones starting the side in a moderately paced ballad tempo for a half chorus, Ray Eberle carries on in the romantic fashion. Band ensemble picks it up again for a half chorus to take out the side. Jerry Gray's *Caribbean Clipper* is of the jump genre, with the band packing plenty of power in the screaming brasses that Miller has since toned down to more polite levels. Opus is an elaboration of a rumba lick, and set in the fast and lively tempo, gets under way with the unison saxes and brasses splitting the opening stanza. Tenor sax rides out against the screaming brasses for the second stretch followed by ensemble riffing for a half chorus. Reeds picks it up again for the final chorus, giving the bridge to the trumpet, with stop cymbal crashes highlighting drummer boy Maurice Purtell for the last half to carry out the side.

Still a heavy favorite with the phono fans, these Glenn Miller sides are sure to bring the operators plenty of satisfaction. Attraction is the band's name on the sticker rather than the song selections.

ERSKINE HAWKINS (Bluebird 30-0813)

Don't Cry, Baby—FT; VC. *Bear-Mash Blues*—FT.

Slow blues as rarely heard these days on the records is whipped up by the Erskine Hawkins crew for these two sides. *Don't Cry, Baby* is one of those low-down blues ballads by Jimmy Mitchell and Sammy Lowe, members of the band. Digging a slow and delta groove, Jimmy Mitchell provides effective vocal pleading for the opening chorus, with the maestro's trumpet wails cutting thru in the background scenes. The pianist strikes a responsive chord on the black-and-whites to get the second chorus under way, with Hawkins's growl Gabrieling on the last half and Mitchell returning for the last word to carry out the side. Sammy Lowe's *Bear-Mash Blues* is strictly instrumental and also a slow blues. Alto sax is the lead-off man and the side gives all the hot men in the band to show their proficiency in blowing out on the blues. And they are no strangers. Hawkins gives a growling touch to the second stanza. In the "Tricky Sam" manner, the muted trombone Nantons a third chorus and the alto sax returns for the final stretch to carry out the side.

While the appeal of the sides is mostly for the race locations, the plaintive appeal of "Don't Cry, Baby" should enjoy good reception at all other locations as well.

CEELLE BURKE (Capitol 136)

From Twilight Till Dawn—FT; VC. *Lovely Hannah*—FT; VC.

Long absent from the lists, the Capitol label resumes activities, with a number of new releases scheduled for this month. Of more than general interest is this paring by Ceelle Burke's orchestra. While the accomplishments of the maestro are confined mostly to the West Coast, these samples are something to occupy the attention along any coast, principally because of their vocal richness and a well-defined and distinctive rhythmic beat that employs a bass guitar to make the toe-tingling incentives more pronounced. Appeal of the platter is all in Leon Rene's *From Twilight Till Dawn*, a sweet and soothing ballad that has the added advantage of a honey-dripping melody that catches on easily. A singing maestro, possessing a pleasant baritone voice, Burke gets magnanimous vocal support from the Three Shades and the Four Dreamers, a mixed and finely-blended compliment of harmony singers. Smacking of the Tommy Dorsey

technique, celeste figures set the stage for the side, with the opening chorus carried real cuddlesome in the moderately slow tempo by all the voices, the celeste continuing to sprinkle its tingling notes. A smart and graceful vocal interlude, with sprightly flashes of doubling up the tempo, leads to the second stanza that gets under way with the broad tones and tasteful phraseology of the tenor saxist. The voices pick it up at the bridge again, carrying it out to the end with the celeste. And for added gloss to the polish, voices tag a toothsome coda passage. It's all mood-inspiring music romance at its best. Johnny Burke's and Leon Rene's *Lovely Hannah* sounds all the more impressive as a rhythmic ditty because of all these vocal talents. Beat off in a bright and fast tempo, the voices take it right from the edge to set the stage for their opening chorus. A second stanza is split three-way between the tenor sax, piano and muted trumpet. Voices again set their own stage for a third chorus to carry out the side, with maestro Burke getting in a vocal lick as the last word.

In spite of the fact that Ceelle Burke is an unknown quality for the music boxes, operators can almost be sure of his ringing the bell—(See ON THE RECORDS on page 61)

ON THE STAND

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

Buddy Franklin

(Reviewed at Aragon Ballroom, Chicago)

FRANKLIN'S current group is made to order for ballrooms. It is a smooth outfit musically, with the dance tempos just right. Recent replacements have improved the rhythm section, adding to it more vitality. The sax section is strong, while the three girl violinists, in addition to Franklin's own fiddle work, display real musical training and lend a note of distinction to the waltzes and ballads.

Franklin is developing into an alert leader. He makes a good appearance and, via his band, exhibits a knowledge of music. Introduces each number informally and generally lets the customers know what's going on. Instrumentation has four fiddles, three rhythm, three brass and three reeds.

The style leans on soft, pretty tunes, with only about one jump number added to each set.

For the vocal novelties, Tiny Brooks, heavyweight saxophonist, steps up to the mike to shout out in a comedy vein. On ballads and on the order of Dinah Shore, tall and pretty Harriet Collins acquits herself nobly.

Franklin recently landed a fat contract from the Aragon-Trianon management, calling for periodic repeats.

Sam Honigberg.

Bill Bardo

(Reviewed at Tune Town Ballroom, St. Louis)

GAINING a foothold at last, veteran Bill Bardo is getting some nice spots and appears due for a build-up as a name band for class locations. Bardo has been around for a long time, has made thousands of friends thru his army camp tour and is now almost ripe to reap the profits with an A-1 commercial band. The maestro wisely keeps his sidemen in the background, unbilled and with no attempt to sell any one soloist as a personality. Bandmen are changing too fast these days so Bardo concentrates on selling Bardo, injecting his strong personality into all numbers. An excellent violinist, he also sings in a pleasing tenor.

Band backing is plenty capable, however. Library is extensive, with a majority of jump tunes in evidence here. Red Langendorfer, former Berigan tenor, leads a smooth four-man reed section to which a fifth sax will shortly be added. Rhythm section is well balanced, headed by Charlie Noble, young drummer with plenty of promise, and Ray Kenyon, pianist.

Weakest feature of the band is Judy Powers, girl vocalist, whose projection is poor and whose voice is definitely not for this ork. With the improvements and a little more work, Bardo should be able to sell his band to any hotel, ballroom or theater, and with the right break will be headed for big-time. C. V. Wells.

WLB Hears AFM-ET Case

ETs Yell Strike, AFM Says It Ain't, Effect on War Effort a Crucial Point

Decision To Accept Jurisdiction May Bring Return-to-Work Order and Court Test on "Involuntary Servitude"

NEW YORK, July 10.—The AFM-ET squabble became even more tangled, if anything, when it finally reached the War Labor Board yesterday. After four-and-a-half hours of testimony from both sides, the WLB took under advisement the question of establishing jurisdiction. And a pip of a question it is to decide.

ETs says it's a strike, AFM says it is not striking.

ETs say the musicians' union is trying to get "more money from somebody"; AFM says it doesn't want to make recordings for electrical transcriptions at a "\$1,000 an hour."

ETs says the lack of recordings is hurting the war effort; AFM says: "What has Pepsi-Cola and Jergens lotion to do with the war effort?"

AFM intimates that the only terms it would consider would call for stand-by orchestras in radio stations composed of the same number of men engaged in making the transcriptions. Can the WLB undertake the problem of forcing radio, an industry not directly involved in the case, to pay men who would do nothing but stand by?

When WLB Decides

There is also some doubt whether WLB, by accepting jurisdiction of the dispute, will actually accomplish the task of getting the musicians back into the recording studios. The agency's usual procedure is to order resumption of work before it will consider settlement of a dispute. But if there is nothing the AFM wants from the ET-ers, as was reiterated in Washington yesterday, what manner of persuasion can be used to get its members working again?

Of course, the John L. Lewis embroglio established the fact that the WLB has the complete backing of President Roosevelt, and Petrillo has said many times that if the President asks his org to resume making records, it will do so. To quote Petrillo: "I'm not like John L. Lewis." On the other hand, only yesterday President Roosevelt declared there was nothing he could do to force Lewis to obey the WLB decisions, doubting whether he had the authority to take over the mine workers' union.

And Joseph A. Padway, the AFM's counsel, yesterday told the WLB that if it tells the AFM it must go back to work, "we, in all good faith, shall have to at least ask the courts if we must accept involuntary servitude." Which hints that there will be still another obstacle to surmount before transcriptions are being turned out once more.

AFM's Patriotic Claims

One crucial question that will have to be decided by the WLB is the recording strike's effect on the war effort. AFM claims it has co-operated to the fullest by making available music required by every war agency and cites "thanks" received from the OWI, Red

Cross and many others. The WLB will also have to take cognizance of the fact that only last week it received permission from the union to make recordings to be used experimentally to determine the value of music in war plants.

And Petrillo didn't hesitate to remind the hearing that he had written to Elmer Davis saying his men would make records for juke boxes used in army canteens. This, the AFM claims, exhausts the possible uses for music that can be used for moral purposes, adding that it will be ready to supply music required by any other legitimate war agency. However, ET spokesmen maintain that the war effort will be seriously injured if small radio stations' thruout (See AFM-ET CASE on page 29)

DuMont Tele Probed By 802 on Scale

NEW YORK, July 10.—Following the notice sent last week by Local 802, AFM here, to the DuMont television outlet, W2XWV, that regular broadcasting scales must be paid to musicians, the union's trial board started an investigation Thursday (8) to secure back pay for men paid under scale in the past.

Trial Board questioned six members who have been employed by the station, and found that salaries ranged from nothing to \$5 per program. Scale which the union plans to enforce is \$12 per program and \$6 per hour for rehearsal with a minimum of one hour required.

It is understood that the union will summon officials of DuMont, with the possibility that the firm will be placed on AFM's unfair list if back pay is not collected. No. 802's investigation caused the station to cancel broadcasts of the *Cafe Television* show for which musicians were used.

Midwest BR Biz Booms Over 4th

DES MOINES, July 10.—Ballroom business boomed over the Fourth of July holidays in the Midwest, with Tom Archer, president of the Archer ballroom company reporting a 30 to 50 per cent increase over a year ago. Archer reported business up at all of his ballrooms over the holidays, including locations at Des Moines; Sioux City, Sioux Falls, S. D.; Omaha, and St. Joseph, Mo.

Playing Sonny Dunham at the Val-Air in Des Moines July 4 he scored a \$2,000 gross despite showers in the afternoon and evening at the outdoor spot. On Monday night at the Arkota in Sioux Falls, Dunham had more than 2,200 customers.

Louis Jordan Socko

NEW YORK, July 10.—Louis Jordan played three profitable one nighters last week, grossing \$1,115 in Odd Fellow's Hall, Chester, Pa., July 1; \$1,270 at Town Hall, Philadelphia, July 2, and \$1,070 at the Grotto, Jersey City, on the 3d. In on a 50 per cent deal, Jordan walked out with tidy sums.

His next one-night dates are in Baltimore (August 2), Washington (3), Wilmington (4), Newark (5), Pittsburgh or Harrisburg (6), Dayton (7), Cincinnati (8) and Lexington (9).

Jordan opened at the Tic Toc, Boston, July 4, and two days later GAG received an offer from the Tic Toc management to play the band for 10 or 12 weeks of its first open time.

Sammy Kaye's "Vacation"

NEW YORK, July 10.—Sammy Kaye began his summer "vacation" this week, doing his Old Gold broadcast from here Wednesday (7) and playing the first of six consecutive week-ends at Steel Pier, Atlantic City, today and tomorrow. According to present plans, Kaye will confine his professional activities to those two engagements only until the pier bookings are completed.

Roadshow Films

SUPPLIES 16mm. & 35mm. EQUIPMENT

Communications to 25 Opera Place, Cincinnati 1, O.

Exhibitors To Take Part in Building of Shangri-La Carrier

CINCINNATI, July 10.—Motion picture exhibitors throughout the country are united in a campaign to sell an extra dollar's worth of War Stamps to every American to build an aircraft carrier called the Shangri-La. A goal of \$130,000,000 will be realized if present efforts are carried thru by everyone showing films.

Roadshowmen are in an ideal position to take part in this campaign by contacting War Bond chairmen in the towns in which they show. The bond chairmen will be glad to co-operate and will do all promotion work necessary to tie the campaign together. The program is being hailed as a chance for merchants, exhibitors and local chambers of commerce to co-operate in a tremendous campaign to sell War Stamps.

Smaller towns are often at wit's end to plan campaigns for selling bonds and stamps—therefore, it shouldn't be any trouble at all for roadshowmen to pass on the idea to them. Local artists can arrange posters, and the ladies of the town will furnish the attendants for the

stamp booths.

Ideas galore are available. Radio stations and newspapers have been enlisted in the campaign and will co-operate handsomely. Transcriptions have been prepared by the Treasury Department and can be secured by bond committees. Other promotional material is available.

In Springfield, Ill., the ship Shangri-La, in miniature, has been erected on a truck trailer and is making a complete tour of the city "fueled" only by the sale of stamps. Ultimate goal of the Shangri-La is Tokio, located at the city's outskirts.

In New Haven, Conn., posters of the plane carrier and a "thermometer" recording the height of sales are being utilized to promote the campaign. This is a simple device which can be prepared easily by bond committees working in conjunction with roadshowmen.

Carrier-shaped booths, special stamp booklets, free tickets to performances given by merchants in return for War Stamp sales, wheels of chance and many other devices are being used to bolster the sale of stamps.

Of course the culmination of the program is at the movie performances given by roadshowmen under the plan outlined for small-town showings. Pictures dealing with airplane carriers and other special features are shown.

The campaign offers a splendid opportunity for roadshowmen to do their part in the War Bond program.

Roadshow Biz Increasing Says Film Distributor

SPRINGFIELD, Ill., July 10.—Recalling fears of early days of the war that the roadshow film business might not do well during wartime, F. M. Mertz, president of the Mutual Theater Supply Company, Inc., of this city, said that developments have proved otherwise. "Today," he declares, "the roadshow business is very much alive and more active than in days of peace."

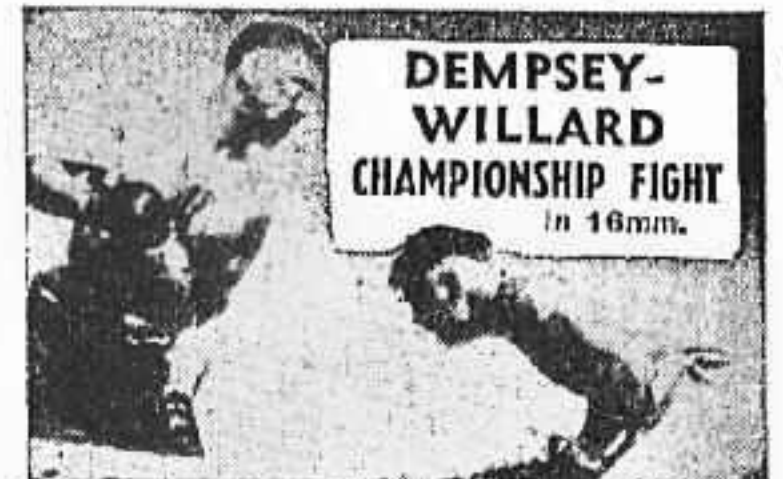
Mertz bases his conclusions on film rentals and first-hand contacts with men in the field. Not a month since Pearl Harbor has gone by, he says, that the rental of films has not increased.

He attributes the gain to the fact that men in small communities have realized the need for entertainment and have brought the movies to the people via portable 16mm. equipment. "Rationing and wartime work hours," he believes, "have kept people close to home and they have not been able to venture into the closest big town to seek entertainment. Consequently small towns which could not heretofore support even a roadshowman are now lucrative spots for the 16mm. entertainment. Not only has the 16mm. business increased, but the 35mm. business has doubled."

CUTTING IT SHORT

By THE ROADSHOWMAN

Reports are that fewer pictures will be turned out this year—because hit films are holding over from two to 10 weeks in the larger cities—probably means less new film fare for the small towns with established theaters. . . . Juvenile delinquency pics are being made by five major studios. . . . New York office of the Alexander Film Company has moved to 42d and Fifth Avenue. . . . Astor Films sends a news letter announcing that a new 16mm. policy has been inaugurated. One new feature each month will be released simultaneously with Astor's 35mm. release of the film.



An "S.R.O." Roadshow spectacle! Uncut, blow-by-blow record of savage, slashing battle of the century! 16mm. Sound or Silent, 2 reels. SPECIAL . . . \$48. Many other fine films: Louis, Nova, Braddock, Galento. CAMERAS - PROJECTORS - ACCESSORIES Visit, write or wire to buy, sell or exchange! Enormous rental library; Musicals, Drama, War Features, Cartoons, Comedies in sound or silent! Low rates, nationwide service. Film list free. MOGULL'S 59 West 48th St., N. Y. 19 (Heart of Radio City)

Philly Fourth Biz Good

PHILADELPHIA, July 10.—With a city wide stay-at-home campaign for the Fourth of July week-end resulting in several hundred neighborhood parties thruout the center of the city, roadshowmen for the first time reaped a harvest here for the holiday. Large majority of the celebrations, which were financed by an appropriation from city council and sponsored by air-raid wardens and American Legion Posts, arranged for showing of movies outdoors as part of the week-end's program.

Kunz Motion Picture Service, distributor of 16mm. films here, reported unprecedented bookings for the holiday week-end. The film exchange arranged programs consisting of a feature film, cartoon and war shorts. Roadshowmen shuttled from one neighborhood to the other in putting on the film programs for the stay-at-homes. Moreover, most neighborhoods provided their own sound equipment, making it much easier for the roadshowmen to get around faster and to more neighborhoods.



NEW AND RECENT RELEASES

(Running Times Are Approximate)

ALUMINUM, released by OWL. The manufacture of aluminum—from the transmutation of bauxite into alumina and thence into aluminum sheeting. Running time, 9 minutes.

BOMBER, released by OWL. Manufacture, speed and power of the B-26 army bomber. Commentary specially written by Carl Sandburg. Running time, 10 minutes.

KIKO THE KANGAROO, released by Castle Films. A new cartoon series featuring an ungainly kangaroo, the product of the Terrytoon Studios. (See NEW RELEASES on page 28)

South Pacific Marines Stand Thru Downpour for Movies

By S/SGT. MILBURN McCARTY JR.

With the opening of the "Coconut Circuit," marines in practically all the isolated parts of this island (somewhere in the Pacific) now get to see American movies every night. At this base, thousands of miles from Hollywood, marines are training in widely separated outposts, but the distribution of films has been worked out by rotating the films to 15 different camp sites. A movie is shown at each camp nightly.

Lt. Don E. Linn, recreational officer, says movies are undoubtedly the most popular diversion of the marines. They stay thru every show, whether they have to sit on the rocky ground or stand thru a tropical downpour. The movies shown under the skies are 16mm prints. Films are obtained thru the Navy's Motion Picture Exchange and the movies are always free.

The marines like musicals, newsreels and shorts and don't get many of these. They are vigorous in entering into audi-

ence-participation singing shorts. Island natives are also confirmed movie hounds and many walk miles thru the jungles to see a show. The natives seem to like two types of pictures best, the "shoot-'em-up" kind and the South Seas variety. When excited, they are liable to let some object go flying at the screen.

Films are graded by the responsible officer at the post with 4.0 being the highest grading. Gradings continue downward as 3.9, 2.5, etc. Most shows are given a higher grading than they should because post officers trade off their films with visiting warships and usually are prone to decline exchanging a 4.0 pic for one of lesser grading. "You gotta watch your film transactions," declares Lt. Linn.

Movies constitute an important phase of South Pacific recreational activity to the extent that even the most nondescript films of the Class B variety show to a full house of happy marines.



ROADSHOWMEN NEED Equipment, Supplies, Film

What do you have for rent or sale?

Manufacturers, Distributors, Exhibitors, Libraries and the Roadshowmen themselves are urgently requested by the trade to make available all equipment and film not now in use. Make up a complete list and advertise it in the

FALL SPECIAL LAST CALL for Advertising Copy FORMS GO TO PRESS WEDNESDAY, JULY 21 MAIL YOUR COPY TODAY THE BILLBOARD CINCINNATI 1, OHIO

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If you operate in Illinois, Iowa, Minnesota, Missouri or Nebraska we will pay you to include one of our films with your program. For full particulars address: P. O. Box 507 Cedar Rapids, Iowa

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NEW 16MM. PRINTS at sacrifice prices Also One-Reel Cartoons, Musicals and Shorts. Write for Free Catalog. **STAR SAFETY FILM** 630 9th Ave., Film Center Bldg. (Dept. B), New York City

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MINOT FILM EX. Millbridge, Maine

Communications to 25 Opera Place, Cincinnati 1, O

Labor Shortage Forces Closing Of Slout Tenter

GLADWIN, Mich., July 13.—L. Verne Slout Players, which began its annual canvas tour at Albion, Mich., June 2, is being forced by the dearth of crew help to close down. Notice was given to the company at Mount Pleasant, Mich., last Monday (5) and the troupe plays its final engagement here Saturday night (17). The Slout organization opens its local stand tonight.

The Slout company had Michigan all to itself this season, being the only tented dramatic show operating under canvas in that territory. Business has been satisfactory to date, despite considerable rainy weather, but Manager Slout was unable to corral and keep a working crew for love or money, hence the decision to close.

The Slout roster this season had Emile T. Conley, Mary Morris, Carl Parks, Ora and Verne Slout, Stanley the Magician and Emily, Cecil Jenkins, the Hamiltons, Caroline Small, Bill Bale, and Mr. and Mrs. Jake Salisbury. Dave Hellman was on the advance.

While in St. Louis, Mich., recently, members of the Slout organization were guests of George and Louise Lanshaw at the latter's farm there. George is a chemist at a sugar beet factory and rents out his farm land. Louise, who has been teaching piano and has her own orchestra, starts at the sugar beet factory soon as a bookkeeper. Their son, Bill, is an air cadet at Nashville.

Repsters Make Omaha Mag

OMAHA, July 10.—A recent issue of *The Sunday World-Herald* magazine here carried an interesting yarn by Arlone Twyman, of this city, on the whereabouts of popular Nebraska rep players of the past and the war's effect on the tent show industry in this section. Covering a page, the article was well illustrated, including photos of Ralph Moody, veteran Western and Midwestern rep players now associated with Station WLW, Cincinnati; Chick Boyes, another rep old-timer who still is operating under canvas out of Kearney, Neb., and Glen McCord, vet rep manager and performer, now engaged for the duration in the Glenn L. Martin bomber plant in Omaha.

Robinson Leases Outfit

CINCINNATI, July 10.—C. S. Robinson, owner of Robinson's Silver Minstrels, seriously ill with a heart ailment the last six weeks, has leased his tent-show equipment for the season to one of the Grand Ole Opry hillbilly units of Station WSM, Nashville. As soon as he is able to travel, Robinson will go to Johns Hopkins Hospital, Baltimore, for treatment. Mrs. Margrette Robinson and his nurse will accompany him.

Waite Finds New Mexico OK

ALBUQUERQUE, N. M., July 10.—Waite's Show is enjoying satisfactory play in Valencia County, New Mexico, using three people and small trained animals. Show has been out six weeks, playing but two stands in that time, one on the outskirts of Albuquerque and the other in Valencia County, near Casa Blanca. Show will begin on fairs soon, using E. F. Hannan's flesh bill, *Rackets*.

Managers, Performers!

We solicit your co-operation in keeping the tent-repertoire page alive and interesting. Managers, we're interested to know how your business is progressing; what effect tire, gas and similar war restrictions are having on your business; the roster of your show and any other information which may be of interest to our readers. Performers, shoot in your personal news items. Your friends are anxious to know where you are and what you're doing. Drop in a newsy line to the rep editor now, even if it's only a penny post card.

Rep Ripples

MACK D. FERGUSON, recently honorably discharged from the army due to his being over the 38-year mark, has joined his pals, Lawrence Hager and Arlington Beebe, as guard at a Cincinnati war plant. The trio is scouting for a fourth quartet man so that they may again make the Drake Hotel's halls ring with their vocal outpourings. . . . HARRY GRAF, of the Kinsey Players, popular Ohio rep troupe, reports the labor situation growing steadily worse, with the putting up and tearing down headaches each week hardly compensating for the extra biz the show is getting this season. The Kinsey org has added a new truck to its rolling stock. . . . MONA RAPIER reports from Berkeley, Mich., that she was caught in the midst of the rioting in Detroit recently and was scared half to death. Mona is selling tickets at a Detroit theater, but has the yen to troupe again. . . . RALPH AND LANYA YOUNG typewrite from Cleveland that their rep players, made up largely of troupers now engaged in war work in the territory, have just finished their second bill of the season, *Loot of the South Seas*, with their regular cast augmented by James Cunningham and Josephine Birt. Burt Stoddard turned in an exceptional paint job on the scenery, the Youngs report, and fluorescent lighting gave the bill added punch. Their next show coming up is *The Texas Ranger*.

PHIL MILLER, of the Buddy Players, who has been working with the WHE Players, has been seriously ill and friends are urging to drop him a line at 2848 Prospect Avenue, Cleveland. . . . LEON HARVEY, ex-repster now located in Columbus, O., shoots us a V-letter he received from Johnny Finch, which reveals that the ex-Billroyer is now with the armed forces in India. His address is Pfc. John D. Finch, A.S.N. 35403366, A.P.O. 689, care Postmaster, New York City. . . . DOUG AND LOLA COUDEN have just pulled their trailer over the Monarch Pass, 11,000 feet up, to Cedar-edge, Colo., where they will make their headquarters for the rest of the summer. They are doing one show a night in halls in the territory, under auspices of local organizations. At Penrose, Colo., recently, a town with a listed population of 77, with the backing of the local Boy Scouts and Harry Fleenor, local postmaster and editor of *The Penrose Press*, they pulled a crowd that jammed the high school auditorium to capacity.

MR. AND MRS. MONTE C. STUCKEY, popular rep players of a few years back, are mourning the loss of their 17-year-old son, Monte C. Jr., killed re-

Wait a Minute, Gordon!

DETROIT, July 10.—Gordon Peters, rep trouper now engaged in war work in Bay City, Mich., made Donald P. Schram's "It Happened in Michigan" column in *The Detroit Free Press* this week with a whale of a fish story.

While swimming in Lake Michigan recently, Peters bumped into something that felt like a cross between a torpedo and a shark. Wary of the sinister-looking object, Peters hurried to shore for help. With assistance, he tugged his discovery to shore, and right there in front of him was the basis for a whopper fish yarn.

The strange object proved to be a female sturgeon weighing 337 pounds and stretching seven feet, eight inches in length. It's back had been broken probably by a propeller of a boat. It was the biggest sturgeon ever taken from that part of Lake Michigan, veteran lake men said.

cently in an auto accident near Pasadena, Tex., where Monte Sr. is now corporation judge. The youngster tramped with his parents on the North Bros.' Show, McOwen Stock Company, Crawford's Comedians, Darr-Gray Show, Davis-Brunk Comedians and other Western and Midwestern tenters. Further details in *Final Curtain*, this issue. . . . LIBBY AND ERNIE CANDLER, still located in Hampton, Va., where Ernie is employed in the shipyards, are sporting a new Schult trailer. . . . SPEC'S SHOW, S. S. Semble owner, is making week stands under canvas in Ford County, Kan., to satisfactory results. The three-people trick begins on fairs soon. . . . DOC WADDELL was a visitor on John Lair's Renfro Valley Folks, playing under the Bill Ketrow big top, at several Ohio stands the past week. Says he found the hillbilly opry packing 'em in with a good performance. . . . DRANE WALTERS, of tab, rep and minstrel fame, is engaged in shipbuilding at the shipyards in Houston. . . . FRANK (RED) FLETCHER is managing the Iris Theater, Houston, while wife, Lettie Lorie, is thrilled with keeping house in their new trailer while working odd jobs around the town.

MAGIC

(Continued from page 21)

and down the Coast. . . . CPL. FRANK RUMBLE, who as Frankie Gallagher was formerly with Marquis the Magician, was graduated with honors from the U. S. Army School Detachment, Pittsburgh, July 10. His wife, Hazel, has joined the Marquis company as assistant.

PRINCESS YVONNE and Baby Yvonne, piloted by Doc M. Irving, are back at

DERBYSHOW NEWS

(Communications to BILL SACHS, Cincinnati Office)

PAT O'BRYAN lines that he is a private in the air corp. He would appreciate letters from old friends of contest days and particularly wants to hear from Louise Dubois and Jackie Anderson. Address is Pfc. Patrick H. O'Sullivan, ASN 38357883, 516th Serv. Sq. Att., Air Base, Maxton, N. C.

PVT. W. E. ANDERSON V-mails from overseas: "Just a few lines to say hello and to let you know that I am well and okay. Thought I would drop you a few lines to let you know what gives out in this part of the world. I went to see my first USO show last night and was surprised to see no other than Joe E. Lewis, and he was good, but then he always was that way. It was the best show I have seen since I left the United States to come overseas. So Bill, tell the USO to send us more shows."

MAT M. HASTINGS, the male half of the hillbilly walkie team, Murphy and Mary Lou, pens that he is now a private in the army and that there is plenty of professional talent in his outfit. Now and then they get together for a show and Mat's fire waltz clicks with the boys as it did with the derby fans when he was pounding the boards. Hastings asks for lines from Hal J. Ross, Zeke Youngblood, Moon Mullins and Wiggles Royce. His address is Serial No. 34280152, APO 257, care Postmaster, Los Angeles.

FIRST RETURNING WALKIE from the battles of North Africa to pen this column is Pvt. Jack (Shine) Murray, Hdqts. Det., Camp Tyson, Tenn. Shine tells

that he saw plenty of action over there and that he got several Nazis. He still is shaky from the air attacks but was glad to be in the big show and expects to go back just as soon as he is rested from the ordeal. He looks for bigger and better derbyshows for the future. Shine would like to hear from his walkie pals.

EDDIE BLESSING, former contestant, cards that he is still working at Hotel Statler, Washington, and that he is eager to see any friend of derbyshow days who is passing thru the national capital.

STEPHEN D. BARR letters from San Francisco that he is still in the States, altho he plans to return to Honolulu soon. Steve asks for the whereabouts of Evelyn Johnson.

INQUIRIES HAVE REACHED the desk on Jack Glenn, Margie Bright, Chad Alviso, Eddie Tompkins, Jonny Russo, Vina Walker, Mickey Britton, Mary Blatt, Vivian Branch, Charley Smalley, Edith Merriett, Benny Leonard, Toni Charles, Eddie McBride, Earl Clark, Walt Gross, Hal Brown, Buster Coates, Jimmie Breese, Helen Howard, Jimmie Hoffman, Frenchy Reed, Carolina Webster, Helen Hall, Jerry Allen, Mary Kramer, Duffy Terantino, Tillie Sweet, Joe Van Ramm, Relia Finney, Charlie Richards, Rose Winters, Max Kelley, Peggy White, George Bernstein, Leone Barton, Chic Smetzler, Sonny Paul, Johnnie Maker, Marge King, Billy Garrison, Mildred Burton and James Stanley.

Hamid's Million-Dollar Pier, Atlantic City, for another summer. . . . ROY BENSON is back in Philly, this time at Club Ball. . . . DE SEARL, youthful mentalist out of Dayton, O., has just finished at the new Melody Lane nitery, San Francisco, with a new assistant billed as Sylvia (Betty Shah), and hopped to Hollywood Monday (12) to pick himself a personal manager and press rep.

ACTOR'S DIARY

(Continued from page 5)

one line. "You'll get to love it," he said. This became a tag line in troupe 41.

The Terrells Terrific

The Terrells are wonderful people. Ray and Judy talked with Del Rio and me until 6 a.m. They had an extra room in which they kept their livestock (rabbits) and they made us welcome. Thank you, Mr. Terrell.

Terrell is a retired real estate man, owns a beautiful home on Long Island, pays an income tax larger than his annual salary on Camp Shows, plays such spots as La Vie Parisienne (New York) regularly, and is known in the profession as a top-flight magician.

Perhaps it was fatigue, perhaps I was becoming immune the way all Camp Show actors do; at any rate, I was laughing hysterically. You see, I knew Mrs. Terrell (Judy) as the charming and dignified hostess in the exquisite evening gown, the ultra urbanite, the New Yorker. Here in Norfolk was this same charming hostess, conversing pleasantly but interrupting occasionally to kill a cockroach with a rolled up newspaper or the heel of her slipper. It struck me as incongruous and hilarious but it showed she could take it. It was really she who gave me courage to continue. Thank you, Mrs. Terrell.

The Gruesome Details

Here I jump around to summarize our tour. We went down the East Coast to Florida and Key West; then north up the Gulf Coast of Florida to Tallahassee, whence I left the show.

Ah Florida, with her swaying palms, sandy beaches and warm sun—what a lousy place to spend the summer! Florida is 500 miles long, 200 miles wide and 1 foot high. It was here the Indian got back at the white man for that Manhattan deal.

Many of the military personnel here call themselves the AEF (Americans Exiled in Florida). This winter I'll probably go to Alaska for Camp Shows. If it rained soup I'd be outside with a fork in my hand.

????????????????????

And so, dear friends, we leave our hero with his heroine praying fervently to God and J. P. Sorzano. Will Jay Marshall evade the hypnotic spell of Camp Shows, Inc.? Will he write to Dave Schooler for more money? Will he get more money? These and many other questions will be answered in the third and concluding instalment of this hair-raising melodrama. Written in Tampa. Revised in Brooklyn.

NEW RELEASES

(Continued from page 27)

Eight cartoons will be released, the first two in July and two each month until October. The series includes *The Big Fight*, *Cleaned Out*, *The Foxy Fox*, *Hail the King*, *Ostrich Troubles*, *On the Scent*, *Danger on Ice* and *Red Hot Rhythm*. Available in 100 and 360-foot silent versions and a 350-foot sound version.

CAMPUS ON THE BEACH, released by OWI. Wartime activities being carried on in American colleges and universities. Across the screen march young men and women being prepared for war today and peace tomorrow. Running time, 19 minutes.

CONQUER BY THE CLOCK, released by OWI. Dramatic portrayal of the results of carelessness in war production—the death of an American soldier in the Southwest Pacific, of American airmen in the North Atlantic. Produced by RKO. Running time, 11 minutes.

WANTED

25 Colored Med. Show Performers to join immediately. Singers, Dancers, Musicians and Comedians. State everything you can and will do. Wire or write

CHIEF VAN RED FEATHER
QUINCY, ILL.

The Final Curtain

ment in Rural Cemetery, Northport, L. I., N. Y.

HERMES—Charles E. Jr., 28, magician, and girl show and side show operator with Dick's Paramount Shows this season, in Baltimore recently. He began his career as a magician at the age of 12. Surviving are his widow and a daughter.

HERRICK—George W., 82, many years Albany (N. Y.) correspondent for *The Billboard*, July 6 at his home in Albany of a heart attack. A slack wire walker in his youth, he entered newspaper business over 30 years ago, becoming an editor and political writer and later legislative correspondent at Albany for numerous newspapers. He was secretary of the New York State Legislative Correspondents' Association. His pen was used by Gov. Alfred E. Smith and all succeeding New York governors to sign their oaths of office, and President Roosevelt used the same pen to sign his first presidential oath. Survived by a daughter, Marion, Albany public school teacher. Funeral July 8 at the Episcopal Cathedral of All Saints, Albany.

JULES-BOIS—Dr. H. A., 74, French playwright, poet, novelist, journalist, lecturer and world traveler, in French Hospital, New York, July 2. Services at Corpus Christi Church, New York, with burial in Calvary Cemetery there.

KELLY—Forest A., 53, manager of the Lincoln Theater, Massillon, O., for 20 years, in Chagrin Falls, O., June 26. Survived by his widow and a daughter.

In Memoriam
of a loving Husband and Pal
SKIPPY LA MORE
who passed away a year ago, July 8, 1942.
Gone and dreadfully missed.
JEAN LA MORE.

LEIBERMAN—Israel, 42, conductor of Jewish and Polish programs over Station WSAV, Rochester, N. Y., June 30 in that city.

MITCHELLTREE—Blackie, 61, formerly with Mighty Monarch Shows, at Waveley Hills Sanatorium for Tuberculosis, Louisville, July 5.

MOORE—Herbert, 62, theatrical scenic artist, in Bellevue Hospital, New York, July 7. He was a pupil of Howard Pyle and designed the stage settings for several Shubert productions. Survived by a brother.

MURPHY—Gerald, 32, field contact man for Universal Pictures, of a heart attack in Hollywood July 3. Services at Mother of Good Counsel Church, with interment in Holy Cross Cemetery, Los Angeles, July 7. Survived by his widow and a three-month old daughter.

NORSKA—Snake dancer, in Maywood (Calif.) Hospital July 7 following a lingering illness. At 16 she began making appearances as a snake dancer with the Buffalo Bill Wild West Show, with which she traveled for several seasons. While with the show she met and married Al Stanford, rodeo performer. Their daughter, Geraldine, now 17, is swimming champion of Wyoming. Survived by her present husband, Carlo Cesari, and a daughter, Geraldine, by her first marriage.

OLDHAM—Aline, retired wardrobe mistress, in Los Angeles June 24. She traveled with *Rose Marie* in 1927 and retired from the theatrical field following a serious accident in Allentown, Pa., shortly after. Burial in Forest Lawn Memorial Park, Glendale, Calif. Survived by a sister.

PHILLIPS—George L., 59, agent associated with the Collins & Phillips Agency, Philadelphia, July 3 in Frankford Hospital there, after a year's illness. Surviving are his widow, Margaret W.; a daughter, a son and a sister. Interment in Forest Hills Cemetery, Philadelphia, July 7.

PRUEVER—Prof. Julius, 69, faculty member of the New York College of Music, in Lindwood Nursing Home, New York, July 8. He was conductor of the Berlin Philharmonic Orchestra from 1924 to 1933, conductor and director of the Breslau Opera, 1896-1923, professor of conducting at Berlin State Academy of Music, 1924-'33, and general director of music in Weimar, Germany. He instructed Franz Allers, Antonia Brico, Bernard Heiden, I. Jacoby, Mityslaw Mierschewsky, Richard Mohaupt, Felix Reinschagen and Herbert Sandberg. Professor Pruever was graduated as master of the baton from Vienna Conservatory of Music and conducted the first *Tristan and Isolde* heard in Leningrad, and in 1907 pre-

sented the first *Salome* in Vienna and Budapest.

ROQUEMORE—Henry, 57, stage and screen actor and producer of musical comedies, at his home in Beverly Hills, Calif., June 30. He appeared on the New York stage in *The Man On the Box*, *Stop Thief*, *15 Minutes From Broadway* and other productions. He also owned and operated stock companies in Florida and the Midwest, later moving to Hollywood to become a free-lance film player. At time of his death he was working at Metro.

RUDOLPH—John, 53, director of trade extension department of Station WLW, Cincinnati, in that city July 7 of a heart attack. Survived by his widow, Catherine, and a daughter. Services July 8 at Baiter Funeral Home, Cincinnati, with burial in Memphis.

SELIG—August, 73, associated with his brother, William Selig, in the old Selig Polyscope Company, pioneer music picture producers, July 3 in Rockford, Ill. Survived by his widow, two sons, a brother and a sister.

SHERMAN—Morris, 83, father of Shavo Sherman, vaude mimic, in New York June 17. Irving Sherman, another son, operates the Central Theater, Pearl River, N. Y. Surviving are four sons and a daughter.

SOSELLI—(Thomas Courtney), 47, magician, June 2 in Detroit. Survived by his widow. Interment in Holy Sepulchre Cemetery, Detroit.

STAFFORD—Frank (Deaver), 61, retired vaude performer, in San Diego, Calif., June 28. He appeared in the act, *A Hunter's Game*, with his wife, Marie Stone. Survived by his widow, father and brother.

STUCKEY—Monte Jr., 17, son of Monte C. and Elsie Stuckey, well-known former repertoire performers, near Pasadena, Tex., May 21, when the car which he was driving overturned. The elder Stuckey is now corporation judge of that city. An accomplished musician, the youth was to have appeared in summer concerts with the Houston Symphony Orchestra this season. He was well known in the tent repertoire field, having trouped with his parents on a number of Western and Midwestern shows. Burial in Forrest Park Cemetery, Houston. Survived by his parents.

SWINSKY—Albert Jr., 46, president of Station KRLD, Dallas, and publisher of *The Dallas Daily Times-Herald*, in that city May 11.

TUCKER—Adelbert L. (Tommy), 71, billposter and stagehand, at St. Joseph's Hospital, Elgin, Ill., July 3. He was a member of IATSE and for many years was connected with Elgin Opera House. Survived by a sister, Mrs. Rose Rasmussen. Burial in Bluff City, Ill.

VALLI—Georgia D., 47, wife of Larry (Bozo) Valli, former clown with Ringling-Barnum Circus and now with the Fun House, Venice Pier, Venice, Calif., at her home there June 28 of complications resulting from a nervous breakdown eight weeks ago. She was a member of the Ladies Auxiliary, Pacific Coast Showmen's Association. Burial in Rose-dale Cemetery, Los Angeles, July 2. A son, Robert Pierce, of the navy, also survives.

WEBSTER—Melville J., 56, musician and former member of John C. Weber's Prize Band of America, July 9 in Cincinnati. Solo clarinetist with Weber's band, he was also a member of the orchestras at the Lyric and old Walnut theaters, Cincinnati. In 1918 he toured with the Frederick Innes band for a season and then took a position with the C. G. Conn Company. Later he was with H. & A. Selmer & Company. His widow, Eleanor M.; two sons and a brother and sister survive. Burial July 13 in Cincinnati.

Marriages

BELL-WHEELER—Sgt. Amos Bell, former Michigan speed-skating champion, to Genevieve Wheeler, nonpro, in Detroit June 5.

HOUSTON-CARD—George Houston, stage and movie actor and producer-director of the American Music Theater, Inc., to Virginia Card, soprano of American Music Theater and recently with the traveling production of *The Chocolate Soldier*, in Portland, Ore., July 3.

JAMES-GRABLE—Harry James, orchestra leader, to Betty Grable, screen star, in Las Vegas, Nev., July 5.

MOORE-PAGE—Victor Moore, veteran comedian, to Shirley Page, dancer, January 16, 1942, it has just been revealed.

PEARCE-FROST—Fred W. Pearce Jr., former concessionaire at Walled Lake (Mich.) Park and son of Fred W. Pearce Sr., veteran park operator, to Elizabeth Anne Frost, nonpro, in Detroit June 19. Bridegroom is now in the coast guard.

PIERCE-TASSIN—Spencer Pierce, Atlanta press representative of 20th Century-Fox, to Bernice Thais Tassin, dancer with A. B. Marcus Revue, known professionally as Ha Cha San, in Atlanta July 6.

SAN FRATELLO-SEVERINSEN—Joseph San Fratello, of Cetlin & Wilson Shows, to Grace Severinsen May 21 in Baltimore.

SPERLING-TERRY—Jack Sperling and Sue Terry, dancer, in Columbus, O., June 22.

ZIMBALIST-BOK—Efrem Zimbalist, Russian-born violinist and composer, to Mrs. Mary Curtis Bok, art patron and founder of Philadelphia's Curtis Institute of Music, July 6 in Rockport, Me.

Births

A son Robert Richey Jr., to Mr. and Mrs. Robert Richey Butler at St. Johns Hospital, Los Angeles, June 28. Father formerly appeared with the Alice Richey and Company, and his grandparents are Roy Butler and Alice Richey, well known in repertoire circles.

A daughter to Mr. and Mrs. Jack Ross at Good Samaritan Hospital, Los Angeles, July 1. Father heads band currently at Mike Lyman's Vine Street Cafe, Hollywood.

A daughter, Bonnie Gail, to Bob and Barrie McGrew in Kansas City, Mo., June 11. Father is an orchestra leader.

A daughter to Mr. and Mrs. Bernie Berle July 3 at St. Agnes Hospital, Philadelphia. Father is orchestra leader at Carroll's Cafe in that city.

A son to Mr. and Mrs. John Dettle in Hollywood July 8. Mother is Veronica Lake, film star. Father is in the army.

A daughter to Lieut. and Mrs. John Rowe in Hollywood July 6. Mother is the former Ruby Keeler, screen star.

A son, Elmer Roy III, to Staff Sgt. and Mrs. E. Roy Chaffer Jr., June 27 in Salisbury, N. C. Before becoming a marine the father was with Gene Leonard's orchestra. Grandfather is Elmer R. Chaffer Sr., former stage manager of Gaiety Theater, Rochester, N. Y., and grandmother is the former Marion Blake, of the Jacob and Jermon *Bon Ton* Company, 1917-'19.

A son, Peter Francis, to Mr. and Mrs. William Murphy July 4 at St. Francis Hospital, Evanston, Ill. The father is continuity editor for the NBC Central Division.

A daughter, Elaine, to Mr. and Mrs. Lou Walters July 3 at Augustana Hospital, Chicago. The father is announcer on the Blue Network, Chicago.

A son to Mr. and Mrs. Ken Dolan at Good Samaritan Hospital, Los Angeles, July 8. Mother is Shirley Ross, screen actress.

Divorces

Mary Quillan from Joseph Quillan Jr., radio writer, in Los Angeles June 30.

Barbara Meyer Charteris from Leslie Charteris, movie storyteller, in Las Vegas, Nev., June 30.

AFM-ET CASE

(Continued from page 25)

the country will be forced to shut down for want of electrical transcriptions.

Other Developments

The purchase this week of the World Broadcasting System, Inc., one of the leading transcription companies, by Decca Records, Inc., is believed by some in the trade to have a direct bearing on the final AFM-ET split. The purchase was rumored for some time and undoubtedly reached the ears of AFM officials.

There are some opinions that the unionists suspected a trick by which Decca would have access to unlimited recorded material if the ETs won a settlement with AFM. The idea has been advanced that if the record companies found it absolutely necessary to acquire recorded music, regardless of the AFM, the transcription companies would become the source of supply. And it is further argued that because of this possibility, AFM shut down tight on ETs, declaring that union members would no longer record for them under any circumstance.

On Thursday (8) Senator Tunnell introduced a bill, directly aimed at the AFM, which would make it unlawful for "any person to use threats of compulsion to prevent any employee from working to produce records or transcriptions."

FIRST HALF ENDS IN HIGH

Holiday Grosses Bolster Orgs Outlook for '43 Stretch Run

Managements report increases of from 20 to 40 per cent in some instances—weather breaks good for most part—windstorms, floods take toll

CINCINNATI, July 10.—Despite the effect of war upon the industry, and altho weather was not up to the good standard of other years, most of the traveling organizations turned in exceptionally strong attendance figures and grosses for Fourth of July week stands. Marks rung up verified outdoor showmen's early-season beliefs that the public is amusement hungry and that the season would wind-up on the creditable side if the purveyors of outdoor amusements were not handicapped too severely by regulations imposed upon them because of the war.

Transportation difficulties up to the halfway mark of the season, altho severe, have not proved insurmountable and only on few occasions have shows lost an opening night because of the situation, it was learned from reports hitting this city. Credited with being responsible for much of the good business done in the first half of the season are the good weather breaks obtained by the shows, altho heavy rains, windstorms and flash floods have taken their toll.

In spite of these conditions, however, most carnival managements report business on a par, and in some instances from 20 to 40 per cent better than in 1942, an outstandingly successful year. Most of them continue to obtain good play from the amusement-hungry soldiers stationed at army camps thruout the country and from workers on war projects in towns and cities where the war effort activities prevail on a 24-hour basis.

Increased investment and improvement program promised by show owners early this spring has been carried out (See *FIRST HALF IN HIGH* on page 33)

Big Holiday Biz In Chicago Area

CHICAGO, July 10.—The three-day July 4th week-end holiday was a red one for shows playing in this area. While there was some rain, it was not enough to seriously affect business.

Hennies Bros.' Shows, playing the Southwest Side, had exceptionally good business, with rides, shows and concessions all kept busy. Business was good for most of the carnivals at smaller lots. Truck shows playing towns adjacent to Chicago all did well.

Franks Macon Gates Soar; Plans Mapped For No. 2 Unit Bow

MACON, Ga., July 10.—Encouraged by 15 consecutive weeks of profitable business at a permanent location here, Manager W. E. (Bill) Franks, of Franks Shows, has announced plans for a No. 2 unit, which also will play a permanent location until fair season starts. Franks said he has two options on local lots, one near the business district, and another outside the city limits. Principal advantage of the latter, he explained, is that Sunday operations are permitted beyond the city limits. His plans call for a No. 2 unit consisting of 6 rides, 30 concessions and a free act.

Business for July 4 was termed good, (See *FRANKS MACON GATES* on page 33)

Storm Damages Rogers Bros.

GRAND FORKS, N. D., July 10.—A windstorm, which hit the Rogers Bros.' Shows, playing a celebration here June 24, inflicted damage estimated at \$3,000 on the organization, Earl, D. C. and Bernard Rogers, owners, said. Blow overturned the office trailer, scattering \$600 in currency over the lot, with only \$200 being recovered. The Ferris Wheel was wrecked and represented a loss of \$1,500, officials said.

HASC Aux. Host At Summer Party

KANSAS CITY, Mo., July 10.—Ladies' Auxiliary of the Heart of America Showmen's Club held its annual Summer Party in the clubrooms June 28, with 26 members and one visitor in attendance. Nellie Weber, chairman, and members of the entertainment committee prepared and served lunch. Door prize was won by Velma Chandler. Prize for the silver fund, a large basket of fresh vegetables, donated by Mother Parker, went to Margaret Pennington.

Boots Marr was stricken ill and was forced to leave the party. She was later taken to a local hospital. Mrs. Lou Dufour, ill in Menorah Hospital, is reported improving. Mother Parker is nursing a sore hand.

In attendance were Toots Riley, Boots Marr, Leola Campbell, Mae Wilson, Tillie Johnson, Mother Parker, Gertrude Allen, Ann Calender, Billie Grimes, Jess Nathan, Nina Adams, Harriet Calhoun, Nellie Weber, Margaret Haney, Bird Brainerd, Millie Ross, Ann Carter, Nora Sugett, Gene Garrison, Jerry McDonald, Ethel Mudry, Margaret Pennington, Velma Chandler, Catherine Boyd and Thema Ridel.

Hennies Tour Okay; Fair Trek Readied

ST. LOUIS, July 10.—Termining business on the season so far as satisfactory, J. C. McCaffery, general manager of Hennies Bros.' Shows, announced during a visit to *The Billboard* office here that among fairs booked by the shows are: Chattanooga Inter-State Fair, Alabama State Fair, Birmingham, and Spartauburg (S. C.) County Fair.

A judicious pruning of all unnecessary equipment at the start of the season has resulted in the show presenting a streamlined appearance, and is geared to this year's transportation and labor problems, without the sacrifice of any entertainment value, McCaffery said.

Strates Doubles '42 Rome Play; Watertown Big

ROME, N. Y., July 10.—James E. Strates Shows, playing a Main Street location this week, under firemen's auspices, doubled last year's gross business and attendance marks, the management said. Shows were the first to play inside the city limits for a number of years. Last year's engagement was staged outside the city.

Assistant Manager Dick O'Brien came in here in advance of the organization and with the aid of two bulldozers, road scrapers and rollers, had the lot in readiness for the shows' arrival. Since half the lot was concrete, a compressor drill was used to drill stake holes for the tops.

Management said shows, rides and concessions were in operation every afternoon. Eddie Jackson, publicity director, is back in harness altho still on crutches. Altho shows arrived late, all attractions were open on time. Blonde Sensation, (See *STRATES ROME PLAY* on page 33)

Conklin Chalks Impressive Midway Count at Calgary

CALGARY, Alta., July 10.—Conklin Shows, making their third consecutive tour of the Western Canada Class A Circuit under direction of President J. W. (Patty) Conklin, provided the midway attractions at this year's Calgary Exhibition and Stampede, July 5-10, to exceptionally strong returns. Conklin said that he did not expect the midway to create any new records, because of limited operations.

Concessions, however, scored one of the best weeks of the current season, Conklin said. He added that the weather has been near perfect and indications early today were that the shows will wind up the week with a formidable gross count.

Charles Yule, general manager, and his directors expressed pleasure over

both the midway and grandstand attractions, the latter featuring Barnes-Carruthers' *Allies Victorious* presentation, and all said that results from both attractions had exceeded their expectations.

Public spent freely, it was reported, and the exhibition set up new records on Monday, opening day. Thursday's crowds proved the best since 1929, and over 20,000 children were in the grandstand on Friday, Kiddies' Day.

Shows made the jump from Brandon, Man., where they inaugurated the tour at Provincial Exhibition of Manitoba to business which compared favorably with 1942 grosses, to their second stand on the circuit in good time. Numerous Canadian dignitaries and fair officials visited the midway during the week.

Buck Beats Weather at Keene; Lewis Aids Norfolk Bond Drive

CLAREMONT, N. H., July 10.—O. C. Buck Shows, after chalking up a satisfactory engagement in Keene, N. H., despite some inclement weather, opened Wednesday night for a four-day run under Veterans of Foreign Wars Post auspices at the Washington Street show lot. VFW committee arranged special bus transportation to the grounds in addition to several horse-drawn cabs. Publicity at the two spots was unusually good, with newspapers and radio stations

co-operating. Roy F. Peugh, press representative said.

Shows opening in Keene, after many difficulties and mishaps in transportation were encountered, proved one of the best of the season so far. July 4 and 5 engagements were lost to rain, but business for the stand was highly satisfactory, the management said, with rides, shows and concessions obtaining good play. Merry-Go-Round, lost in a (See *LEWIS AIDS DRIVE* on page 33)

WM Heavy Draw At Clifton Date

Org is first in in four years—Terrell Jacobs circus bows successfully

CLIFTON, N. J., July 10.—World of Mirth Shows, playing in the heart of town under American Legion Post auspices, closed a successful eight-day stand here on July 4. City, which has been closed to carnivals for four years, was opened thru the combined efforts of the shows' staff and the sponsors. Attendances were heavy thruout the week, with the rides getting strong grosses.

Shipping from Hartford, Conn., after closing with Gilbert Bros.' Circus, Terrell Jacobs' Wild Animal Circus, augmented with stock and equipment from his winter quarters at Peru, Ind., arrived June 30. The circus was ready to open the following night. Its performance and menagerie are presented under a four-pole top. Menagerie comprises 2 camels, 2 llamas, kangaroos, monkeys, ponies, horses, donkeys, 24 lions, 5 tigers, 6 leopards, 2 pumas, gnu and 4 elephants.

Staff includes Bert Wallace, superintendent of elephants and assistant to Jacobs; Terrell Jacobs, manager; Dolly Jacobs, secretary-treasurer; Ed Hagen, superintendent of tickets; Hop Graham, boss property man; Charles (Grease) Mitchel, boss canvasman; Eddie Brown, transportation and electrician, and Jack Marsh, superintendent of candy stands.

Because the newly contracted acts were booked elsewhere until after July 4, it is impossible to give the program in its entirety, the management stated. Additional railroad cars arrived from the shows' winter quarters at Richmond to transport the circus cages and wagons. Joseph Minchin, CFA, Paterson, N. J., was a nightly visitor.

Plaza's Still Date Jaunt Successful; Fair Tour Planned

WADSWORTH, O., July 10.—Ideal weather and good crowds greeted Plaza Exposition Shows at their opening Monday of a week's engagement here. Shows arrived in good time from a successful stand at Stratton, O., and General Superintendent Tom Pierson had all rides and shows ready for opening at noon.

After four weeks of rain following the opening of the season, shows have been piling up some of the best grosses in their history, Billy Goodnow reported. At Wellston and Chesapeake, O., good attendance and much better spending prevailed than for last year's date. At Chesapeake, where shows were making their first stand under the Plaza title, (See *PLAZA JAUNT* on page 33)

Carnivals

in the
War Effort
By FRANK J. LEE

LOOK
For This Feature in
The Billboard
Fall Number

Dated July 31

Showmen's League of America

Sherman Hotel
Chicago

CHICAGO, July 10.—A special meeting of the board of governors is set for July 15. Applications are to be presented for ballot and many important matters will be discussed. Recent additions to the list of members in the armed forces are John (Sheik) Lempart, David Kann and Charles Owens. Jimmy Annin visited. Brother Sam Ward left to join Polack Bros.' Circus and Sidney Nathansen came in from the Sutton Greater Shows. Latest contributions in the club's Red Cross Drive came from Denny Pugh, Ray S. Oakes, Tommy Sacco, Vic Torti and Gaston Goldman.

Mrs. Art Radtke writes that she will not take to the road this season and will be at the Mayfair Club, Miami, for several weeks, before visiting Art on Conklin Shows. Brother H. B. Shive sent in an application for Leonard L. Dillon. It will receive action next week.

Recent callers at the rooms included Morris Kaplan, H. B. Shive, Eph Glosser, Jack Schenck, W. Shelford, Nick Dallesandro, Rudolph Nathansen, Vince McCabe, Irving and Sam Berk, David Golden, Vaughn Richardson, Stanley Korn, Billy Adams, Hymie Shreiber, Edgar G. Hart, Pvt. John J. O'Connell, C. W. Franklin, Lou Leonard, Harry Martin, Irving Mailitz, Harry Ross, Edward Sopenar, Nate Hirsch, Rudolph Singer, Jack Kerschner, Leo Berrington, Max Hirsch, Oliver Barnes, Sam Ward, Ray Oakes, Sparky Gilson, Denny Howard, J. O. McCaffery, G. L. Wright, Max Brantman, Jack Pritchard and Jack Benjamin.

Ladies' Auxiliary

Applications for membership received last week and which will be presented for ballot at the next regular meeting included those from Mrs. A. L. Dillon, Woodward, Evelyn Levine, Lynoveta Guinn, Ella Pugal, Martha Jane Rodgers, Alleen Patricia Taylor, Mrs. Mae E. Smith, Louise Lockhart and Mrs. J. H. Bybee. Dues for 1944 came from Bette Hartwick, Anna B. Stewart and Rosemary Ruback. Sick list includes Anna B. Stewart, Mattie Crosby and Emma Koss.

Correspondence was received from Alice Wilson, Grace Goss, Josephine Woody, Edith Streiblich, Virginia Kline, Viola Fairly, Ruth Martone and Anna Stewart. Viola Blake visited Dodson's World's Fair Shows in Kenosha, Wis., last week, while Elsie Miller, secretary, and Past President Leah M. Brumleve visited the shows in Racine, Wis., where they met Grace Goss, Mrs. Anthony, Raynell Golden, Dorothy Flannigan, Mrs. Ella Dodson, Mrs. Pugal and Mrs. Hanson. Mrs. Irvin Polack, Mrs. Sarah McCaffery, Mrs. Lew Keller and President Mrs. William Carsky visited Cole Bros.' Circus at Harvey, Ill.

Past President Edith Streiblich and Mrs. Mike Wright visited Rosen's Buckeye State and Hennies Bros.' shows. Members regretted to learn that Mrs. Lew Dufour is still ill in Menorah Hospital, Kansas City, Mo. Viola Fairly's son, who is with the Marine Corps, reported he is well, as did Past President Mrs. Ida Chase's son, Bruce, also with the Marines.

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, July 10.—Veterans' Committee Chairman Jack Lichter left for Tulsa, Okla., where he will be one of the guests at the Reactivating of the 42d or Rainbow Division of the army. This was General McArthur's Division during World War I and Brother Lichter was a lieutenant in the old 69th, New York, which is part of this division. The father of Brother Jack Capria died July 5 at his home in New York. Our sincere sympathy, Brother Jack. Welcome visitor, Petty Officer H. M. Walker of the British Merchant Marine, who is one of Australia's front-line showmen. Just returned from Scotland. Bob Ellis in from the closed Gilbert Bros.' Circus and Joe Gold back from Chaplain Traver's Capitol Park in Albany. Pvt. Harry Koretsky transferred from Camp Maxey, Tex., to the Elizabeth Armory, Elizabeth, N. J. He is an M. P. Sailor Brother John Francis King still on the critical list at the Naval Hospital, St. Albans, L. I. He is well enough to read letters, so why not drop him a line. Interesting letters from Brothers Bill Powell, Fort Sill, Okla., and from Pvt. Mort Messias, who is temporarily stationed at Keesler Field, Miss. Letter from Pvt. Ben Berk, whose address now is care of Postmaster, San Francisco.

While the fiscal year 1944 will not start until July 15, many members are avoiding the rush by securing their new membership cards now. The following members have paid their dues in the last few days: Jack Rose, Bligh Dodds, Louis Light, Joseph Parenteau, Edward Nacht, Mack McFarland, Samuel Rosenthal, Bruce Brooks, Godfrey G. Carper, Eddie Davis, Alfred E. DeLuca, James S. Donahue, Robert W. Mallett, William T. Martin, John I. Ressel, Joseph G. San Fratello Jr., Louis Ulrich, Frank Wazniak, Charles (Doc) Morris, Clemens Schmitz, George Whitehead, Dovey Chisholm, Jack Gilbert, Homer Davis, Harry Heller and Daniel Schnair. Schnair is rapidly recovering from a fractured wrist. Jimmy Davenport dropped in from the Garden State Shows. Among other visitors were Frank Blatsky, Bill Hewitt, Frank Miller, R. C. McReavy, Tex Sherman, Sam Rothstein, Edward Elkins, Kirby McGary, Mr. and Mrs. Joseph Lampagnole, Ben Rosen, Ike Weinberg, Nate Weinberg, Sam Finkel, Sambo Peterson, David Epstein and Mr. and Mrs. Sam Lager. Murray Goldberg has engaged Andre Dumont. Andre is now at Riverview Park, Chicago. Brother Jack Perry is in the membership race in a big way. Has sent in three new applicants: Elwood Owens, Grover H. Hill and Morris Meyer. Third Vice-President Jack Wilson advises that one of the members on his outfit is ready to kick in with a whole bundle of applications.

Leader in the 1944 banquet year book advertising drive is Endy Bros.-Prell Shows. We anticipate in the near future that Chairman Gerald Snellens will come thru with a whole bundle. Mr. and Mrs. Walter K. Sibley this week celebrated their 50th wedding anniversary. Sibley is club's executive secretary.

Ladies' Auxiliary

July 4th week-end found most of the members, not on the road, vacationing at near-by resorts. Past President Dorothy Packman and husband, Mack, were at Atlantic City, while Past President Midge Cohen and Sisters Flora Elk and Ruth Gottlieb and husbands spent several days at Asbury Park, where they met Sisters Dolly McCormick, Ida Harris, Rose Harris and Emma Pink. Sister Harris is entertaining her sisters, Henrietta, Doris, Eve and Cecil, who are visiting in the East from their California home. Harriet Harris, daughter of Sister Rose Harris, is ill, as is Sister Eleanor Rinaldi. Sister Ethel Shapiro is visiting relatives at Long Beach, N. Y., for several weeks.

A large number of members on the road are securing new members and working very hard for the various club projects. Sister Miriam Sussman has sent in four applications for membership, thereby getting off to a good start

towards her Life Membership. She proposed Mrs. Lillian A. Goodman, Mrs. Margaret Vagell, Edith Bookman and Mrs. Mary Ellen Huber, all of Cetlin & Wilson Shows. Mrs. Dorothy Shoemaker and Mrs. Lithia Price were proposed by Treasurer Anna Halpin, while Sister Mary Sibley proposed Ionia Kaye, of Miner's Shows. Sister Martha Weiss sent in the application of Florence Royster, and Sister Evelyn Buck sponsored Mrs. Geraldine Hurd and Mrs. Irene Beaty. Sister Ruby Kane, now with Bantly's All-American Shows, requested more application blanks. Sisters Martha Weiss and Evelyn Buck have asked for some more penny bags, which are being taken care of by Chairman Midge Cohen. Members whose 1943-'44 dues have been paid will receive their new cards soon. Letters also were received from Sisters Pat Lewis, Edna Lasures, Frances Simmons and the Ladies' Auxiliary, Pacific Coast Showmen's Association. President Blanche Henderson has called a meeting for August 25.



Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, July 10.—There was no club meeting Monday night because of the July 4th holidays, but it was announced that Mike Krekos's West Coast Victory Shows had held their Showmen's Day celebration, and a check for over \$600 is en route to the club treasurer to be credited to the emergency sick and relief and cemetery funds. A special meeting of the board of governors was held Tuesday night.

West Coast Shows contribution is the first received by the 1943 Showmen's Day Committee, headed by John R. (Spot) Ragland, and it is the largest donated by a traveling organization. Sally Rand raised \$1,000 for the fund when she was at the Golden Gate International Exposition, San Francisco, but this is classified as a located show.

Ragland has been doing much work getting the plan ready for launching. The campaign got under way late in June and the returns from the Krekos show indicates fast and good work on the part of that shows' management. Ted LeFors, lessee of Steffens Superior Shows, is planning his Showmen's Day benefit July 27 at OceanSide, while the Mission Beach Amusement Center plans one for early in August. Mission Beach will join with LeFors in marking the event and the LeFors group will reciprocate when the Mission Beach group stages its Showmen's Day.

Two methods of fund raising are being used. A "Show-Within-a-Show," such as Rubin & Cherry Exposition staged here two years ago, while second method

Missouri Show Women's Club

Maryland Hotel
St. Louis

ST. LOUIS, July 10.—Little activity prevails around the clubrooms during the summer. However, members got together on the last Thursday in June to honor Mrs. Louisa Hanasaki with a stork shower.

Mrs. Mary Foster was hostess and the guest of honor received many useful gifts. A buffet lunch was served.

In attendance were Norma and Gertrude Lang, Marie Jones, Adele Voelker, Mary Foster, Bea Giuliani, Daisy Davis, Mabel Baysinger, Mrs. Wutherick, Doris Riebe and Kay Gawle.

is a percentage of the rides and attraction grosses. Earl Douglas, Douglas Shows, and Larry Ferris matched the percentages last year when their shows marked Showmen's Days with the contributions of the show managers swelling the individual and collective totals.

Bill Swanson and Joe Blash Sr. have arrived from the Bill Groff Shows, having closed in Paso Robles. Max Kaplan was in town for a few hours from Mission Beach.

Ladies' Auxiliary

During the summer club holds its meetings on the second and fourth Mondays of each month. Only activity this week was the funeral services for Sister Georgia Valli. Members attended in a body and gave the Rose ritual, with Mother Minnie Fisher and Edith Bullock in charge.

A group also attended a broadcast at Station KHJ, and Stella Linton and Helen B. Smith came away with \$10 prize money for their singing of *God Bless America*.

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FREE ATTRACTIONS WANTED

For Brownstown, Indiana, Homecoming, July 26-31; also Steelton Merchants' Celebration, Columbus, Ohio, July 26-31. Acts must be high and sensational and first class in every respect.

Address inquiries

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1300 Norton Avenue

Columbus, Ohio

WORLD OF PLEASURE SHOWS

LANSING
July 19-24

PORT HURON
July 26-Aug. 1

FOWLerville FAIR
Aug. 3-7

WANT Motordrome, Monkey Circus, Life, Fat Show, Mechanical City, Large Animal, War Exhibit, etc. Can place Ex. Photos, Bowling Alley, String Game, Bumper, Hoop-La and other Stock Concessions. Good territory for Frozen Custard. Ride Help on all Rides. Top wages.

JOHN QUINN, Muskegon, Mich. (All This Week)

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New and Used

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Write for Prices

E. G. CAMPBELL TENT & AWNING CO.
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WANTED

Two Managers, six Collectors; experienced. Two Mike Men.

S. B. RAMAGOSA

Wildwood, N. J.

3000 BINGO Frock-Meyer Get Solid July 4th Week-End in L. A.

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
35 cards, \$9.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 8¢.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.
LIGHT WEIGHT BINGO CARDS
Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
Automatic Bingo Shaker. Real Class . . . \$12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 . . . 1.25
3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M . . . 1.50
Box of 25,000 Black Strip Card Markers . . . 1.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay excise tax. Immediate delivery.

J. M. SIMMONS & CO.
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FERRIS WHEEL FOREMAN WANTED
Must be sober and reliable. No truck driving; city lots. Will buy small Merry-Go-Round.
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WANT
Merry-Go-Round, Roll-o-Plane or Octopus. Also any legitimate concessions for permanent location.
J. G. STEBLAR, General Manager
J. G. Steblar's Greater Shows
Post Office Box 821 Columbia, South Carolina

BUFFALO SHOWS

Since opening date this show has played center of town locations only and will continue to do so. Space is strictly limited to conform to this policy. Will book a limited number of concessions, such as Pitch-Till-Win, Dart Game, Sium Stores, High Striker, Waffles and Apples, Jewelry, Cigarette Pitch, Cane Rack. No percentage for sale at any time. Cannot use any wheels. No Cypries. Kindly reply via wire or Special Delivery only. This week, Albion on the main street in front of the stores.

Howard Potter, Buffalo Shows **Albion, New York**

JAMES E. STRATES SHOWS WANT

Canvas Men, Ride Help, Porters and Polers. Top salaries. Talkers and Grinders, Dancing Girls for Vanities, Musicians and Performers for Harlem Revue. Salaries both these Shows paid by office. Help for the Electrical Department. Our Fairs begin the middle of August, including York, Bloomsburg and Danville. This week Watervliet, N. Y.; next week, Schenectady. Write or wire.

3 RIDE FOREMEN WANTED 3 FOR COLUMBIA AMUSEMENT PARK

Merry-Go-Round, Ferris Wheel, Loop-o-Plane. Contact quick and if can report here by July 16th. Can also place good Second Men for all Rides. Grind Store Agents, get in touch. Good location. We operate seven days a week. No tear downs. Address all mail or wires to
S. B. WEINTROUB, Mgr.; FRED C. BOSWELL, Asst. Mgr.
Davis Hotel, Columbia, S. C.

LOS ANGELES, July 10.—Frock & Meyer Combined Shows, opening their 18th week at the corner of Firestone and Compton boulevards here, registered a big July 4th week-end with ideal weather swelling gates. Monday exceeded Decoration Day business by a wide margin. The big day, however, was Sunday.

Shows idea of hanging umbrellas, 10-feet in diameter, on the three light towers with benches placed there for parents waiting for their charges on the kiddie rides, has proved popular. Installed for the July 4 holidays, Bill Meyer, who operates the show with Elden Frock, said that the idea had already netted good profits. With the adults comfortably waiting, the children are allowed to spend more time on the rides, he said.

Recent visitors included Joe Glacy, Pop Ludwig, Joe and Ethel Krug, Red Hildebrand, Marlo and Ted LeFors from Oceanside, Lucille King and Roy Haifley, Ben Dobbert, who is out following a lengthy illness, is operating a candy floss concession on the lot.

ORCHESTRA ROUTES

(Continued from page 28)
Towne, George (Biltmore) Dayton, O., h.
Trace, Al (Dixie) NYC, h.
Travers, Vin (Diamond Horseshoe) NYC, nc.
V
Van, Joey (Larry Ford's Lounge) Tampa, Fla., nc.
Venuti, Joe (Roseland) NYC, h.
Victor, Frank (Dixie) NYC, h.
Vincent, Lee (Scala's Arcadia) Berwick, Pa., nc.
Vinn, Al (Pere Marquette) Peoria, Ill., h.
W
Wald, Jerry (New Yorker) NYC, h.
Walzer, Oscar (Fifth Ave.) NYC, h.
Waples, Bud (Ansley) Atlanta, h.

Wasson, Hal (Hollywood) Mobile, Ala., nc.
Weik, Lawrence (Trianon) Chi, h.
Wick, Charlie (Carter) Cleveland, h.
Williams, Griff (Palmer House) Chi, h.
Williams, Sande (Warwick) NYC, h.
Wilson, Dick (Coq Rouge) NYC, nc.
Winton, Barry (Essex House) NYC, h.
Y
Young, Ben (Bowery) Detroit, nc.
Young, Eddie (Cosmo) Denver, h.
Young, Lee (Alabama) Los Angeles, nc.

ROUTES

(Continued from page 21)
Karson, Maria, Musicales (Plains) Cheyenne, Wyo., h.
Kay, Dolly (Latin Quarter) Chi, nc.
Kaye, Alma (Enduro) Brooklyn, cl.
Kaye, Eddie (Enduro) Brooklyn, cl.
Kaye, Jane (Primrose) Newport, Ky., cc.
Keyboard Kuties (Sawdust Trail) NYC, nc.
King, Betty (Majestic) Phila., nc.
King, Dolores (Leon & Eddie's) NYC, nc.
Kings, Three (Strand) NYC, t.
Knoll, Great (Summitt Beach Park) Akron, O., 12-19.
Kramer, Stan (Chin's) Cleveland, cl.
L
LaBato, Paddy (Stevens) Cleveland, nc.
Lamb, Gil (Beverly Hills) Newport, Ky., cc.
Lane, Toni (Club Charles) Baltimore, nc.
Lane & Ward (Palace) Columbus, O., t.
Lathrop & Lee (Hollenden) Cleveland, h.
Lavar, Paul & Bro. (Palace) Cleveland, t.
Lawson, Vicki (Astor) Montreal, nc.
LaZellas, Aerial (Fair) Langdon, N. D., 12-15; (Fair) Hamilton 17-21.
Lee, Bob (Wivel) NYC, re.
Lee, Gloria, Dancers (Glenn Rendezvous) Newport, Ky., nc.
Lee, Marjorie (Peabody) Memphis, h.
Lester, Buddy (Latin Quarter) Chi, nc.
Le Verde, Leon (3700) Cleveland, nc.
Lewis, Happy (Tic Toc) Milwaukee, nc.
Lewis, Ralph (Gingham Gardens) Springfield, Ill., nc.
Lit, Bernie (Kavakos) Washington, nc.
Lloyd & Willis (Washington Youree) Shreveport, La., h.
Loose Nuts (Majestic) Phila., nc.
Lopez, Judy (Music Box) San Francisco, nc.
Loring, Lucille (Town Tavern) Rockford, Ill., nc.
Louis & Cherie (Fair) Langdon, N. D., 13-15; (Fair) Hamilton 16-18.
Love, Hite & Stanley (Earle) Washington 16-23, t.
Lucas, Nick (Orpheum) Los Angeles 14-20, t.
M
Mann, Jack (Steel Pier) Atlantic City.
Manners, Judy (Riverside) Milwaukee, t.
Marcus, A. B., Show (Ramona) Grand Rapids, Mich., p.
Marlowe, Don (Slapsie Maxie's) Hollywood, nc.
Marquette, Pee Wee (Three Deuces) NYC, nc.
Masters, Freddie (Enduro) Brooklyn, cl.
Mata & Earl (Roosevelt) New Orleans, h.
Maurice, Count (Primrose) Newport, Ky., cc.
Maurice & Cordoba (Plaza) NYC, h.
Maurice, Marvelous (Music Box) San Francisco, nc.
Maurice & Maryea (100 Club) Des Moines, nc.
Mayfair, Mitzl (Capitol) Washington, t.
Meller, Joan (Cobra) NYC, nc.
Melville, June (Sawdust Trail) NYC, nc.
Midnight Voodoo Party (Star) Mt. Pleasant, Utah, 14, t; (Star) Payson 15, t; (Paramount) Provo 16, t; (Capitol) Salt Lake City 17, t; (Orpheum) Ogden 19, t.
Mignon (Belmont Plaza) NYC, h.
Milo, Nino (Music Box) San Francisco, nc.
Minevitch Rascals (Copacabana) NYC, nc.
Moke & Poke (Zanzibar) NYC, nc.
Moya, Lolita (Glen Park Casino) Buffalo, nc.
N
Navara, Leon (Riverside) Milwaukee, t.
Novis, Donald (Matteoni's) Stockton, Calif., nc.
New, Janie (Hickory House) NYC, nc.
Novellos, The (Trocadero) Henderson, Ky., 5-15, nc.
O
O'Dare, Dale (Mon Parez) NYC, nc.
O'Keefe, Frank (Melody Lane) San Francisco, nc.
Olson & Shirley (Orpheum) Minneapolis, t.
P
Padova's, Andy, Streamliners (Miami) Dayton, O., h.
Page & Nona (Tivoli) Sydney, N. S. W., Australia, until Sept. 10, t.
Paparelli, Frank (Cafe Society Downtown) NYC, nc.
Picon, Molly (Glenn Rendezvous) Newport, Ky., nc.
Pitchmen (Le Ruban Bleu) NYC, nc.
Porter, Frank (Enduro) Brooklyn, cl.
Price, George (Latin Quarter) NYC, nc.
Q
Quitsie (Mickey's Show Bar) Detroit, nc.
R
Rae, Jimmy (Edgewater Beach) Chi, h.
Ray, Gil (Green Mill) Chi, nc.
Rhapsody & Rhythm (Madison) Baltimore, nc.
Rhodes, Dorothy (Cobra) NYC, nc.
Rhythm Rockets, Four (Latin Quarter) NYC, nc.
Ricardo & Norma (Music Box) San Francisco, nc.
Richards, Danny (Beachcomber) Baltimore, nc.
Richey, Jean (Earl Carroll Theater) Hollywood, re.
Rio, Joe (Primrose) Newport, Ky., cc.
Rios, Juanita (Glenn Rendezvous) Newport, Ky., nc.
Rios, Rosita (London Chophouse) Detroit, nc.
Robinson, Al (Glenn Rendezvous) Newport, Ky., nc.
Rocco, Maurice (Zanzibar) NYC, nc.
Rohmer, Billy (Cobra) NYC, nc.
Rollerettes (Latin Quarter) NYC, nc.
Rooney, The: Attleboro, Mass., 12-17.
Rosini, Paul (885 Club), Chi, nc.

S
Ballors, Three (Golden Gate) San Francisco, t.
Samuels, Three (Leon & Eddie's) NYC, nc.
Sarnoff, Vera (Blue Angel) NYC, nc.
Scott & Suzanne (Village Barn) NYC, nc.
Shea & Raymond (Latin Quarter) Chi, nc.
Shepard, Norma (Hickory House) NYC, nc.
Sherman, Hal (State) NYC, t.
Smith Kids (Le Ruban Bleu) NYC, nc.
Snow, Dorothy (Trocadero) Detroit, nc.
Snow, Valaida (Blue Angel) NYC, nc.
Solar, Willie (Village Barn) NYC, nc.
Son & Sonny (Regal) Chi, t.
Sons of the South (Palace) Cleveland, t.
Southern Sisters (Frank's Casino) Chi, nc.
Stadlers (Alpine Village) Cleveland, nc.
Stanton, Ernie (Colosimo's) Chi, nc.
Stone, Harvey (Bowery) Detroit, nc.
Stone, Virginia (Sherman) Chi, h.
Stooges, Three (Strand) NYC, t.
Strand, Violet (Colosimo's) Chi, nc.
Stuart & Lea (La Conga) NYC, nc.
Sue, Lyda (Chicago) Chi, t.
Suen, Asta (Village Barn) NYC, nc.
Sullivan, Lee (New Yorker) NYC, h.
Sullivan, Maxine (Earle) Phila., t.
Sumner, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.

T
Therrien, Henri (Latin Quarter) Boston, nc.
Thomas, Danny (Oriental) Chi, t.
Thomas, Jane (Claremont Inn) NYC, re.
Thomas, Ray (5100 Club) Chi, nc.
Thompson, Kenneth (Earle) Boston, re.
Thornton, Hal (Zeller's Steak House) Wheeling, W. Va., c.
Thorpe, Josi (Sherman) Chi, h.
Tobias, George (Strand) NYC, t.
Toy & Wing (Royale) Detroit, nc.

U
Usher, Billy (Riobamba) NYC, nc.

V
Valentine, Cherie (Casablanca) NYC, nc.
Victor, Erich (Casablanca) NYC, nc.

W
Warren, Annette (Carter) Cleveland, nc.
Watson Sisters (885 Club) Chi, nc.
Wayne, Jinja (Chin's) Cleveland, cl.
Wences, Senor (Winter Garden) NYC, t.
Whalen, Maurice & Betty (Beverly Hills) Newport, Ky., cc.
Wiedler, Virginia (State) NYC, t.
Winchell, Paul (Orpheum) Minneapolis, t.
Wyse, Ross, Jr. (Riverside) Milwaukee, t.

Y
Youngman, Henny (Capitol) Washington, t.

Z
Zorita (Cobra) NYC, nc.

ICE SHOWS ON TOUR

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.
Lewis, Dorothy (Nicollet Hotel) Minneapolis.
McGowan & Mack (Palace Hotel) San Francisco.
Stars on Ice (Sonja Henie & Arthur Wirtz) (Center Theater) NYC.
Victor's, Art, Ice Parade of 1943 (Hotel Adolphus) Dallas.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given)
Able's Irish Rose (Shubert Lafayette) Detroit.
Claudia (Geary) San Francisco.
Dough Girls (Selwyn) Chi.
Dough Girls (Biltmore) Los Angeles.
Good Night Ladies (Blackstone) Chi.
Jane Eyre (National) Washington.
Junior Miss (Erlanger) Chi.
Junior Miss (Colonial) Boston.
Kiss and Tell (Harris) Chi.
Laugh Time (Curran) San Francisco.

Advance Bookings

THE ROBERTOS: Mount Royal Hotel, Montreal, July 19-Aug. 2.
SIMS AND BAILEY: 100 Club, Des Moines, Aug. 2-15.
TOWER, Kansas City, Mo.: George White's Scandals, July 23-29; Spike Jones and His City Slickers, Ross and Ross, Jane Slater, Ray Martell, 30-Aug. 5.
EDGEWATER BEACH WALK, Chicago: Jack Herbert, Anita Jakobi, Nancy and Michael, July 24-Aug. 13.

TIVOLI EXPOSITION SHOWS WANT

DIGGERS, PAN GAME AND OTHER CONCESSIONS THAT DO NOT CONFLICT. SHOWS WITH THEIR OWN TRANSPORTATION. RIDE HELP AND CORN GAME HELP.
Address:
J. O. GREEN, Tivoli Exposition Shows,
California, Mo., this week.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo: Grand Prairie, Tex.
- All-American: Green Bay, Wis.; Appleton 19-24.
- All-American Expo.: Appleton, Wis.
- Allen, Fred: Syracuse, N. Y., 12-25.
- Anderson-Strader: Salina, Kan.; York, Neb., 19-24.
- B. & H.: Newberry, S. C.
- (Fair) Lawrenceburg 19-24.
- Baker United: Spencer, Ind.; Martinsville 10-24.
- Bantley's All-American: McKeesport, Pa.
- Barkoot Bros.: Toledo, O.; Port Clinton 19-24.
- Bee's Old Reliable: (Fair) Grayson, Ky.
- Bistany: New Smyrna, Fla.
- Bright Lights Expo.: Mount Savage, Md.
- (Fair) Red Lion, Pa., 19-24.
- Brown Family Rides: Ludowici, Ga.
- Buck, O. C.: Fort Edwards, N. Y.
- Buckeye Expo.: Henderson, Ky.
- Buckeye State: Kankakee, Ill.; South Beloit 19-24.
- Buffalo: Albion, N. Y.
- Bunting: Monmouth, Ill.; La Harpe 19-24.
- Burdick's All-Texas: Temple, Tex.
- Byers Bros.: Springfield, Ill.
- Capell Bros.: Maud, Okla.
- Casey, E. J.: (Fair) Portage la Prairie, Man., Can., 15-17; (Fair) Yorkton, Sask., 19-21; (Fair) Melfort 22-24.

(See ROUTES on page 57)

CIRCUS

- Arthur Bros.: Vancouver, B. C., Can., 12-14; Longview, Wash., 15-16; Chehalis 17.
- Beatty, Clyde-Wallace Bros.: Danville, Ill., 13; La Fayette, Ind., 14; Kokomo 15; Marion 16; Huntington 17; Lima, O., 19.
- Beers-Barnes: Vermillion, O., 14.
- Cole, James M.: Sturgis, Mich., 13; Three Rivers 14; Dowagiac 15; Watervliet 16; Benton Harbor 17.
- Fisher Bros.: McMillan, Mich., 13; Seney 14; Shingleton 15; Forest Lake 16.
- Gould, Jay: Belvidere, Ill., 12-14.
- Kelly, Al G., & Miller Bros.: Clinton, Mo., 13; Warrensburg 14; Marshall 15; Slater 16; Boonville 17.
- Mills Bros.: Sandwich, Ill., 13; Westmont 14; W. Chicago 15; Lyons 16; Lemont 17; Valparaiso, Ind., 19; Chesterton 20; Plymouth 21; Warsaw 22; Bremen 23; Mishawaka 24.
- Ringling Bros. and Barnum & Bailey: Bridgeport, Conn., 12-14; Waterbury 15-17; New Haven 19-21; Hartford 22-24.
- Russell Bros.: Salem, Ore., 13; Portland 14-17.

MISCELLANEOUS

- Amazo, Magician: Odenton, Md.
- Barrett, Roy (Madison Square Garden) New York.
- Burke & Gordon: Muncie, Ind., 12-17.
- Couden, Doug & Lola: Playing balls in Cedar-edge, Colo.
- Craig, Mystic (Bijou) Savannah, Ga., 14-17; (Roxy) Atlanta 23-29.
- DeClea, Magician: Marysville, O., 12-17.
- Harlan, Doc & Maxine: Ashland, O., 12-17.
- Felton, King, Magician: La Farge, Wis., 14-17.
- Kelner, Bert, Magician: Merrimac, Mass., 12-17.
- Lippincott, Magician (Fontaine Ferry Park) Louisville 12-17.
- Long, Leon, Magician, & Winstead's Minstrels: Raleigh, N. C., 12-17.
- Millo, Mystic: Cedar Point, Sandusky, O.
- Renfro Valley Show: Bucyrus, O., 14; Tiffin 15; Findlay 16; Fostoria 17; Fremont 18; Bellevue 19; Norwalk 20.
- Ricton's Dogs, school show: Scottsboro, Ala., 12-17.
- Schaffner Players: Quincy, Ill., 12-17.
- Slout, L. Verne, Players: Gladwin, Mich., 12-17.

ADDITIONAL ROUTES

(Too Late for Classification)

- Argentine Duo (Federal Gardens) Buffalo 12-17.
- Finch, Freddie, Ork (Mary's Place) Kansas City, Mo., 12-17.
- Henry's, The (Circle Bar) St. Louis 12-17.
- Jules & Webb (Park Plaza Hotel) St. Louis 12-17.
- Lang & Lee (Fair) Warren and Fertile, Minn., 14-17.
- Louis & Cherie (Fair) Hamilton, N. D., 16-18.
- Quitsie (Victory Room) Buffalo 12-17.
- Romas, Flying: Oneonta, N. Y., 12-17; Herkimer 19-24.

GREAT SUTTON SHOWS

WANT

Small Cookhouse or Grab Joint.
Shows of all kinds.
Can place Roll-o-Plane.
Ride Help, come on.
Address: Kewanee, Ill., this week;
Silvis, Ill., next week.

FOR SALE

1 2 1/2 K.W., 110-120 Volt A.C. Universal Light Plant mounted in a good Two-Wheel Trailer with good tires. Trailer and Light Plant, complete, \$400.00, or \$350.00 for Plant by itself. 1 21x72 Three-Piece Roger Top, fair condition, \$200.00; with Sidewalls. (7) Seven Nieman Banners—(4) four banners, 8x10, as trained monkey; one (1) 8x14 monkey entrance banner, (2) two 8x14 gorilla banners—\$132.00 for all 7 banners, or \$18.00 each for the 8x10 and \$20.00 each for the 8x14. (1) One Trained Goat for bally. (1) One Trained Dog, walks tight rope. If in market write for particulars as per route. Corbin, Kentucky, July 12th to 17th. MRS. DICK TAYLOR, care of Playland Shows.

STRATES ROME PLAY

(Continued from page 30)

free attraction, scored heavily here. Sol Solsburg is handling the announcements. Fred Havens, scenic artist, returned from a visit to his home. Abe Rubens, secretary, has added another concession to his string. Keith Buckingham is proud of the new utility wagon he designed and built by Jimmy Yotas. A fund is being started and benefit performances are being held to purchase a new ambulance to be presented to the government.

J. C. Weer added a Spitfire and now has three rides. Ann Yotas has repainted and redecorated her double Loop-o-Plane. Stand at Watertown, N. Y., was above expectations, closing with a big Saturday. A division of troops, 22,000, had arrived there the previous week and as Wednesday was payday the boys celebrated at the showgrounds. Gate totaled 9,000.

LEWIS AIDS DRIVE

(Continued from page 30)

fire en route to Keene from Poughkeepsie, N. Y., was replaced by one purchased from the Ben Williams Shows.

Henry Nadig, *The Keene Sentinel* columnist, conducted his second annual kiddie party as the guest of Press Representative Roy Peugh and over 600 children were on the midway Wednesday afternoon to take in the rides and shows. Refreshments were provided by Owner O. C. Buck. Thursday night about 50 newsboys and girls of *The Sentinel* were entertained.

Saturday afternoon saw 250 junior police members on the grounds as the guests of Business Manager Patrick Finnerty. Joining at Keene were Joseph Hamlin, with Paul La Cross games; Francis Rochelo, foreman, Merry-Go-Round; Arthur Rogers, foreman, Kiddie Ride; Mrs. Rogers, ticket seller; Mr. and Mrs. Leo Tarto, Wilfred Dion, Charles Davidson, Leo Kelley, Sherman Nordman and George Hewett, who has been appointed manager of Evans's rat game.

Mr. and Mrs. Anthony Ellery, of the popcorn stand, purchased a car, as did Mr. and Mrs. Charlie White.

NORFOLK, July 10. — With hot weather, Art Lewis Shows return engagement at Monticello Avenue and 20th Street Circus grounds, opened Thursday night to business and attendance which exceeded results during the spring stand, the management reported. Thousands of sailors stationed at the naval base and huge crowds of war workers helped push attendance and grosses beyond expectations. Payday at the naval base also helped materially and concessions enjoyed prosperous business.

Midway talent contributed to the program staged by Joe Brown on Station WRVA Saturday morning at the Granby Theater, where a War Bond Drive netted \$129,000. Following the show, acts on the bill were guests of Art Lewis at the Saturday matinee.

Ben and Bertha Cohen's concessions chalked up some good grosses here, as they did on the road. Eddie Delmont, assistant manager, has charge of the stands. H. W. (Bill) Jones's bingo is doing well, with an efficient staff of agents.

Show train made an exceptionally fast run here from Sandusky, O., from which point it left Sunday at 10 a.m. It was delayed somewhat in transit, however, because of train wreck on the Pennsylvania line, but arrived at the Cape Charles, Va., ferry at 5:30 a.m. Tuesday. Frank Seeger, trainmaster, is in charge of the home-run move. Shows plan to continue at the present location until July 17.

Visitors on hand to greet Art Lewis here were Col. Charles Consolvo, Kenny Moore, Art and Myrtle Courtney, Mr. and Mrs. Frank D. Shean, Don and Maude Montgomery and Mrs. Kitty Madigan.

FIRST HALF IN HIGH

(Continued from page 30)

by managements to the best of their ability, altho hampered somewhat by priority rulings, etc. This progressiveness, even in wartime, is proving a boon in helping takes as the season swings into the stretch run.

W. E. Franks Shows, currently in their 15th consecutive week in Macon, Ga., reported the holiday week topped previous business results there. Sunday was termed good, with the Monday holiday following one of the best Saturday night grosses on the season so far. World

of Mirth Shows, featuring Terrell Jacobs Wild Animal Circus and playing Clifton, N. J. (the first organization to play there in four years), closed a highly successful engagement on July 4. Attendances were strong throughout the week with the rides getting sold grosses.

Despite three days of cold weather, Buckeye State Shows wound up their engagement in Calumet City, Ill., with creditable business. Following the cold spell, business on the week increased nightly until it hit a new high July 5, closing night. Good weather and crowds helped Plaza Exposition Shows successfully open a week's stand in Wadsworth, O., after concluding a click engagement in Stratton, O., July 4th.

Frock & Meyer Shows, playing their 18th week in Los Angeles, registered exceptionally strong gates over the July 4th week-end. The holiday's business topped Decoration Day results by a wide margin, altho Sunday was the big day. Art Lewis Shows, returning to Norfolk, Va., their home base, for a 17-day stand, worked to hot weather and excellent results over the holidays at their Monticello Avenue and 20th Street circus grounds location. O. C. Buck Shows, altho losing July 4 and 5 to rain at Keene, N. H., played to good results on the week, after obtaining better weather breaks.

Anderson-Strader Shows concluded the initial half of their season with impressive holiday business at Great Bend, Kan., under American Legion Post auspices. Organization reported little labor shortage on the 12 weeks it has been on tour and only two days were lost to rain during that time. Business, the management said, has been on a par with the good results garnered during the same period in 1942. Jack Ruback's Alamo Exposition Shows, which have been playing Texas engagements to better than par business, scored a winner for the holiday stand in Bryan, Tex., under American Legion Post auspices. Results on the season so far have shown an increase of over 30 per cent as compared with last year's gates, officials of the shows said.

Strates Doubles Rome Mark

James E. Strates Shows, playing a downtown location in Rome, N. Y., under firemen's sponsorship, doubled last year's business and attendance marks at the same spot for the holiday week. City had been closed to carnivals for a number of years. Mike Krekos' West Coast Victory Shows concluded their holiday week at Vallejo, Calif., to satisfactory results despite cold weather. Crafts 20 Big Shows, wound up a two-week engagement in Stockton, Calif., at the annual American Legion Post celebration, July 5, to one of the best dates on the season so far.

FRANKS MACON GATES

(Continued from page 30)

with the Monday holiday following one of the best Saturday night grosses on the season so far. Afternoon play was light and weather was ideal. Mrs. Peggy Franks has returned from a motor trip to Florida. Duke Haggood is selling tickets on G. F. Litts's Whip, and his wife, Lottie, is a ball game agent for Mrs. Pauline Drill. Vicki Neal was recently made manager of the Log Cabin barbecue cookhouse for Manager Franks, with Billie Seymour as his assistant.

R. L. Smallwood, electrician for the last two seasons, and wife, Gladys, closed and returned to their home in Birmingham. Smallwood sold his pea pool concession to Whitey Hardeman, who also operates the fishpond. Mr. and Mrs. Johnny Gibson returned from Bessemer, Ala., where they were called because of death of Mrs. Gibson's father. Mrs. Lizzie Rocco spent last week-end in Anniston, Ala., visiting relatives.

Franks has spots on the local radio stations four days each week, Wednesday thru Saturday, and is using newspaper advertising and publicity thru tie-ups with various organizations. He has also used three different styles of billposting paper and cards thus far this season. A free gate is in effect.

PLAZA JAUNT

(Continued from page 30)

crowds and grosses were exceptionally good.

Ralph W. Conley, former general agent and owner of the Ferris Wheel and Merry-Go-Round, visited at Stratton after resigning as secretary of All-American Exposition at Sheboygan, Wis. Joe Barfield joined with three concessions, and Robert Franks came on as special agent. Della Thorn, dancer in the Follies Revue, was slightly injured when struck by an auto during the engagement at Stratton.

Shows have two more weeks in Ohio and then will head west to play Indiana and Illinois fairs. A free gate has been instituted after several weeks of experimentation with a pay gate.

RIDE MEN WANTED

For Fly-o-Plans and other Rides. Don't write or wire, come on; will place you. Texas Valley and Mexico this winter.

CHAS. T. GOSS

DODSON'S WORLD'S FAIR SHOWS

Oshkosh, Wis., July 13 to 17;
Eau Claire, Wis., July 19 to 28; then
Minneapolis, Minn., until August 8.

WANTED

PHOTO GALLERY, MECHANICAL SHOW, MONKEY SHOW

Also
RELIABLE CORN GAME OPERATOR

(One who can stand prosperity)
Work for Cash or Stock. Good Proposition.

Write or Wire:
Mgr. Playland Park
LEESVILLE, LA.

TATTOO CONCESSION

FOR RENT

IN AMUSEMENT CENTER

Largest Saller Population in the Country.
Good Deal Apply
439 Granby St. Norfolk, Va.

FOR SALE

On Account of Labor Shortage

- 1—8-Car Whip in Running Order\$550.00
Without Motor\$450.00
- 1—Heyday in Running Order\$625.00
Without Motor\$525.00

Will Also Sell 1 1940 "Moon-Rocket". Now
Operating, in Excellent Condition. \$8,250.00

All of the above are good investments for permanent locations.
Terms are Cash.

Please do not answer unless you are really interested and have the Cash.

MILLER AMUSEMENT ENTERPRISES

La Grange, Ill.

P.S.—Have good location for First-Class Roller Rink, season or permanent.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

TALKING fair dates.

SAMMY STEIN joined Buckeye State Shows with his concessions during the engagement in Calumet City, Ill.

DONALD G. SMITH joined Virginia Greater Shows in Brooklyn, Md., as second man on the Merry-Go-Round.

A MODERN midway family is one that saves as much money as possible to be able to enjoy the winter.

JOHNNY (COWBOY) NOVACH joined George Clyde Smith Shows at Seward, Pa., with a well-flashed pitch-till-you-win stand.

RUTH AND GUY WILLIAMS lost their concessions, automobile and trailer in a fire at Metter, Ga., they report from Brunswick, Ga.

SPECULATION on business at the next stand is useless—nor can one make book on what time the show will be up.

CONCESSIONAIRES joining Virginia Greater Shows at Brooklyn, Md., included Oscar Miller, cigarette dart stand; George Davis, high striker, and Jack Miller, bingo.

rains at a proven spot and is clear at a known blank.

LOU DAVIS, Side-Show operator who bills himself as the "poor widow woman," has closed after 14 weeks at the Canteen, St. Louis, and is with Great Sutton Shows.

REPLACING Norville Miller, who has been called to active duty with the navy, as ride superintendent on Alamo Exposition Shows at Texas City, Tex., was Jack King.

E. M. HARRISON is again operating his well-appointed novelty stand at Walled Lake Park, Detroit, after being ill two seasons with heart trouble. This year is his 48th as a novelty stand operator. Mrs. Harrison is assisting him.

POET who pondered, "What is so rare as a day in June?" should have been trouping during the last month to get a new slant on rainy June weather.

CAPT. KENNETH BLAKE, well known in outdoor show circles, visited the midway desk last week while in Cincinnati on business. He said he plans to return to Chicago.

TELL ECKMAN, cookhouse operator of note, is seriously ill at his home in Connersville, Ind., and would like to read letters from friends. Owner of Hill's Cafe there, Eckman has for many years operated his stands at fairs in Indiana, Ohio and Michigan.

PENNY PITCH GAMES
Size 4x14 1/2", Price \$25.00.
Size 4x14 1/2", With 1 Jack Pot, \$35.00.
Size 4x14 1/2", With 5 Jack Pots, \$45.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24 and 30-number wheels. Price \$12.00

BINGO GAMES
75-Player Complete \$8.00
100-Player Complete 7.00

1/3 Discount on All Orders.
SEND FOR CATALOGUE
Full of New Games, Starlets, Dolls, Lamps, Aluminum Ware, Games, etc.

SLACK MFG. CO.
124-126 W. Lake St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES
All Readings Complete for 1943

Single Sheets, 8 x 11 1/2, Typewritten. Per M. \$5.00
Analysis, 2-p., with Blue Cover. Each02
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Forecast and Analysis, 10-p., Fancy Covers, Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 24-Page, Gold and Silver Covers, Each .35
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Searing Crystals, O. J. Boards, etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy.
1200 Dreams. Bound in Heavy Gold Paper
Covers. Good Quality Paper. Sample, 15c.

HOW TO WIN AT ANY KIND OF SPECULATION
24-p. Well Bound 25c

PACK OF 79 EGYPTIAN F. T. CARDS.
Answers All Questions, Lucky Numbers, etc. . . 35c
Signs Cards, Illustrated. Pack of 36 15c
Greenberg Charts, 5x17. Sam. 5c. per 1000 \$6.00

MENTAL TELEPATHY. Booklet, 21 P. 25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10c.
Signposts Made in Your Customers Under Your Label. No checks accepted. O. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples prepaid, please allow for P. P. Extra.

SIMMONS & CO.
19 West Jackson Blvd CHICAGO
Instant Delivery. Send for Wholesale Prices.

SECOND-HAND SHOW PROPERTY FOR SALE
\$15.00 Skeleton Illusion with lock and chain, with full directions. Others.
\$7.50 New Government Rain Coats, all sizes.
\$12.50 Bear Drum, Great for ballyhoo. Bargain.
Cork Davis Air Rifle. Sell cheap.
\$10.50 New Canvas Tarps, 10x15 ft. Others.

WEIL'S CURIOSITY SHOP
12 Strawberry Street Philadelphia, Pa.

ROY GOLDSTONE WANTS
CAPABLE COFFIN AGENTS, SLIM STORE WORKERS, BINGO COUNTER MAN, 100 WORKING MEN or Concessions who can drive trucks. Good salary and treatment. Will book DOORHOUSE, PHOTO, JUICE and GRAB. Can place Shows—White Nolls, come on; O.K. Also Troupe wants MINSTREL PERFORMERS. Cash agreement. Rate Help, top salaries. Confid. People, come on. **ROY GOLDSTONE**, Magic Empire Shows, London, Ark., week of July 12; Sheridan to follow or per route.

FOR SALE ONE 50 HORSE MOTOR
220 Horse 1 Phase Motor, 60 Cycles.
Two Ammeters—One Extra.
PRICE \$300.00
L. J. DRAKE
SILVER BEACH ST. JOSEPH, MICH.

HARRY CRAIG SHOWS WANT
Men to handle Monkey Show. Birthday Celebration.
Tulla, Tex., July 12-19.

SAM LIEBERWITZ WANTS
Counter Men for Corn Game. Good pay. Jimmy Way, wire at once. Hamilton, No. Dak., July 15 to 17; Mahanomen, Minn., July 23 to 25.

WANTED
Lecturer, Frontman, Ticket Sellers for Life Show. Join at once.

MID-WEST SHOWS
Montpelier, Idaho

CAN PLACE GIRL SHOW WALLACE BROS.' SHOWS
Tull City, Ind., this week; Evansville 19-24.



PATSY SRADER, daughter of M. A. Srader, manager of Anderson-Srader Shows, is secretary of the organization, which successfully concluded the halfway mark of the season at a click stand in Great Bend, Kan. During the 12 weeks the shows have been on the current tour, only two days have been lost to weather, with business on a par with last year.

MEL JEAN RENNICK pens from Iowa City, Ia.: "Spent an enjoyable visit with Tommy and Lucy Arnes on Wallace Bros.' Circus recently."

AMONG the things usually forgotten after a date has been played is to burn all of the rubbish and put the fires out before leaving.

FORMER ANIMAL SHOW operators Col. and Mrs. Fred Howard, and W. E. Page, W. E. Page Amusement, were weekend guests of Mr. and Mrs. Roy L. Little while Dixie Belle Shows were playing Jasper, Ind.

FRANK JOHNS, who has a number of concessions on Bright Lights Exposition Shows, was host to members of the shows at a barbecue dinner July 4 during the stand in Brunswick, Md.

THERE are no objections to managers thinking what they like—just so their thinking isn't out loud within earshot of their help.

JOINING Frankie Shaffer's Side Show on American United Shows at Sandpoint, Idaho, recently were John Specks, double-bodied man, and Maggie, Monkey Girl.

HOMER R. SHARAR (Roberta Roberts), who closed with Ray Cramer's Side Show on Dodson's World Fair Shows, has joined Ray Marsh Brydon's Odditorium at Riverview Park, Chicago.

WEATHER must be taken as it comes, but that doesn't stop us from beefing when it



WITH ROYAL AMERICAN, Raney United and Gold Medal shows and Rubin & Cherry Exposition prior to his induction into the armed service, Sgt. Patrick A. Riley has been assigned to active duty with the 1240th Military Police Company (aviation), Miami Beach, Fla. Riley is in charge of the motorized unit, having the assignment of motorcycle sergeant.

VET TROUPER Margaret Oakerson is ill at her brother's home in Sand Springs, Okla., and would like to read letters from friends. She has seen service with various organizations, including World of Mirth, Royal American, Des Lang's Famous and Dodson's World's Fair shows; Johnny J. Jones and Rubin & Cherry expositions and Cole Bros.' Circus.

A FORMER ride boy, who is in the armed forces writes: "After the war I'll be back on some midway, and after the ride is up I'll lie down in the shade of a wagon and not stir until teardown time."

MARIE JESSUP, of West Coast Victory Shows, was hostess at a dinner in her new home in San Jose, Calif., during shows' stands there, to members of the Ladies' Auxiliary of the Pacific Coast Showmen's Association. In attendance were Jetta Clancy, Doris Carlson, Hazel Christensen, Roma Mae Albaugh, Margaret Farmer, Jessie Loomis, Allie Wrightman, Morosa and Jean Herman, Chris Rodin, Isabel Myers, Edna Morgan, Caroline Krekos, Betty Schoonover, Ming Tol Right and Edith Walpert.

COUNCILMEN John B. York, Henry R. Brandt and Joel H. Berry were appointed by Mayor Otis Massey, of Houston, last

Busman's Holiday!

PERSONNEL of Crafts 20 Big Shows came in for plenty of favorable comment at the climax of the American Legion Post's Bond Drive in Stockton, Calif., July 3. One of the show's large trucks pulled alongside the numerous army tanks and fighting equipment in front of the courthouse steps, where a free ride in a tank was being offered purchasers of a \$100 bond. Headed by Roy E. Ludington, general manager, ride men, performers, show operators and John (Spot) Ragland's concessionaires purchased \$8,600 worth of bonds, keeping the tanks, jeeps, etc., busy for some time hauling the carnival folk as crowds lining the streets cheered each announcement over the p.-a. system as to the amount of the bond purchased by the carnival folk. Music for the occasion was provided by the Sixth Coast Artillery Band. Captain Cook, of the army, and Stockton civic leaders and Legion officials lauded the show's personnel on their efforts in helping to put the drive over the top.

week as a committee to study a proposed new ordinance regulating the operation of carnivals within the city limits. Ordinance requires that a carnival must "carry adequate liability insurance and meet all sanitary requirements of the city health code." Under provisions of the proposed ordinance operation of noisemaking devices must be halted at 11 p.m. on weekdays and midnight on Saturdays.

NOTES from Sam Golden's Side Show, with Snapp's Greater Shows, by John A. Walker: Mrs. Golden has added a collection of tropical birds. Walker and Cozy have purchased a double-deck set of aluminum chimes to enhance their novelty musical act. Ensign Robert A. Walker, son of Walker and Cozy, visited the show at Columbia, Mo., week of July 5. He is a navigator in the naval air corps. Show roster includes Sam Golden, owner-manager; Mrs. Sam Golden, mentalist and birds; Robert Hoffman, ticket seller and canvas superintendent; Bert Logan, front man; Nellie Berry, illusions; Walker and Cozy, magic and musical acts; Nate Felton, midget Sampson; Kitty Kelly, annex attraction; Luke McLuke; Sam Golden; John A. Walker, inside lecturer; Earl Pell, fire-eater, and Harry Parson, inside ticket man.

F. L. FLACK
has owned a No. 12 BIG ELI WHEEL since 1914. This BIG ELI, now in its 30th season, is still earning Profits for the Owner.

F. E. GOODING
Gen. Mgr. Gooding Amusement Co., standardizes on No. 12 Wheels.
Get in on the 1943 Celebration Profits. Ask us about an "Old Reliable" No. 12 BIG ELI WHEEL.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois

SUNSET AMUSEMENT CO. WANTS
Ferris Wheel Operator and Second Men. Opening for Fish Pond, Candy Floss, Balloon Dart. Will book Mechanical Show.
Centerville, Iowa, this week; Muscatine next.

RIDE HELP WANTED
Till, Octopus, Roll-o-Plane. Good salary. No tear downs. Come on. Pay your own wires. Yes, if I know you.

J. W. LAUGHLIN
Playland Park HOUSTON, TEX.

RAY WHELOCK WANTS
Roll Down, Slum Skillo, Nail Store and Swinger Agents. Shannon, Herman Dvorsky, Curly Wagner, Blackie Harris, will place you. Also can place Boxers and Wrestlers for Athletic Show. Good percentage. July 12-17, Centerville, Ia.; July 19-24, Muscatine, Ia. Care SUNSET SHOW.

WANTED
Bingo Caller and Counter Man. Bill Roberson, come on.

J. F. SPARKS
Huntington, W. Va.

IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

PHOTO GALLERY operator with Mac's Caravan Delmore (Slim) Kirkman is a corporal with Company B, 203d Quartermaster's Battalion, Los Angeles.

SERVING with the armed forces overseas is S/Sgt. George Wayne Evans. Prior to induction he was the Ferris Wheel foreman on Mac's Caravan Shows.

FORMER concession operator at Walled Lake Park, Detroit, Ed Saltarelli is in the navy. He spent a recent furlough at the park.

NORMAN W. DILLMAN, formerly with World of Pleasure and Gold Medal shows, is a private, stationed with Battery B., 795th Bn., Army Anti-Aircraft, Camp Stewart, Ga.

NORVILLE MILLER, ride superintendent with Alamo Exposition Shows, has been called to active duty with the navy, Ted Custer reports. He is stationed at Corpus Christi, Tex.

CORP. WILLIAM C. BELL, with Bantley's All-American Shows for the last two years, has been transferred from Fort Monmouth, N. J., to the 4th AFWD, 409th Sqd., Hammer Field, Fresno, Calif.

A MEMBER of the Gentsch & Sparks Shows, John W. Smith is at Station Hospital, Ward 28, Fort Dix, N. J. He is a private. Smith says he would like to read letters from friends.

CONCESSIONAIRE with Beckmann & Gerety Shows last season, Ernest E. Wenzik is a private, first class, with the 793d Technical School Squadron, Barracks 357, Seymour Johnson Field, North Carolina.

JOHN DENTON, of Johnny J. Denton Shows, has been inducted into the army and left for Fort Oglethorpe, Ga., July 8. Denton's wife and brother plan to operate the shows for the rest of the season.

WELDON PARMLEY, concessionaire with J. J. Page Shows and Crystal Exposition Shows the last three years, reported for naval duty June 23. He is at Great Lakes (Ill.) Naval Training Station.

RUSSELL HEATON, private first class, has returned to Camp Adair, Ore., after spending a 10-day furlough on George Clyde Smith Shows as the guest of Mr. and Mrs. Hiram Beal. He is with Battery B, 104th Division, 385th Artillery Battalion.

WILLIAM M. POWELL, global traveler and formerly with World of Mirth Shows, is a private with the 44th General Hospital Corps, Fort Sill, Okla. He reports that Kenneth (Hot Dog) Blevins, with Cetlin & Wilson Shows prior to induction, also is there.

PAUL AND EDWARD LAUBACH, sons of Mr. and Mrs. Franz Laubach, for many years concessionaires at Walled Lake Park, Detroit, are in the armed forces. Paul is in the air corps at Chanute Field, Illinois, while Edward is stationed at Camp Butler, North Carolina.

PFC. WILLIAM F. HEWES, with James E. Strates Shows for the last two years and prior to that with the Ringling-Barnum circus, is with Squadron 408, Hammer Field, Fresno, Calif. He was a Merry-Go-Round, Ferris Wheel and Boomerang foreman with Strates.

GLEN PAUL (Texas Slim) HARROD has been advanced to the rank of hospital apprentice first class, with the

WANT

CHAIRPLANE FOREMAN

Will pay \$35.00 per week. Wire BOX D-87, Care The Billboard, Cincinnati 1, O.

navy. Before entering the service he was with World of Today Shows, where he did a vent act. His wife reports he is at the U. S. Naval Hospital, Corpus Christi, Tex.

LIEUT. F. M. SUTTON JR., who is spending a 15-day furlough with his dad on Great Sutton Shows, is stationed at South Mountain Camp near Phoenix, Ariz., where he is commanding officer. He says he likes the job, and the climate even better. But as he puts it, "Without being around a carnival makes even the best of assignments hard to carry out."

PFC. NICK SAAD, following a 10-day furlough with Mrs. Saad in Dothan, Ala., reported to an Arizona camp. Nick was formerly a jewelry concessionaire in Los Angeles and is a member of the Pacific Coast Showmen's Association. Saad also worked as a talker and cashier at the Show Boat, Eastwood Park, Detroit, and was with Hennies Bros.' Shows in 1938.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 10.—It was anticipated that our visitation program would be resumed with visits to Cetlin & Wilson Shows at Lackawana, N. Y., during the week of July 12 and James E. Strates Shows during the week of July 19.

We were interested in receiving a War Production Board bulletin calling on employers in war industries to give vacations to employees as an aid to morale. In the statement is a sentence which we think sums up the whole situation: "Every minute counts, but effectiveness on the job is equally important. We must not strain our efforts beyond the point of efficiency. We believe that brief vacations will give our war workers the rest period they need to maintain and increase the pace of production for victory."

Congress has issued a statement on overcharges for electricity by States during 1942, setting forth detailed tables on the subject; any member show interested can obtain a copy by writing this office. An informative booklet has been issued by the Office of War Information on the subject of transportation, which we suggest be read by everyone interested. The ODT is now permitting operators of commercial vehicles to use their vehicles without having certificates of war necessity on them when such certificates are in possession of the ODT or OPA. New regulations on electrical supplies have been issued, and outstanding ratings for wire and cable on June 30 have been revoked. OPA has fixed maximum prices for certain types of paint and lumber. It has also removed the restriction on transfer of tire rationing certificates and has increased the quota of new passenger automobiles available to civilians during July.

Oregon Notes

By VIRGINIA KLINE

SALEM, Ore. — Arthur Bros.' Circus played here to very good business June 28 and to just fair business June 29. Mr. and Mrs. Arthur and their 15-month-old son, Richard, took me to the big show, which I enjoyed thoroughly. Mr. Arthur, who has been suffering with a twice-broken tibia, planned to have it placed in a cast during the Portland engagement and to use crutches until it is healed. He has been getting around very well with a cane. Mrs. Bud Anderson and Walton de Pellaton, of the staff, took in some Salem night life with me after the show so that we could get caught up on gossip from Kansas City and Los Angeles. Mr. and Mrs. Frank Yagla, who have the popcorn and floss concession, are enjoying wonderful business and traveling with a well-constructed frame-up that can be put up and torn down in record time. Mr. Yagla, who has had a lot of experience with eating stands at big rodeos around the country, gave me some brand new ideas for games to be played on horseback in our local saddle club.

The Velarde family in the big top were having a visit from their son, Louis Velarde, who is stationed at Camp Adair in Oregon and while taking a furlough was working with his family in the regular routine. During the show when he helped with props and adjusted rigging

there was a rustle of applause from spectators at the sight of a soldier in uniform taking part in the circus. Mr. and Mrs. Arthur planned to entertain the entire personnel on Mr. Arthur's birthday, July 5.

Elizabeth and V. J. Yearout, now living in Portland and who visited with me recently, seem to be getting used to being off the road and likes it. L. C. McHenry, of the Crescent Amusement Company, of Gastonia, N. C., who has been very ill for some time with arthritis, is again able to look after his show. Mrs. McHenry has been carrying on during his stay at home and doing a fine job of keeping the show running and making money. Mrs. C. F. Zeiger and her niece, Rose Mary Loomis, are operating bingo on the C. F. Zeiger Shows and, in spite of a scarcity of help, are having fun and making money in Colorado towns.

Viola Fairly writes that she has been assured that her son, Paul, is well and on the high seas with the merchant marine, so we know she is happy. Helen Brainerd Smith, now Mrs. Fred Smith, has returned to California after a stay of several weeks in Kansas City, Mo. Elsie Miller, popular secretary of the Ladies' Auxiliary of the Showmen's League of America, writes that she has completed a beautiful crocheted table cover to give to the auxiliary to raffie next winter and she hopes it will bring in a sizable amount.

Russell Bros.' Circus was set to play Salem July 11 and 12. Browning Bros.' carnival showed on Marion Square and another Browning Bros.' unit was at Hillsboro on the Fourth. The Brownings are native Salemites.

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
 GAMES, STRIKERS, ETC.
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Keep 'Em Running FOR THE DURATION!
 It is almost impossible to buy a Generating Set or a Rotary Converter because all of Pioneer's resources are devoted toward winning the war. Pioneer can, and will, help you keep your present equipment running for the duration. Mail your service problems to Pioneer's Customer Service Dept. Operators—Converters—Generators—DC Motors—Power Plants—Gen-Set Motors

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WORLD'S MOST POPULAR RIDES
 OCTOPUS—ROLLOPLANE—FLY-O-PLANE
 Manufactured by
EYERLY AIRCRAFT CO., Salem, Oregon

SNOW CONES
 BE SURE YOU GET OUR LATEST PRICE LIST ON SNOW CONE SUPPLIES. We Have Everything You Need and Our Prices Save You Money. This Year Line Up With an Outfit That Has the Stock To Take Care of You. Send a Postal Card for Your Price List Today.
GOLD MEDAL PRODUCTS CO.
 131 E. PEARL ST. CINCINNATI, OHIO

WANTED FOR ANNUAL ELKS' CHARITY FESTIVAL
 PONTIAC, MICH. — JULY 19 TO 31
 Side Show, Fun House, Hall of Science, Penny Arcade. Manager with Girls for Revue. Will furnish complete outfit, transportation and living quarters for girls. This will be Pontiac's first carnival of the season. Location, Downtown. Free Acts, Bands. An annual affair, widely advertised. Other Celebrations and Fairs to follow. Address
HAPPYLAND SHOWS
 Royal Oak, Mich., This Week.

WANT PEPPERS ALL STATE SHOWS WANT RIDE HELP CONCESSIONS WANTED
 I pay every week in cash. High salaries. No doubling back. Can use Merry-Go-Round, Kiddie Ride Foremen. Second Men on Rides. Any Legitimate 10c Stores except Popcorn, Ball Games and Percentage. We play coal mine towns—watch our route.
SHOWS WANTED Have tops for Girl Show and Illusion, Fun House, Spidora, War Show; anything that does not conflict with what we have.
BINGO COUNTER HELP WANTED Don't write, join on wire. Gene Moore, I am waiting on you.
 F. W. PEPPERS, Mgr., Pinesville, W. Va., July 12 to 17. Heading for the Richest Coal Mines in West Virginia.

WANTED
 Talker, Freak and Bally Girls. Wire. No drunks. Stationary spot until Labor Day, then into Store Show going South.
W. J. O'BRIEN SHOW OF THRILLS
 Revere Beach (Boston), Mass.

BUNTING SHOWS WANT
 Experienced, sober Second Men on Rides. Must drive Semi-Trailer. Can place legitimate Merchandise Concessions for Fairs and Celebrations. Scales and Guess Your Age open. Also Cork Gallery, Hoop-La, Cotton Candy open. Celebrations start at Soldiers & Sailors' Reunion, La Harpe, Ill., July 20 to 24; followed by Home Coming, Princeton, Ill., July 27 to 31; then Fairs and Celebrations until closing.
 Address: Monmouth, Ill., this week; then as per route.

July 31, 1943 Price 25c

The Billboard

Fall Special

A BIG, IMPORTANT ISSUE

at the height of

A GREAT OUTDOOR SEASON

Big crowds are attending all outdoor amusements and show people are finding it difficult to keep up with the increased business. They need equipment, merchandise and supplies.

The big Fall Special issue makes its appearance just when these show people are buying. They watch every issue of The Billboard closely but will read the Fall Special more carefully than usual in the hopes of finding the many things they need advertised.

- ✓ COMPLETE FAIR LIST
- ✓ SPECIAL EDITORIAL ARTICLES
- ✓ INCREASED CIRCULATION
- ✓ GREATER READER INTEREST

Advertisers are assured of wide attention for their advertising messages. Take advantage of this opportunity to sell any equipment or stock you have on hand that can be used in outdoor show business.

**FORMS GO TO PRESS
WEDNESDAY, JULY 21**

Mail Your Advertising Copy Today

THE BILLBOARD PUBLISHING CO.
CINCINNATI 1, OHIO

Direct from the Lots

Anderson-Srader

Great Bend, Kan. July 2-5. Location, City Park. Auspices, American Legion Post. Business, good. Weather, good.

Local stand marked the half-way point of the season for the shows and a return engagement under the same auspices. During the 12 weeks the shows have been on the road only two days have been lost to rain and storms. There has been no labor shortage on the shows thus far and all rides and shows have been up and ready each week long before opening. All the rides have had their second coat of paint, and shows and concessions have new canvas. M. A. Srader is owner-manager; Patsy Srader, secretary; Blackie Miller, ride superintendent; Fred Hamilton, superintendent of transportation. Rides are Ferris Wheel, Alvin Bishop; Tilt-a-Whirl, Coony Clark; Octopus, Johnnie Payton; Merry-Go-Round, Blackie Miller; Airplanes, Leon Miller; Baby Autos, Huey Carloff. Shows: Athletic, Jack Nazworthy; Sally's Nude Ranch, Albert Martin; Little Farm, Ben Rotch. Concessions: Cookhouse, Roy Freer; popcorn, Fred Hamilton; diggers, Mrs. Blackie Miller; corn game, Gabe King; photos, Earl Stoud; dart stand and Pitch-Til-U-Win, J. L. Johns; bears, Jockie Jones; pan game, buckets and bottles, Larry Nolan; razzle dazzle, Thomas J. Mooney; milk bottles, Mrs. Luella Mooney; bottles, Mrs. Roy Freer; penny pitch, Helen Jones and LeRoy Edd; Watch-La, Mrs. Albert Martin; cigarette gallery, Mrs. Bishop. Larry Nolan is general agent. Shows move on 16 trucks and are playing defense towns exclusively. The writer is mailman and The Billboard sales agent.

THOMAS J. MOONEY.

Alamo Expo

Texas City, Tex. Week ended June 26. Auspices, fire department. Business, good. Weather, good.

Biggest week of season so far was chalked up by the shows here. Mrs. Albert Wright arrived by plane from Birmingham to visit a few days with her husband, shows' legal adjuster. Jack Ruback and Albert Wright were hosts to city and county officials to a shore dinner at Galveston, Tex. Guests were Fire Chief Palmer, Sheriff Blagnac, Country Judge Robinson, Police Chief Lattice and Mr. and Mrs. Frank Rogers, former owners of Rogers Greater Shows. Jack Twiner, ahead of the shows, is putting up plenty of special paper. Olin Thorton, well-known Houston showman, visited here. Mrs. Brownie Bishop, head of Red Cross with the shows, reports 100 per cent co-operation. Mrs. Bobbie Hyman, in charge of the War Bond and Stamp sales, reports they are still going over the top. John T. Hutchen's Annex and Oddities is enjoying its biggest season in years. Jerry, chimp, handled by Bill Williams, of the Hollywood Circus, continues popular. Mrs. Roland Smith, of Obadal-Smith Shows, playing San Antonio lots, visited, and Roy Gray, of shows bearing his name, visited from Houston and bought a Mix-Up from the shows. Joe Paluski tendered his crew a fish dinner here. He presented his wife, Babe, with a car. Mrs. Jack Ruback, Martha Rogers and Shopie Mullins motored to San Antonio for a few days.

TED CUSTER.

Virginia Greater

Brooklyn, Md. Week ended July 3. Location, Richey Highway lot. Auspices, Volunteer Fire Department. Business, good. Weather, fair.

Shows moved in here from Westminster, Md., and opened in time Monday night, with the exception of the Side Show, whose truck broke down on the move in. Committee co-operated. Jack Kelly and Tom Ellis Sr. closed here. Roy W. Smithey joined as griddle man in the Midway Cafe, replacing Pat Alken. Larry Wellington is chef and in charge of cookhouse. Mrs. Agnes Wellington is the new operator of Sarah Masucci's penny pitch. Alice Penny is operating one of her dad's concessions. New roster of the Circus Side Show includes Gail Martin, astrologist; Bob Bobbet, annex; Mary Nell McLaughlin, escape artist; Rita McLaughlin, illusion; snakes, prairie dogs and Chinese dragons. Rocco Masucci was host at a downtown night club supper to Lt. and Mrs. Henry French, Mrs. White and Mrs. Smith, of Annap-

olis, Md.; Mrs. Sarah Masucci, Madeline Genevese and William C. Murray. Visitors included Chief Peterson and party of the Odenton (Md.) Fire Company; H. Wirth and party from Glen Burnie, Md., and several members of Dick's Paramount Shows, playing Baltimore. Madeline Genevese returned to her home in Orange, N. J., after a week's vacation on the shows with her uncle and aunt, Sarah and Rocco Masucci. William C. (Bill) Murray, shows' general agent, leaves soon for the South to take care of the shows' Southern route. Reported by an executive of the shows.

Dodson's World's Fair

Racine, Wis. Week ended July 3. Auspices, fire department. Business, good. Weather, fair.

Shows opened Tuesday night to good business. It continued that way thru-out, with Saturday being the top day. Matinee that day was a huge success, with attendance hitting the 5,000 mark. Ray Cramer's Side Show led shows, with Gay Paree, manager by Cecil Hudson, second. Truck, owned Charles Goss, was damaged by fire Thursday night. In attempting to smother the flames, Pete Freeman, Scooter foreman, was injured. He was able to return to work on Sun-

FOR SALE

9 Timken Roller Bearing Roller Coaster Cars, 42" Gauge, 3 Seats.

ROLLER COASTER STEEL

20 Pieces 2"x3"x24"x1/4", Angle Curved
48 Pieces 2 1/2"x5/16"x15", Flat Iron Curved
30 Pieces 2"x1/4"x17", Flat Iron Straight
100 Pieces 2"x1/4"x17", 1/8 of Amt. Curved
4 Pieces 2"x3"x24 1/2"x1/4", Straight
8 Pieces 2"x3"x24", Angle Curved
8 Pieces 2 1/2"x1/4"x15", Curved

LINK BELT CHAIN

Approx. 400'-6" Approx. 500'-4"

DUQUESNE ELECTRIC & MFG. CO.
PITTSBURGH, PA.

WANTED

Ride Help, Foreman for No. 12 Wheel. Concessions that work for stock. Agent for Pea Pool, Agents for Slum Concessions. Will sell exclusive on Popcorn and Apples. Wire or come on.

L. C. McHENRY, Mgr.

CRESCENT AMUSEMENT CO.

Newton, N. C. (Reunion Groups), this week.

COUNTER MODEL DIGGERS

Twelve Counter Model Diggers especially made by Exhibit Supply for dealing money—with special shovels—\$75.00 each. One-third deposit.

MORRIS HANNUM

232 E. Union Street Bethelchem, Penna.

J. R. EDWARDS SHOWS

WANTED WANTED

Byesville, Ohio, Home Coming, week of August 2nd, Shows and Legitimate Concessions, Foreman for Chair Plane, Second Foreman for Ferris Wheel, Second Man for Merry-Co-Round and Tilt-a-Whirl. Address all mail and wires to

J. R. EDWARDS, Uhrichsville, O., this week.

FOR SALE—ANIMAL SHOW

Complete Wild Life Exhibit, 20 Cages, Ford V8 Truck, 20x50 Tent. Can be seen working in Edgewater Park, Detroit. Six hundred cash; no terms. Reason for selling, buying Rides. Address: P. O. BOX 151, Redford Station, Detroit, Mich.

WILL BUY FOR CASH

Two or three Rides—Caterpillar, Lindy Loop, Tilt-a-Whirl, or what have you? State all in first letter.

W. H. BATSON

11 South 2nd Street WILMINGTON, N. C.

day, however. Saturday night was marred by rain, but Sunday, closing day, resulted in a good day's business. Shows lost July 4 because of transportation difficulties. TED GRACE.

Buckeye State

Calumet City, Ill. Seven days ended July 5. Location, Pulaski Avenue and Burnham Road Showgrounds. Auspices, American Legion Post. Business, fair. Weather, cold three days.

Stand was the 13th week of the season and July 4th found the shows in the Chicago area. Shows have chalked big business for the last five weeks, but cold weather, encountered here the first three days, slowed it up a bit. Business increased some each night, hitting a high on the closing date, July 5. The writer and Bill Snyder visited Cole Bros.' Circus, playing a Sunday date at nearby Harvey, Ill. Date proved old home week for Mike and Freda Rosen. Visiting them were Mr. and Mrs. Sam Alter and family, Mr. and Mrs. Max Taradash and family, May Garfield, Mr. and Mrs. Irving Rosen and Jeanette, Irene, Sarah and Florence Rosen. Nearly all the boys and girls of the Showmen's League of America and Auxiliary living in or near Chicago visited. They included Sunny Bernet, Bob Parker, Tommy Thomas, Sam Ward, Bill Carsky, Mr. and Mrs. Joseph Strelbich and daughter, Lew Keller, Mike Wright, Walter Driver and Mrs. Sam Fiddler and sister. Harry

Hennies, Charlie Roach and Morris Haft and family also were on the lot several times. Myrtle Hutt (Madame Zelda) and her troupe joined to take over the Side Show. Luther Young, Ferris Wheel foreman, who was called for army induction at Indianapolis two weeks ago, was rejected and rejoined the shows here. H. B. SHIVE.

George Clyde Smith

Seward, Pa. Week ended July 3. Auspices, Firemen's Celebration. Business, good. Weather, hot.

Shows made a short move here from Blairsville, Pa., and everything was up and ready Sunday night. Attendance Monday was hit by rain. Tuesday was big, with grosses increasing daily thru the week. John Donahue, head committeeman, and police and city officials co-operated. Shows, rides and concessions operated after midnight and did excellent business. Jacke Bost's Chez Paree led shows. Mike Bosco's and Mr. and Mrs. Hiram Beal's concessions clicked. Jane Cappello's balloon, and Wayne Leights baby chicks were popular. John Kerschgen's photo gallery, Mrs. Gunnard Olson's grocery store and Mr. and Mrs. King's concessions reported good business. Gus Rogakos, cookhouse operator returned from Scranton, Pa., and Margaret De Passio returned with her son to Islin, Pa. Adolphine has taken over the front of Jackie Bost's Chez Paree Revue. BOBBY KORK.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

60,000 Turn Out For Legion Show At Soldier Field

CHICAGO, July 10.—Annual July 4th Celebration at Soldier Field, under auspices of Cook County Council of the American Legion, drew a crowd of nearly 60,000. Besides military drills and music there was a full program of entertainment by well known acts.

Selden, the Stratosphere Man, presented his thrilling performance atop the high pole. Other acts were the Flying LaForms, aerialists; Lady Barbara and her trained dogs; Joe Greer's horses, Fisher's elephants, and Snyder's bears, all booked by the Barnes-Carruthers office.

Feature of the celebration was a gigantic fireworks display presented by Thearle-Duffield.

Cleveland Festival Highlights Parades, Service Inductions

CLEVELAND, July 10.—Festival of Freedom in Municipal Stadium July 4-5, under American Legion Post and Cleveland Advertising Club auspices, attracted a crowd estimated at 135,000 altho the patriotic pageant on the initial day was rained out. Troop parade and festival was greeted by good weather the second day, vindicating the judgment of Common Pleas Judge Frank J. Merrick, representing the Legion, and George F. Buehler, of the advertising club, in calling off the show Sunday night and setting it back 24 hours.

About 50,000, standing five or six deep on the sidewalks, watched the parade, which included troops from Camp Perry, O., 729th Military Police Battalion, marines, WAVES, coast guards and SPARS.

Civil Air Patrol planes flew overhead as the show went on. Eleven General Sherman medium tanks also participated.

Festival in the stadium got under way with William Ganson Rose serving as narrator. Dr. Rudolph Ringwall and the Cleveland Symphony Orchestra played a military medley, followed by audience participation in old favorite songs. Program also included Women at War, comprising WACS, marines, WAVES, SPARS, army nurses, Red Cross workers, factory workers, USO representatives, American Women's Voluntary Services and Civilian Defense.

The Parade of the States followed, with choral accompaniment by Akron Civic Chorus. Highlights also included the induction of 175 men into the six branches of the armed service. Festival activities were concluded with a brilliant fireworks display.

"Bomb" Show Clicks At Terre Haute, Ind.

TERRE HAUTE, Ind., July 10.—Bombs Over America, chemical warfare show presented by Al Sweeney and Gaylord White and directed by William G. Sweetman, bomb inventor, was presented at Memorial Stadium Monday night under auspices of the Vigo County Civilian Protection Corps and drew a crowd of 8,000.

Show also was scheduled for the Fourth of July but was rained out. Presentation included a large fireworks display.

Pitt Convention To Feature Bond Drive

PITTSBURGH, July 10.—Featuring a Victory War Bond drive, plans for this year's 44th United Annual IBPOEW Grand Lodge Convention were being completed here this week. Shows, rides and concessions have been programed for the event, which is under direction of W. J. Murphy. Other features will include a public wedding, baby contests and popularity contest. Murphy says headquarters have been opened at 2207 Wylie Avenue.

Virginia Greater for Odenton

ODENTON, Md., July 10.—Sponsors of the Firemen's Celebration to be held here have booked Virginia Greater Shows to provide the entertainment features, it was announced last week.

Shorts

PROVIDING the midway entertainment at Kittanning (Pa.) Celebration, under American Legion Post auspices, were Eddie's Exposition Shows.

CONCESSIONS and free attractions have been billed for the annual two-day Farmers' Picnic at Blandinsville, Ill.

DOC STODDARD is in charge of concession arrangements for the four-day celebration to be held in Darlington, Ind.

RIDES and concessions have been planned for the midway at the annual Home-Coming Celebration in Bucklin, Mo., it was reported last week.

MIDWAY attractions at the Days of '76 Celebration, Deadwood, S. D., will include shows, rides and concessions. Claude Lavier, concession chairman, reports.

ATTRACTIONS at the annual Paris, Ill., July 4th Celebration included Harter's Trained Animals; Leo Francis, musical clown; Uncle Sid Jerome, comedian; the Frasier Family, jugglers, and Mile High Lawson, balloon ascension.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

High Ollmb, Salvador. July 10, 1943.

Dear Editor: Carnivals managers in the States may have their troubles, but a show in these parts has more than its share of them. Altho Ballyhoo Bros. have plenty of men, gasoline and meats, they have encountered troubles unheard of in the U. S. While en route here the show train pulled onto a siding and the bosses were informed that it couldn't be moved any farther, that point being the junction between a wide and narrow gauge railroad. Imagine having a show train stopped 20 miles out of town with no apparent way of taking it in!

A meeting was called in one of the

bosses' five private cars (due to the shows' press staff not being allowed to attend, the exact car where the meeting was held is not known) to decide upon a way to finish the run. During the meeting it was decided to widen the tracks. Headed by the shows' Rocky-Road-to-Dublin track layer, better known in our circles as the king of snips or gandy dancers, our train crew started relaying the tracks to widen them to fit our cars' trucks. After a mile of track had been widened the train was pulled over it and then our crew made the track narrow-gauge width again. The train arrived here on Thursday, July 1.

The next trouble was caused by the words of General Agent Lem Trucklow, who stated that the lot was only a stone's throw from the heart of town. To the bosses' disgust they learned that the lot was on top of a two-mile-high cliff. Trucklow proved his words true by tossing a stone over the cliff's side. It landed in the heart of the town.

Our crews worked tirelessly for the next three days to get the wagons over a mountain road to the lot. Not being ready to start the work of setting up until Sunday, July 4, the show was forced to remain over for a second week. By Monday night the midway was ready to open. With a beautiful moon and stars overhead, our midway, with its innovations in lighting effects, made a beautiful picture resting atop of the two-mile-high cliff. Looking down at the town below, we saw nothing except darkness and we decided that the natives had retired for the night. When 10 p.m. arrived and not a patron had come on the lot, the bosses called it day. Imagine our surprise when we learned that it had been raining all night down below, but because of the show being located above the clouds we didn't know it! We doubt whether any carnival manager in the States ever had the experience of being rained out on a clear night.

Carnival managers in the States may have their problems in getting people to and from their lots on account of gas rationing. But picture our bosses' problem of getting patrons onto a lot two miles above the town! The office called the high bluff's bluff by removing two of the shows' day coaches from trucks and mounting them on low trailers used to haul our caterpillar tractors over paved streets. When pulled by our tractors this show operated a shuttle train back and forth. Being daily midway commuters proved to be a novelty to the natives, who packed the midway for the remainder of the week. The gate was taken off and we worked for straight \$1 round-trip fares. MAJOR PRIVILEGE.

RIDES FOR SALE

KEEP 'EM FLYING — KEEP 'EM ROLLING AMERICA FIRST

6 Rides now at Sylvan Beach with 3 gas motors. Three-Abreast Parker, Fifty-foot Ferris Wheel, Dodgem (no buildings), Seaplanes, Kiddie Airplanes and Auto Ride. Must be moved at once for house defense project. Rides and complete Park for sale. Now doing good business 2000 block North Main. Eli Wheel, Octopus, Kiddie Ride, Bingo, 5 Concessions, House Car Office, Transformer, Wiring, Mixup, Little Train, 2 Merry-Go-Rounds now going through our shop. Airline Machine Co. and Griffin Machine Co., 5207 Airline Road. Can use Builders, Welders, Electricians over 50 years old and out of employment. Will buy Rides and Outdoor Amusement Equipment. Address: ROY GRAY, Agent, 2022 N. Main St., Houston, Texas.

TOMMY MOONEY WANTS
AGENTS FOR RAZZLE DAZZLE
CLIF MYERS WANTS
AGENTS FOR SWINGER
Joey Ray, Dusty Rhodes, write or wire.
Care ANDERSON-SRADER SHOWS
Salina, Kansas, until July 17th.

WANT

CONCESSIONS, SHOWS, RIDE HELP.
5 Fairs starting July 26th.

MOUND CITY SHOWS

Ashland, Ill., this week.

WANT CARNIVAL

Rides, Concessions and Attractions.

August 24-25-26-27, 1943

Write ROY WORLEY, Sec., Stockville, Neb.

WANTED

For LABOR DAY PICNIC

Quincy, Ill., Sept. 5-8.

Rides, Concession and Carnival will be considered for entire week or two days only.
EDWIN SNYDER, 911 1/2 Jersey St., Quincy, Ill.

OLD SETTLERS' REUNION

Cuba, Mo., July 30 and 31

Want all kinds of legitimate shows and concessions.

A. M. MUNRO, Secy., Cuba, Mo.

CHRISMAN HORSE SHOW

AUGUST 11-12-13

Opening for good, clean Carnival all week.

Contact ROY HENDRIX
Chrisman, Ill.

CONCESSIONS WANTED

Candy—Novelty—Pop Corn—Clean Shows—Pony Rides, etc.

IROQUOIS COUNTY AGRICULTURAL AND 4-H CLUB FREE FAIR

August 17-18-19
JOHN L. CLAYTON, Millford, Illinois.

CARNIVAL WANTED

Sept. 6-7-8-9.

City 12,000 population. Trade territory 50,000.
Main street setup.
Service Club sponsorship.

CHICK TALCOTT, Huron, S. D.

ROUTE SWITCHES ON

Ringling Dates In Up-State New York Canceled

SYRACUSE, July 10.—Announcement has been made of the canceling of the Ringling tour of entire up-State New York. This includes dates set for first week in August for Albany, Schenectady, Utica, Syracuse and Rochester. Announcement came in a report that Roland Butler had notified authorities in these cities to cancel dates for showings and the licenses that the show had applied for. This is the first season in the past 12 years that Syracuse will go without a circus, unless, due to Big One's cancellation, some other circus might take over New York routes.

In all towns named lots are far out, Syracuse bus service especially is poor to and from the lot. Carnivals playing up-State New York towns are feeling a drop in biz, this, even tho all towns played are in a defense area.

Reading Turns Out For Ringling Show

READING, Pa., July 10.—One-day stand of the Ringling show here July 3 attracted good business with 25,000 in attendance for both performances. For the matinee, folks added the experience of waiting more than three hours for the start of the show. It was not until 4:15 that the first fans were admitted, with performance starting a half-hour later.

Delay in opening was attributed to the scarcity of experienced labor and size of the new lot, grounds not large enough to permit speedy shifting of equipment. Side Shows and concessions did big biz.

Sale of War Bonds for circus seats added \$68,400 to the show's total, with 576 seats given out in return for bond sales. Local stand also was marked by injuries to two circus men, hurt while show was being unloaded from railroad cars. Treated at Community General Hospital here were Edward J. Edwards, for possible fracture of the elbow, and John B. Pelkey, for possible fracture of the leg.

Attendance One-Third Off for RB in Harrisburg

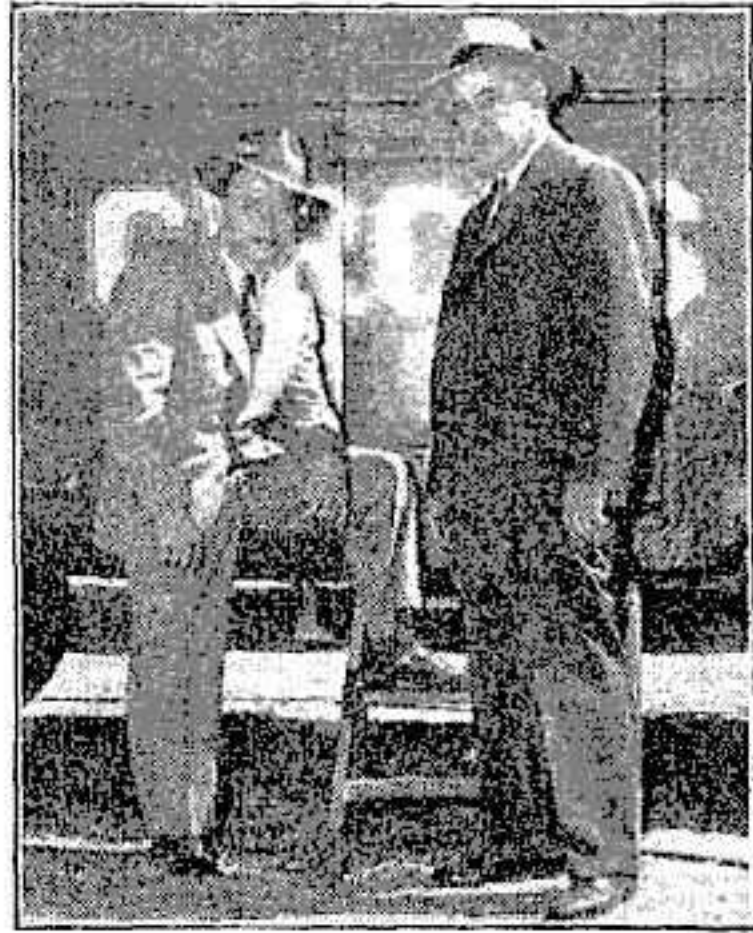
HARRISBURG, Pa., July 10.—Attendance at the Ringling circus here July 1 and 2 was one-third off. Weather was ideal but inadequate transportation took heavy toll of the throngs who would have loved to attend but couldn't get to the grounds. Show was on the Farm Showgrounds.

The show coming here from York (where it skipped the afternoon performance) was a few hours late in arriving and the matinee viewers were given the additional treat of seeing how a circus is put together. Many "early-birds" had a good 10 hours of circus on Thursday. Side Show attendance was considered good.

RB Cancels Manchester, N. H.

MANCHESTER, N. H., July 10.—The Ringling circus has canceled its date scheduled for Manchester. Plans had been made and a tentative date set for the last of this month. In canceling the meet, it was stated that transportation problems made this action necessary. So far as is known, there will be no circus to hit here this year.

RB CIRCUS band, led by Merle Evans, and guest conducted by Albertus Meyers, played a concert in West Park, Allentown, Pa., July 4 before the largest crowd ever assembled in the park despite rain, reports Robert D. Good. Selections were enthusiastically applauded and the concert paid dividends by drawing the largest straw matinee of the season under canvas, according to Good. He adds that the day's total was on a par with the best day registered in Washington. Concert developed from Good's idea to have Evans as guest conductor for Allentown's famous band which is headed by Meyers.



ART CONCELLO, left, new owner of Russell Bros.' Circus and Wild Animal Menagerie, and his general manager, Paul Eagles. Last season Concello was manager of Ringling Bros. and Barnum & Bailey Circus.

Cole Biz Blows Hot And Cold Around Chi

CHICAGO, July 10.—Of two stands near Chicago played by Cole Bros.' Circus, one was excellent, the other poor. Harvey, Ill., 20 miles south of Chicago, was the Fourth of July stand. The town of 19,000 is adjacent to much industrial territory, but the folks didn't turn out. Matinee was light and night half a house.

Because of some difficulty the Harold Voise flying act and the wire act failed to work, and show was over at 10 o'clock. At Joliet business was good both afternoon and night.

There were many visitors at Harvey. Among those seen on the lot were Mr. and Mrs. J. C. McCaffery, Mr. and Mrs. William Carsky and Mr. and Mrs. Lew Keller, Chicago; Irv J. Polack, Polack Bros.' Circus; Dr. H. H. Conley, Park Ridge; H. A. Atwell, circus photographer; J. C. (Tommy) Thomas, Rubin & Cherry Exposition, and Bob Parker. At Joliet visitors included R. E. Hickey, of RKO; George Meyers, Mills Bros.' Circus; Edna Curtis, indoor circus producer, and Burt Wilson, CPA.

Mrs. Otto Griebing Ill

CHICAGO, July 10.—Mrs. Otto Griebing, wife of the featured clown on Cole Bros.' Circus, was taken ill Sunday while the show was playing Harvey, Ill. She was taken to University Hospital here and was expected to undergo an operation late this week.

St. Louis Shrine Show Is Terrific Draw Under Packs

ST. LOUIS, July 10.—Thomas N. Packs, for the past 15 years foremost wrestling and boxing promoter in the Middle West, also stamped himself one of America's top circus producers when he presented the Big Time Circus and fireworks display under auspices of Moolah Temple Shriners July 2-5 to total attendance of over 75,000 in the Public Schools Stadium here.

Attendance figures released by auditors: Friday, July 2, 11,976; Saturday, 16,027; Sunday night, 21,516; matinee, 6,272; Monday night, 20,120; matinee, 5,236. Success of the midsummer circus which will add many thousands of dollars to the Shriners' fund for their Crippled Children's Hospital in this city, was the occasion of Packs being awarded a contract to present a similar event next year. It was announced that the Shrine Circus will be an annual event. Carl G. Stifel, potentate, and his committee were high in praise of Packs.

Program comprised 23 displays, three

Beatty-Wallace Set For Dates in Cincy

CINCINNATI, July 10.—Frank J. Lee, well-known outdoor advance agent, last season handling radio and newspapers for the Amusement Corporation of America's Rubin's & Cherry Exposition unit, and now contracting agent for the Clyde Beatty-Wallace Bros.' Circus, has set the show in the Cincinnati district as follows: Cumminsville, July 25 and 26; Waterworks Park, Norwood, July 27; Riverside Park, Newport, Ky., July 28; Fairgrounds, Hamilton, July 29; City Park, Middletown, July 30; McCloud circus grounds, Dayton, July 31-August 1.

Lee overcame several obstacles while arranging the dates, attending council meetings to offset any adverse ideas that city fathers might bring up. He secured all towns that the circus management wanted, with the exception of Covington, Ky., where the only available lot has a baseball tournament starting July 15. He broke down a resolution by commissioners in Middletown, providing for only one circus a year, by securing an okay by every council member before the regular meeting.

The last time Lee was in Cincinnati ahead of anything he was with Annette Kellerman in *A Daughter of the Gods*. He also was in advance of Irving Berlin's *Watch Your Step*, *Baby Mine*, *Bought and Paid For* and *The Gentleman From Mississippi* for the Shubert & Brady offices, New York. When he has completed contracting the route after schools open he will be about three days ahead, handling school tickets, securing afternoon dismissals where possible and writing special stories on Clyde Beatty and his trained wild animals. During the Cincinnati engagement the circus management will set aside July 27 in Norwood for attendance of the personnel of *The Billboard* offices.

Arthur Pulls 40,000 On Lots in Portland

PORTLAND, Ore., July 10.—About 40,000 saw Arthur Bros.' Circus here July 1-5, show officials reported. Biz was so good that the show moved from its Powell-Division stand to the Vancouver-Union grounds for another showing July 6-11. Even better biz is expected on new grounds, near the new ship-building city of Vanport, Portland suburb of 22,000, and the Vancouver barracks where thousands of soldiers are housed.

Show reported big takes at Eugene, Klamath Falls, Corvallis and other Oregon towns. At Portland the Sing-Lee Sing Chinese troupe of acros and jugglers, joined.

Arthur-Russell Billing War

PORTLAND, Ore., July 10.—Shades of old circus wars! Arthur Bros.' Trained Animal Show beat Russell Bros.' three-ringer to the punch in Oregon, and the billing war was on. In all towns Russell Bros. used advertisements urging circus fans to "Wait for the circus you know—the one you and your family enjoyed last year." At Portland the city council gave Russell Bros. a permit to show within the limits July 14-28, but turned down request for a license from the Arthur show. But the latter received a Multnomah County license and gave performances ahead of the Russell show on grounds just outside city limits.

Holland Circus Reopened July 3

BRIDGEPORT, July 10.—Bernard Van Leer's Holland Classical Circus, which opened here May 22 at Pleasure Beach Park and which closed several weeks after when the gasoline ban on amusement driving went into effect, with the bus service to the park cut to the minimum, again opened night of July 3. Bus service is better. Opening night, with two performances at 7 and 9, drew fair houses. Show got going with clowns Eddie (Jo-Jo) Allen and Hap Roberts, who were back after being with Gilbert Bros.' Circus.

The program in order: Canestrilli Family, ladder balancing and juggling; Michael Miller, equestrian director of the show, handling "Jimmy," Van Leer's Liberty horse from Wales; Three Faludys, knockabout acrobats; Miller and Elaine Gabrielle, with Van Leer's two specialty high school horses, "Salvy" and "Troja" (John Corege assisting in act); Billy Wells and the Four Pays, in

(See Holland Reopened on page 44)

Hunt Has Capacity At Concord, N. H.

CONCORD, N. H., July 10.—The Hunt circus played to capacity here July 3, both matinee and night and on a new lot across the river. Only contracted six days ahead and with no posting and only four days of newspaper advertising, it proves that Charlie Hunt is a shrewd showman when he came into New England while the other shows head west. Hunt, despite the gas restrictions, is doing business far better than last season. His show is framed so that he can play the small towns and also the cities and it is always up in time and is loaded at night 50 minutes after the performance. Hunt plans now to play many more New England cities than originally scheduled.

Eddie Hunt, now in the army, was here on furlough but returned to his army duties July 5. Harry Hunt is one of the busiest men on the lot and is on the job from early morning to late at night. Doc Stewart has the cook-house, assisted by Mrs. Stewart, and Lew Barton has the Side Show. Mr. and Mrs. Hunt Sr. are busy people around the lot as are Mr. and Mrs. Charley Jr. and Mrs. Harry Hunt in the wagon.

The performance is up to standard and there is no labor shortage around the show. Charley LaVine Jr., of the Hunt military band, will have his own dance orchestra in Baltimore next winter and has already signed up his key men.

The Concord Monitor gave the show three front-page stories written by Irene Shook of the dally's staff. Reported by Paul M. Sullivan.

Barnum's 133d Anniversary

BRIDGEPORT, Conn., July 10.—Souvenirs of the life and career of P. T. Barnum are on exhibition in the Barnum Museum and Institute here this week in observance of the 133d anniversary of the birth of Barnum. This includes pictures, papers and other articles which once belonged to the showman. Matt Saunders, Loew Circuit city manager here, who formerly trouped with the Buffalo Bill show as press agent, contributed a new feature this year in the form of route books of the Barnum & Bailey show, dated 1882, 1883, 1886, 1891, 1893 and 1902. Saunders also loaned an autographed picture of P. T. Barnum, surrounded by his family and relatives.



With the Circus Fans

By THE RINGMASTER

President: FRANK H. HARTLESS, 2930 W. Lake St., Chicago
 Secretary: W. M. BUCKINGHAM, P. O. Box 4, Galea Ferry, Conn.
 (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., July 10.—Pvt. Walter B. Hohenadel, now on limited service due to illness in Alaska, is at Vancouver Barracks, Vancouver, Wash., and writes of the pleasant time he had the week that Polack Bros.' Circus showed Portland, Ore., across the river. Hubert Castle, a friend of long standing, was with the show, and Hohenadel with other Fans was with him most every night. One evening they spent with Dr. and Mrs. David E. Reid, of Lebanon, Ore., who were accompanied by Mr. and Mrs. Harry Smith, of Portland. Capt. Ralph Hoge, CFA, of the United States Army Post Agency at Portland, and Lieutenant Hanson called at the barracks for Hohenadel, and the trio paid another visit to Castle at the theater, with Captain Hoge taking them to dinner at the Aero Club and between shows to the dog races.

Attention members: We are sorry for the lateness of this issue of *White Tops*, but it is for causes beyond our control. We have a mechanical force one-fifth the size of that before our men entered the army and it seems that it is impossible to get help. For the duration there is nothing we can do but ask your indulgence and understand that we are doing the best that we can under conditions.

The June meeting of the Hubert Castle Tent of Utica and New Hartford, N. Y., was held June 30. Dinner was served at Otto's & Carl's Restaurant in Utica. There was a 100 per cent attendance with 10 sitting down to dinner. Two members are in the armed forces—William Inglis, New Hartford, and Stephen G. Gillette, Herkimer. Member Frederic Roedel reported he had caught six circuses this season. He visited Gilbert Bros.' Circus in Newark, N. J.; the Big Show in the Garden; James M. Cole in Oneida; Spangles in the Garden and Sunbrock in New York, and Cole Bros. in Binghamton. Roedel has been appointed the new Outer Guard of Ziyara Temple of the Shrine in Utica. Four tent members, Waldo Griffiths, Harold Wells, Frederic Roedel and Bruce Souter, journeyed to Binghamton June 10 and spent the day on Cole Bros.' Circus. Had a pleasant day visiting the Antalek Troupe, Freddie Freeman, Otto Griebing, the Hannefords and others. They caught the matinee and all agreed that it was a fine show. Zack Terrell and Noyelles Burkhart extended courtesies.

Charles Davitt and Joe Beach, of Springfield, Mass., caught the Spangles Continental Circus at the Garden and also the Larry Sunbrock Circus. They visited with the personnel on both shows. They also saw Gilbert Bros.' Circus in Hartford, and visited with Bessie Costello, Hip Raymond, Laddie Lamont, Terrell Jacobs, Bert Turner, Frieda and Ernie Wiswell and the Zavata Troupe.

During the Gilbert engagement in Hartford, auspices of the Shrine, Bill Day, of the Bluch Landolf Tent, was the guest of Terrell and Dolly Jacobs. Day presented Dolly Jacobs with a beautiful bull hook, suitably inscribed. The Jacobs twins are honorable members of the Landolf Tent. Day recently returned from visiting friends on the Big Show and the Cole show. He caught Ringling show in Philadelphia, and Cole in Scranton, Pa.

Past President W. H. Judd, president of the National Bank of New Britain, was recently elected president of the Connecticut State Bankers' Association. CFA Robert Ensworth, of the Bluch Landolf Tent, was recently inducted in the services of Uncle Sam.

REFEREEING in the recent Tony Galento—"Golden Terror" fight in Chattanooga was Jimmy Gurnett, formerly with the Ringling show.

WANTED

Side Show Acts, Dancing Girls and Ticket Sellers. Useful Side Show People. Colored Musicians, Singers and Dancers. Must join on wire.

MILLS BROS.' CIRCUS

As Per Route in The Billboard



ALEXANDER KONYOT, a star rider with Ringling Bros. and Barnum & Bailey Circus, who joined Uncle Sam's forces on July 8.

DONALD GRIMES, now in the navy, who recently enjoyed a furlough with his parents at their home near Tangier, Ind., was with the Armstrong Bucking Ford act on the Col. Jim Eskew JE Ranch Rodeo in 1941.

SGT. JAMES E. RONK, with the Armstrong Bucking Ford troupe six years, is stationed in North Africa. He said to keep the shows going as it won't be long before he's back in a bucking Ford.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

ANY help relief?

J. D. McNEELY, an old-time billposter who has been with all the big ones and most of the small ones, writes that he is taking it easy at Bowling Green, Ky.

SUPPER guests of the Knight Family, while Mills Bros.' Circus was playing near Indianapolis, included Milt Herrlott, equestrian director, and Willie Clark, foot juggler.

CLOWNING on Russell Bros.' Circus in Richmond, Oakland and San Francisco was Donald Marcks, El Cerrito, Calif. Don rode an elephant in the spec and had a good time.

CIRCUS folk have lost their enthusiasm for playing a new town every day.

RED DAVIS, Philippi, W. Va., trained to Washington to spend a week with Toby Tyler on the Big Show. Red reports a very good show thruout, and said it was swell to see the many well-known faces on RB.

F. C. FISHER visited Cole Bros.' Circus at Jackson, Mich., and saw many friends on the show. He reports business good for the date. A bad electrical storm broke at matinee time but did no damage to show property.

PLEASURE of renewing friendships was L. Claude Myers's when he visited the Shrine Circus in St. Louis. Among old friends are the Zavatta-Zoppe troupe, Joe Lewis, Chester (Bobo) Barnett and Margaret Pettis.

PAWNEE, Okla., had its first circus in many years July 2 when the Al G. Kelly-Miller Bros.' show played there. William (Cheyenne Bill) Penner says the town gave it two full houses and was pleased with the program.

VANISHING Americans: Those who drove to circuses in automobiles.

MRS. VICTOR MARKS, known as Frankie Wood, aerialist and all-around circus performer, reports that she is off the road for the duration and is working in a war plant. She's living in Los Angeles with her husband's parents.

THE CORIELLS recently enjoyed a reunion when Corp. Earl Coriell spent his furlough visiting his grandmother at Pekin, Ill. The other Coriells are Vern and Teen on the Jay Gould Circus, and Zaza who is presenting her single acrobatic act thru the Midwest.

THE CORRAL

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

Oregon Holiday Shows Successful

PORTLAND, Ore., July 10.—Rodeos held in Oregon over the July 4th weekend did outstanding business. At St. Paul, 17,000, a record crowd, saw the four shows staged by the St. Paul Rodeo Association. Gate was expected to total \$15,000. Smallest crowd was at the Saturday rehearsal, when 1,500 turned out. Sunday afternoon's show drew 4,500, while the July 4th show was a sellout, with 6,000 turning out. Some 5,000 fans saw the closing show Sunday. George Nelson captured all-round cowboy honors. About \$4,000 in prizes was awarded. Klamath Falls Rodeo was marred by injuries to three performers. Ray Ivory, Canby, Calif., was tossed during an exhibition ride; Edgar N. Rollins, working on the chutes, sustained face and head injuries when kicked by a horse, and Harry Young suffered a broken ankle when his horse fell at the post.

Crowds were good at Klamath Falls, as well as at the shows at Baker, Prineville, Coquille and Medford.

DESPITE bad roads due to heavy rains, Louisiana (Alta.) Agricultural Society's annual stampede drew its largest crowd in years. Winners were: Bareback Bronk Riding—Harry Vold, Cam Lonsdale, Ron Gilbertson. Saddle Bronk Riding—Harry Vold, Bud Cressman, Sam Sissons; all-round cowboy, Harry Vold. Steer Riding—Sam Sissons, Carl Olson, Tunney

Graves. Pony Race—F. Dornie, Glenn Waddell. Half-Mile Open Race—Eli Weisenberger, Doc Pruett. Cart Race—Eli Weisenberger, Jimmy Nixon. Judges were Jiggs Boyce, E. B. Goddard and Wally Graves. G. H. Biggs and F. G. Burrington were timers.

AT A MEETING of Carmangay (Alta.) Stampede Association it was decided to stage the annual one-day rodeo as usual this year. Difficulties still loom due to wartime conditions. Executive members include K. R. Miller, president; C. W. White, vice-president; James M. Davey, secretary-treasurer, and Raymond Crowe, stampede manager.

A PROPOSAL to stage a rodeo at Lethbridge, Alta., this summer was turned down by city council, with the answer that it could not encourage the event in Lethbridge during wartime. The proposal was made on behalf of Arthur Galarneau, who offered to stage a rodeo under an agreement whereby he could use the fairgrounds, finance the show himself and then divide the profits with the city. He expected the city to make any necessary repairs to the grounds.

J. M. DILLON is in his 25th year as arena director at Calgary (Alta.) Stampede. With him are Bob Carry, Pete Le Grandeur and Frank Sharp as field judges, and Joe Fisher, Lorne Thompson and Johnny Van Wezel, chute judges.

(See CORRAL on page 56)

Dressing Room Gossip

RINGLING-BARNUM—York and again the most beautiful lot of the season on the fairgrounds. Real circus weather has prevailed since last week and attendance, both inside and out, has been terrific, with a turnaway at Allentown's matinee. Jerry Hill returned in Harrisburg after a recent accident. She will resume work shortly. Birthdays observed in Harrisburg were of Shirley Tremblay, Howard Marco and Margaret Garner, who is still celebrating hers, which was in Boston. Leo Loyal, formerly of the Loyal-Repensky Troupe, spent a week's furlough on the show. He's a sergeant in U. S. Army Ordnance, stationed at Aberdeen, Md. Dick Begin, now in the army and formerly on the front door, made a broadcast from Chicago during the week. He visited in Harrisburg. During the evening show in Reading, mem-

(See Dressing Room Gossip on page 45)

WANT TO BUY

New or slightly used Tangley Calliope in C. Must be in good condition. Wire

FRANK CLARK

CLYDE BEATTY-WALLACE BROS.' CIRCUS

La Fayette, 14; Kokomo, 15; Marion, 16; Huntington, 17; all Indiana.

MILLS BROS.' CIRCUS WANTS

For Big Show: Family Act, other Lady and Gent Circus Performers. People who can ride Menage. For Big Show Band: Trombone and Clarinet. Must join on wire. Seat Men and other useful people, come on; as per route in The Billboard.

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WANTS

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With a snappy library of music. MUSICIANS ON ALL INSTRUMENTS. CIRCUS ACTS that can be featured. SIDE SHOW ACTS of merit. COLORED MUSICIANS.

La Fayette, 14; Kokomo, 15; Marion, 16; Huntington, 17; All Indiana.

Fourth Biz Stacks Up Dandy

Holiday Prosperity Nationwide As Many Hang Up Record Marks; Gas Ban, Inclemency Hurts Some

CINCINNATI, July 10.—Dim-outs, gas rationing, transportation curtailment and other wartime ills notwithstanding, the three-day Fourth of July holiday period brought excellent crowds and fat spending to most of the nation's amusement resorts, a round-up made this week by *The Billboard* correspondents reveals. In most instances business was on par with last season's holiday stretch, and in several cases biz zoomed considerably over last year's marks.

Those spots located in the Eastern gas pleasure-ban area and off the regular transportation lines felt the pinch most and had to be content with play considerably under peacetime seasons. Those fun spots located in the same territory, but near established bus and trolley lines, fared much better, with few of the operators voicing complaint. In other sections of the country where business was reported off from other years the drop was largely attributable to inclement weather.

Cincy Coney Big

Favored by excellent weather, Coney Island here enjoyed a bountiful Fourth of July session despite the fact that the three days brought considerable less patrons than last year, which was Coney's best Fourth holiday period in history. Altho attendance was off, increased per capita spending by those who did come brightened the scene and made this year's Fourth highly satisfactory, according to Edward L. Schott, Coney general manager.

A check on Cincinnati amusement spots over the Fourth by OPA men out of the regional office revealed some interesting figures on Coney's July 4 attendance. At noon on July 4 there were about 550 autos in Coney's parking lot. Normally on a Fourth of July noon there would be thousands. On the other hand some 800 more people were on the park's steamer, Island Queen, for its first trip July 4 than there were a year ago. Eleven hundred persons had arrived at the park by bus up to noon July 4. At the same time last year only 700 had arrived. At the auto gate 1,000 more persons entered by noon July 4 than at the same period a year ago, and nearly all cars carried full loads. The OPA check on pleasure drivers revealed few violations.

Chi Riverview Top Notch

CHICAGO, July 10.—Riverview Park's rides, shows and concessions did practically capacity business July 3, 4 and 5, and attendance during the three days was of record proportions. The midways were jammed afternoons and nights and at all of the rides there were continuous waiting lines of patrons.

Ray Marsh Brydon's freak show was

crowded continuously and had the three biggest days of the season. S. W. Thomson's Motordrome also had a record week-end. All of the thrill rides were taxed to the utmost to handle the crowds. The Pair-o-Chutes, going for 40 cents, was among top money-getters.

Riverview has been conducting an intensive advertising campaign, using many 24-sheet boards and large space in the newspapers. Business done up to the present time indicates one of the biggest seasons in the park's history.

N. O. and Gulf Coast Big

NEW ORLEANS, July 10.—With high temperatures and clear skies practically every beach on the Middle Gulf Coast drew throngs approaching and surpassing peacetime Fourth of July periods. Locally, Pontchartrain Beach, with spe-

(See *FOURTH BIZ DANDY* on page 43)

NWLB Ruling On Help's Pay An Aid to Ops

CHICAGO, July 10.—The office of the secretary of the National Association of Amusement Parks, Pools and Beaches here this week revealed that Leonard B. Schloss, NAAPB prexy, has received favorable action on the application he filed with the War Labor Board several months ago to increase wages of amusement park employees.

Shortly before April 1, Schloss, on behalf of his Glen Echo (Md.) Park, applied to the War Labor Board for permission to increase wages on the various Glen Echo operations in order to obtain sufficient capable help for safe operation, and it was felt that a ruling in favor of Glen Echo Park, if received, would establish a precedent for the industry. An early ruling was hoped for and requested. However, it has only recently been received and made retroactive to April 10, considered the opening date of the season.

Application forms were received from and filed with the War Labor Board, and they were submitted to the Wage and Hour and Contracts Division in (See *NWLB Ruling a Help* on opp. page)

Season Active and Profitable Despite Ills Nurtured by War

WASHINGTON, July 10.—Outside of the Eastern gasoline shortage area, the nation's amusement parks and pools are having a highly active and profitable season in spite of wartime restrictions and limitations, it was announced this week by Leonard B. Schloss, president of the National Association of Amusement Parks, Pools and Beaches.

There has now been sufficient time in which to observe the effects of the war upon park operation, Schloss declared, and with the exception of the Eastern area, the current season will show favorable rather than unfavorable effects. Amusement parks in the gasoline shortage area have been put into a serious position, Schloss pointed out, but the situation is not nearly as bad as it was expected to be.

Asked if many parks had been forced to close because of gas restrictions, Schloss replied:

"I know of none that have closed. In some cases, operators were worried over the gasoline ban and decided not to open for the season. This was reported to me in several cases. However, I know of no parks that opened and then were forced to close.



SAMUEL W. GUMPERTZ, many years an outstanding figure in outdoor show business, is engaged to marry Beatrice Woods, of Methuen, Mass., it was announced last week. Miss Woods met the noted showman in Sarasota, Fla., where he has a winter residence. During summer seasons he is managing director of Hamid's Million-Dollar Pier, Atlantic City. The marriage is to take place in the Monticello Hotel, Norfolk, Va., in early fall and the couple plan to spend the winter in Sarasota. Director Gumpertz was several seasons general manager of Ringling Bros.' and Barnum & Bailey Circus and, in addition to other activities, was for many years engaged in enterprises at Coney Island, N. Y.

Crowders at Detroit Fons; Early-Season Business Fair

DETROIT, July 10.—Fons Park, one of the smaller picnic-type fun spots in the Detroit area, has been taken over by Mr. and Mrs. Miller L. Crowder, former restaurant operators, on lease from Stanley J. Fons, who has not operated the spot himself for about three years. It was run last season by Earl McIntyre, carnival operator.

Business has been fair so far this season. The close-in location and private Fons Lake have been important drawing factors, according to Mrs. Miller L. Crowder, who is managing the park. Bathing beach, refreshment concessions, picnic grove and dance hall are being operated this season.

Walled Lake's Biz Drops 40%

Transportation, inclemency and Casino closing have damaging effect

DETROIT, July 10.—Transportation problems and much unseasonable weather have hurt business at Walled Lake Park, 20 miles northwest of Detroit. The resort's main problem is accessibility, with the only transportation within 10 miles being a bus line that runs every two hours past a point two miles away, making Walled Lake almost entirely dependent upon private car patronage. Result has been a drop in business of around 40 per cent from 1942, but the park is still able to draw good enough crowds to justify operation, according to Fred W. Pearce, owner.

Business on week-ends and big days has been particularly good, with Sunday (4) bringing out enough cars to overflow the parking lot. Heavy rain early in the day spoiled early business, but afternoon and night crowds were excellent, so that the day as a whole was only 20 per cent under last year.

Another unfavorable factor this year was the closing of the New Casino Ballroom, across the road from the park, which normally brings in big name bands. Lack of help and problem of band transportation were principal factors in the decision to close for the duration by Louis Tolletene, dansant (See *WALLED LAKE OFF* on opp. page)

Carroll Due in DC For Transport Talk

SPRINGFIELD, Mass., July 10.—Edward J. Carroll, president of the New England Association, NAAPB, will go to Washington next week for a conference with ODT officials on the New England transportation situation, which is causing mild crisis in the area of the gas famine and reduced bus schedules.

During a prior visit to the capital Carroll was successful in getting the blessing of the ODT for his new "transmobile" bus system and he hopes to bring some measure of relief for other operators in the region. A recent survey of problems of various owners and managers have been analyzed and the study will be placed before Washington officials.

Jeff Beach Gets Charter

DETROIT, July 10.—Identity of the incorporators of the new Jefferson Beach Park Company was learned this week when the company was granted a Michigan charter of incorporation, with 111,000 shares of stock issued at \$1 each. Company will operate Jefferson Beach Park Company. Stockholders are Lincoln Fitzgerald, Grosse Pointe, Mich., 13,752 shares; John Z. Brunton, St. Clair Shores, Mich., 18,338 shares, and Charles W. Gorman, St. Clair Shores, 18,334 shares.

Hampton Beach's June Big

HAMPTON, N. H., July 10.—Getting a slow start around Memorial Day, Hampton Beach played to satisfactory business thru June. While crowds have not been spectacular, per capita spending is up over last year. Block dancing attracts crowds nightly, with Bob Pooley's ork on tap. Pleasure cars are practically unknown at the beach, but busses meet all trains and there are thru busses from Northern Massachusetts.

PEACHES SKY REVUE, aerial troupe, opened a week's engagement at Clementon Lake Park, Clementon, N. J., on July 4.

War's Effect on Pool Operation

By Argo Hutchinson

LOOK

For This Feature in The Billboard Fall Number

Dated July 31

American Recreational Equipment Association

By R. S. UZZELL

Just to keep the records straight, let us repeat that Belmont Park, Montreal, is not on the St. Lawrence River but on the other side of the Island of Montreal on a branch of the Ottawa River called Back River. The Ottawa River divides west of Montreal and forms an island. The south branch of the river with the St. Lawrence makes the island of Montreal.

Sunnyside Beach, Toronto, recently had a \$25,000 fire that threatened the greater part of the popular resort. Timely action of the fire department saved the resort from much greater loss.

Another oldtimer who made history in Ohio has passed on—A. M. Beach, who spent a lifetime at Chippewa Lake, 32 miles from Cleveland. He was one of the first men to use moving pictures in his park and he gained national distinction as the first man to hold religious services in an amusement park on Sunday. The ministerial alliance of his county had served notice on him that they would attempt to close his park as a moral hazard. Instead of fighting them, Beach annexed them. He told them he couldn't clean up his park without their assistance. He agreed to furnish the auditorium, the ushers and the piano. The ministers were to furnish the preacher and the singers. The devices and attractions were all closed from 12 noon until 1 p.m. during the services. It worked and drew larger crowds than the place had known before. The tone was improved and Chippewa went into its most popular stride.

The good era of earnings made Beach over-ambitious enough to buy out a number of his concessionaires just before the smash in 1929. He was financed thru a bank, which ultimately took over. Fortunately, his son, nurtured in the atmosphere of the place, was able to buy the place in, and has made a remarkable comeback with it.

The passing of Mack Beach marks the loss to the industry of the fourth old-time executive in the Cleveland area in recent years: D. S. Humphrey, of Euclid Beach; Mr. Gooding, of Puritas Spring Park; Mr. Hammond, of Geauga Lake, and Mr. Beach, of Chippewa Lake. We miss them. Our roll-call of oldtimers who did things is mounting to large numbers.

The Association of New England Park Men will not hold a summer meeting this year. There was none last year when transportation facilities were more abundant and there was not the great number of perplexities to keep park executives on the job.

Edward J. Carroll, the president, did not attend the executive meeting at Boston recently because Riverside Park, Springfield, Mass., is a full-time task this year. The executive committee as usual, found plenty to engage its attention. Getting permission to employ students under draft age required some real work before the labor board. Fred L. Markey, the faithful secretary, keeps the members informed on just what they can do in the State of Massachusetts. None was more anxious than George A. Hamid with his White City, Worcester, Mass., added to his baffling problems with his pier at Atlantic City and the many difficulties of getting free acts and moving them about.

Now that July 4 has passed, we have done approximately 50 per cent of the business we are going to do for the year. So what?

Palisades, N. J.

By CLEM WHITE

The Fourth week-end fitted into the category of cake without icing, but the sugar content was still tasty. Intermittent showers and clearings saw people coming and going with regularity, and fast action was the rule when they were able to stroll. One of the smoothest crews these eyes have ever seen managed to capitalize on every opportunity, clear or showery.

Fred L. Packard and his associates on bingo and fascination spots had a path worn from one to the other. Friendly competition—it all goes into the same till. Art Allen and "On Toes" Alma, his

wife, have built up a real following. Harry Dorman is the odd party of the trio, and if any place ever saw a more pleasing and producing three we'll be willing to go into comparisons. . . . Pool biz was hardest hit, the still nothing to grieve about. The big tank got its quota and all athletic events went on as scheduled. Manager Phil Smith and assistants Hugh McKenna and Bunty Hill, prior to the Fourth, put in a fat 18 days when a heat wave had all facilities pretty well taxed. . . . Charles (Doc) Morris going thru a new phase of his ever-producing outings. The swings in most plants necessitate having their funests one week apart so that all may enjoy.

With the rush of name bands being brought in, a new name (a local lad) bids fair to compete soon. Russ Irwin and crew have been handling early Casino engagements for some time and are being allowed to augment bit by bit. It wouldn't be surprising if the band got a featured shot soon. . . . Jimmy Sirico and his ball game can't be doing to badly, as he's in the market for a noiseless milk bottle—trouble being clashing of register or rattling of bottles. . . . For perseverance give a nod to Tony Ganim. He personally tastes his waffles, potato chips and whipped cream dainties and inspects every trip his chrome Zepp ride makes. . . . With Saturday afternoons the real problem, Uncle Don seems to be the answer. His kids club, with a slew of members in this area, supplies enough moms, pops, uncles and aunts to make for a solid turnout every time he appears. The kids get a chance to show along with the Melville Stagecraft youngsters and a bang-up show figures to draw hefty audiences. . . . Now there's a new contest involving Nick Spadaccini and George Lemore, of the office, as against Al Bardoling, of the Casino, as to who can be in the most places at the same time. . . . Fred Ferguson, in charge of direct-mail inducements, always has been regarded as having the strongest files in that field, but this season will see it enhanced 20 per cent by new requests.

Coney Island, N. Y.

By UNO

Three-day July 4 week-end was marred by after-sundown showers on Sunday and Monday, but nevertheless there were satisfactory money-spending crowds, with the usual Independence Day colored excursionists from all over New Jersey.

With the cabarets. . . Shamrock Irish house, Bowery, operated by Buxbaum Bros., has for talent Ed Casty, singing bartender; Lila Cassanova, dancer-singer; Marcy Bookstom, at the Novachord, and Sam Mass, Al Bennett, Charles Ryan, Teddy Hoffman, Tommy Weldon, Charles Edwards, Little Curley, Bill Shaw and Al Brady as singing waiters.

Reilly's, Boardwalk, bossed by Herman Ligouri and Tony Hoffman, offers as entertainers Kay Scott, Tom Franklin, Chris Meehan, Billy Hickey, Taylor Brothers and Cell Dianne, plus a line of girls.

At Marty Cohen's Aloha those versatile show-stoppers, Primrose Semon and Joe Dorris, alternate as emcees and sing, dance and evoke laughs with gags and other eccentricities. Both held over indefinitely. Other entertainers are Harry Frasers' four-piece ork, serving for both show and dancing; Aloha Maids, sextette; Benny Gordon, singer of his own compositions, including *I'm All That's Left Of That Old Quartette*, a tear-jerker; Lee Russell, young crooner who is going places, and Joe Andy, tripling as general manager, spotlight man and host. Bar experts are Bill Palmer, Mickey Weiss and Sol Strauss. Booker is Jack Barry. Guest of honor the other day was Dottie Dawn, late of the Abdallah troupe, now Mrs. Hy Bremer, mother of three-year-old Jeffrey Lloyd.

Club Atlantis

Club Atlantis, Boardwalk, operated by Murray Weinger and H. Schuchman, has discontinued its sun deck because of dim-out regulations. Main floor affords dancing and entertainment. Production chief is Eddie Small, who also leads his own ork unit of Tony Caldera, Joe Kesselman and Sam Schimmel. Vocalists are Florence Reed and Al Montey. Other performers are Three (female) Merry-makers and the Paul Weltman Trio, instrumentalists-singers with Hi Bogart and Jan August. Bookers are Al Rogers and Eddie Small. Weinger and Schuchman have also the Melody Bar, in its second season on Surf and Stillwell and

Crystal Pool Bucks Weather To Run 35% Ahead of '42 Play

DETROIT, July 10. — Business has picked up about 35 per cent over 1942 at Crystal Pool, largest private pool in the State, according to Manager Henning Rylander. The figure is all the more remarkable in that there has been very bad week-end breaks in the weather.

An all-time record was hung up a week ago Sunday (27) when the pool drew 3,500 persons, near capacity. This was strikingly different from past years in that the parking lot was practically empty.

Located at the city limits on the north side, the Crystal Pool has three bus lines serving it this year for the first time. This factor has proved a god-send to business under gas rationing.

Pool is owned jointly by Rylander and Theodore Folster.

Tropical Booms

KEY WEST, Fla., July 10.—Business at Tropical Park here has been of the highest order so far this season, according to Mrs. C. E. (Pearl) Barfield, manager. Mrs. Barfield has just returned from a vacation in Miami Beach as a guest of Nassau friends.

Gertie Rhodes was forced to leave here recently due to the serious illness of her brother-in-law.

Fritzi Behrens has returned to Tropical as secretary and concessionaire after being away from show business for more than five years.

Mrs. Billie Pope is back at the bingo game after a trip to Connecticut and Philadelphia.

BALTIMORE.—Plans for establishing a large zoo in Leakin Park are being developed by the park board as an item of its post-war improvement program.

managed by Herman Levine. Here, too, Small is in charge of production and has an ork' of four pieces, with Adele Daniels and Marty Kent as warblers. Other entertainers are Murray Blank, Al Biegelson and Harry Hoffman, with Jimmie Bruno the accordionist.

Al Ginger and Johnnie Moring are vocalists in Terminal Hotel grill on Stillwell. . . . Bob Cannon, singing waiter from Chicago, is at the Gilsey House. . . . George (Pop) Sweeney has deserted the Island for Guthrie's Broadway Gardens, Manhattan, where Tommy Koler and Tom McKenna, latter old-time burly straight man, are singing waiters. George Guthrie formerly operated Hartford Arms and College Inn in Coney. . . . Alexander Skelly is singing waiter at Dalton's, Surf and 35th. . . . Dolly McLaughlin and Mercedes Sergo are now dancers at Tirza's Wine Bath Revue. Also new there is Artie Ames ork with Mike Sotire and Mike Lozito, sax players; Nunzio Lamanita, guitar; Jack Russo, trumpet and Frank Corsaro, drums.

Luna Park

Roster of the Midget Show in Luna Park includes Sadie McDonald as Princess Mignonette with her ponies; Edith Kollason as Carmen Miranda; Mr. and Mrs. Max Chrysler with four lions and an elephant; Edith and Arthur Kaye, Marie Best, Leonard Seamon and Sonya Trio. Sandor Roka is cashier and Freda Betsky the refreshment concessionaire. Talkers are Al Bennett, Jack Stern and Harry Horlick. Visiting while on his vacation from Ford Motor Willow Run bomber plant in Detroit, where he is an inspector, was midget Robert L. Hardy, formerly with the Rose and Slinger groups.

The Convoy

Buddy Shaw, operator of the new Convoy ride on Surf, formerly ran an old-time movie on the Island. Was also associated with Hy Frank in latter's Luna Park shows and with the Gay New Orleans and other attractions at the N. Y. World's Fair. Besides his Coney activities Buddy is putting on shows in behalf of Philip Morris ciggies at various U. S. service camps. Assistants at the Convoy are Bernard Malin, ticket taker, and Little Whitie Guntz, button controller.

NWLB RULING A HELP

(Continued from opposite page)

Washington to be forwarded to the regional office in Philadelphia. Application was for an hourly wage scale, the scale based on the weekly wage paid last year, and the hourly scale based on the number of hours worked under the weekly wage and then figured on the national 40-hour-a-week basis, with time and a half for overtime.

In a letter to Schloss dated June 23, the National War Labor Board said: "Your application for approval of a voluntary wage or salary rate adjustment (NWLB Form 10), dated May 3, 1943; Docket Number 3-3471; Wage and Hour Division Number W-3-342-2, has been approved."

In commenting on the NWLB approval, Schloss stated: "It will probably make it easier for us to operate, particularly by reason of being able to place the hourly wage and time and a half for overtime, retroactive to April 10, and thereby putting the greater part of our employees in a better frame of mind. Not only that, it will probably result in being able to secure a better class of help in many departments."

The NAAPPB feels that other operators having difficulty with the help situation because of the low wages they are allowed to pay may be able to solve their problems by the same method used by Glen Echo Park. Inquiry should first be made at the regional office of the War Labor Board for application forms, and attention may be directed to the ruling made in behalf of Glen Echo Park by the Philadelphia office of the War Labor Board.

WALLED LAKE OFF

(Continued from opposite page)

operator. The restaurant and bathhouse operated by the Tollettens family are also closed, but the large bathhouse operated by the Walled Lake management is in full swing and doing excellent business.

A new source of steady patronage for the park is the rental of some 600 summer cottages around Walled Lake to war workers employed at the Willow Run plant and other war factories in the west side area. Housing shortage has made these remotely located cottages desirable for year-round occupation for the duration, and this is helping park trade considerably, as amusements are few in the vicinity.

Picnic business is not being strongly promoted this year. Church picnics are still going fairly strong, but industrial picnics have taken a drop, largely because of changed wartime operating conditions.

Two new top executives at Walled Lake this season are Philip Kinsella, superintendent, formerly of Excelsior Park, Minneapolis, and Sam Benjamin, office and promotion manager, formerly of Fairland Park, Kansas City, Mo. Fred W. Pearce is park operator; J. E. (Gene) Pearce, manager; Ray St. Pierre, chief mechanic, and Harold Eberly, chief electrician.

Carlton Lindsay, Pretzel manager; Warren Goodrich, Penny Arcade; Jesse Bell, skating rink manager; Herman Schroeder, Airplane Swing; John Masters, Roller Coaster. Concessionaires: B. Babigan, five refreshment stands; Mr. and Mrs. Franz Laubach, four games; Mr. and Mrs. E. M. Harrison, novelty stand; Sam Hartman, scales; Fred Doelle, candy floss; Mrs. May Williams, phrenologist, and M. Halford, jewelry.

WANTED

FOR PERMANENT AMUSEMENT PARK, located in industrial and permanent defense area, to lease Merry-Go-Round, Eli Wheel (large), Miniature Train, Whip and any other type Rides. Will either lease or buy. All equipment must be in perfect shape and no junk considered. If possible send recent photos of what you have. CONCESSIONS OPEN for all types Side Shows. Drawing population of 30,000, no competition. Can remain open until October 15th. Write to

J. D. CONKLIN

River View Park Corporation

In Care of State Theatre Radford, Virginia

DO YOU NEED
GOOD USED RIDES
Or Have You Any To Sell?
BERTHA GREENBURG
Hotel Kimberly, 74th St. & Broadway, New York

CALGARY TALLIES NEW HIGHS

Opener Gives Annual Largest Debut Gate; Kids' Day Draws 20,000; Thursday Mark Soars

B-C's "Allies Victorious" sets afternoon, night grandstand records—Conklin pars 1942 midway biz—live-stock entries up

CALGARY, Alta., July 10.—Officials pronounced the Calgary Exhibition and Stampede, July 5-10, most successful ever held. Monday had an all-time attendance record. Thursday had the biggest attendance since 1929. Over 20,000 kids were in the grandstand on Friday, Kiddies' Day. Grandstand created new records, both afternoon and evening. Citizens of Calgary and the district were thrilled with the Barnes-Carruthers presentation of *Allies Victorious* in front of the grandstand. "Twenty teams were entered in the chuck wagon races and my personal opinion is that these chuck wagon races are among the most thrilling attractions ever witnessed at any exhibition. Charles Yule, general manager, and his directors stated that the results of the midway are beyond their expectations, and the public has been spending freely. The midway will not create any new records owing to limited operations. Concessions had one of their best weeks. Weather has been perfect and all indications are that we will wind up the week in a blaze of glory," said President J. W. (Patty) Conklin, of the Conklin Shows.

Livestock entries in all classes were largest since 1929 and the livestock parade took more than 35 minutes to pass the grandstand. Among prominent visitors were Lady Eaton; William Neale, vice-president Canadian Pacific Railways; T. P. Blais, member Provincial Legislature for Quebec; W. H. Sellner, Sellner chain stores; Mr. Mather, general superintendent Western lines, CPR; Sally Rand, visiting with her husband, Turk Greenhough, and taking in all the Stampede events. Prominent military officials of the United States and Canada visited, including Colonel Essig, Colonel Gaffey and Major D. A. Pearce, of the U. S. Army, who are engaged on the Alaskan highway project.

Lee Williams, president of Edmonton (Alta.) Exhibition, with many of his directors, visited and took an active interest in livestock, racing and other phases of exhibition operation. There were more entries in the rodeo and Stampede than ever before, with many outstanding cowboys and cowgirls of the North American Continent here. General Manager Yule said the Stampede far exceeded anything heretofore attempted in Calgary.

Nebraska Ponders Auto Parking Fee, Free Gate Set-Up

LINCOLN, Neb., July 10.—Nebraska State Fair Board adjourned last Saturday without taking official action, but indications persisted that the State Fair, for the first time in many years, may play to a free gate. However, it is understood a 25-cent fee will be charged for auto parking.

The fair's dates have been set and the 18-day race meet, also sponsored by the board, will precede the fair and extend one day after the annual closes.

Officials said the fair this year probably will be stripped of many of its agricultural features, but will have nearly all of its usual entertainment headlines.

Acting Chairman Ed Schultz, Elgin, Neb., was overruled in an attempt to cancel the annual because of the tire and gasoline rationing. Grandstand attractions will include Barnes-Carruthers' *Let Freedom Ring* presentation. Program will also include the usual 4-H show streamlined to three days, the horseshow from September 5-7; with a carnival for six days if one can be obtained.

SPRINGFIELD, Mo.—John A. Guthrie's Stampede and Combined Thrill Circus has been booked for the annual Ozark Empire District Fair here.

WLW's Jamboree, Stars Jaunts Get Under Way in Ind.

FRANKLIN, Ind., July 10.—WLW's *Boone County Jamboree* and *Stars on Parade* units got their 1943 tours of Indiana and Ohio fairs under way at Johnson County Fair here today, where the *Jamboree* provided the grandstand attraction. Bill McCluskey, manager of WLW Promotion, Inc., said this week that bookings for the units have been running ahead of last year for the same period.

List of annuals already booked, McCluskey said, includes Bartholomew County Fair, Columbus, Ind.; Fayette County Fair and Rodeo, Washington, C. H., O.; Muncie (Ind.) Fair; Plain City (O.) Fair; Jay County Fair, Portland, Ind.; Clington County Fair, Wilmington, O.; Shelby County Fair, Shelbyville, Ind.; Pike County Fair, Picketon, O.; Mercer County Fair, Celina, O.; Muskingum County Fair, Zanesville, O.; Madison County Fair, London, O.; Darke County Fair, Greenville, O.; Harrison County Fair, Corydon, Ind.; Dearborn County Fair, Lawrenceburg, Ind.; Noble County Fair, Caldwell, O.; Auglaize County Fair, Wapakoneta, O.; Huron County Fair, Norwalk, O.

Van Wert (O.) County Fair; Washington County Fair, Marietta, O.; Hartford County Fair, Croton, O.; Sandusky County Fair, Fremont, O.; Morrow County Fair, Mount Gilead, O.; Wayne County Fair, Wooster, O.; Shelby County Fair, Sidney, O.; Wyandotte County Fair, Upper Sandusky, O.; Williams County Fair, Montpelier, O.; Attica (O.) County Fair, and Knox County Fair, Mount Vernon, O.

Marine Corps Exhibits Augment Jackson's Armed Force Line-Up

JACKSON, Miss., July 10.—The U. S. Marine Corps has been added to the list of armed force attractions at this year's Mississippi State Fair, which is highlighting its "Mississippi Goes to War" theme thruout. Lt. Col. Edwyn O. Schultz, in charge of Mississippi Recruiting, has assigned a marine detail, headed by Sgt. Charles M. Hills, to plan the exhibits and participation.

The marines held a mass swearing in of Mississippi recruits at the grandstand last year and recruited in the War Activities Building during the week. They will have a larger exhibit and a demonstration this year.

The Jackson Air Base and the Mississippi Ordnance Plant have appointed officers to work out the educational demonstrations and exhibits to show the fathers and mothers what their sons are equipped with to fight the Axis.

The navy department is planning an even more extensive exhibit this year.

Cortland Plugs Food Features; Program Is Set

CORTLAND, N. Y., July 10.—Plugging its agricultural, industrial, educational and recreational aspects, 105th annual Cortland County Fair is going ahead as scheduled, it was announced here. Exhibits and entries in the various departments are expected to be on a par with last year, while premium awards in the Cortland County Junior Departments, including 4-H Club and Future Farmers of America total \$1,560.

A special Cortland County Victory Garden Exhibit, with prizes totaling \$350 is billed, under supervision of Cortland County Victory Garden Council. Numerous awards in the various departments will be made up of War Bonds and Stamps, it was reported. Plans for a special Youth Day have been mapped, with admission to the grounds free to each school boy and girl and their teachers.

Three days of harness horse racing, under supervision of Gill Wetmore, New York State Fair Race Secretary, have been billed and an extensive grandstand program is being planned. James E. Strates Shows have been contracted to provide the midway, and Col. James Eskew's JE Ranch Rodeo will again be a feature of the grandstand entertainment.

11 Arkansas Counties Ask State Fund Allocations

LITTLE ROCK, Ark., July 10.—Lee and Clay counties have joined 11 other Arkansas counties in filing applications for allocations for annual fall fairs this year, with July 15 as deadline for requests for such funds.

The minimum amount is \$350 with the amounts fixed by 1940 census figures, J. Oscar Humphreys, State auditor, announced.

Neal Takes Gov't Post

PLYMOUTH, N. H., July 10.—William J. Neal, secretary of Plymouth Fair Association for the last 10 years, has been appointed deputy administrator of the Rural Electrification Administration, at a reported \$10,000 per year. He assumed his new duties in St. Louis last week. For the present, his duties as secretary will be carried on by Mrs. Neal. Neal is a past president of the New Hampshire Fairs Association and is present master of the State Grange. He is credited with being one of the prime movers in keeping the fairs going under the restricted use of gas in New Hampshire.

Trenton Frames 1943 Operation

New Jersey, New York governors for continuance—Reading races added

TRENTON, N. J., July 10.—Plans for the presentation of the New Jersey State Fair were outlined at a meeting here June 25, with George A. Hamid, directing head, and various department heads and members of the advisory board in attendance.

Hamid said that Gov. Thomas E. Dewey, of New York, is wholeheartedly behind operation of fairs in that State and that Gov. Charles Edison, of New Jersey, had sent him a letter promising his support.

William N. Nulton Jr., Professor J. W. Bartlett and Dr. R. A. Hendershot informed Hamid that there would be a representative exhibit of cattle, horses, swine and sheep this year, altho the entries would not be as large as last year, because of transportation difficulties.

William C. Lynn and former Senator David H. Agans represented the agricultural department and granges; H. Earl Propst, the Farm Bureau; Harry W. Stirling, poultry exhibitors; Harry Steele, 4-H clubs, and Ed Leatherman, the horsemen. The last-named stated that the Reading Futurities would be staged at the fair this year, having been transferred from Reading, which will not operate because of army occupancy.

Secretary-Manager Harry E. LaBregue and Hamid explained the various changes being made on the grounds due to the enlargement of the half-mile oval to a mile track in order to accommodate the Grand Circuit horses.

Others in attendance at the meeting were Charles Quinn, Edward F. Connelly, James Wilkie, Edward Daymond, John Blehl and Louis S. Kaplan.

New Chattanooga Association Gets Incorporation Charter

CHATTANOOGA, July 10.—Chattanooga-Hamilton County Fair Association has received a charter of incorporation from Secretary of State Joseph C. Carr. Incorporators include Joseph W. Engel, Mrs. A. T. Atwood, City Commissioner E. J. Self, George M. Clark and Abe Borlsky.

Formation of the new fair association was the outgrowth of the recent controversy between Engel and the city commission, which declared null and void a five-year contract between Engel and Commissioner Bob Cooke, then head of the department of utilities, grounds and buildings.

Charter specifically states that members of the organization, which will stage the annual fair at Warner Park, are not stockholders and that no profits or dividends shall be divided among them.

Fairs March
For Victory
SEASON'S OUTLOOK
LOOK
For This Feature in
The Billboard
Fall Number
Dated July 31

AROUND THE GROUNDS

FAIRBURY. — Jefferson County Fair Board has set dates for its 1943 annual. Food for Victory will be the theme.

LEONARD, Tex.—Leonard will hold its annual Community Fair as scheduled, it was announced at a meeting of the association last week.

NEW CASTLE, Va.—Craig County Fair Corporation here, has been chartered with maximum capital of \$10,000 to promote and conduct a general livestock and agricultural fair. R. R. Kerr, Maggle, Va., is president.

KANKAKEE, Ill. — Kankakee County Agricultural and 4-H Club Fair has set dates for this year's annual, it was announced here. Officials said the annual is going ahead, altho wartime conditions will restrict its scope.

MINOT, N. D.—Fairway Amusement and Keck-Feister Amusement companies have been contracted to provide the entertainment attractions at North Dakota State Fair, H. L. Pinke, secretary, reports.

CLARINDA, Ia.—Dates have been set for Page County Fair, which this year will be in the form of a 4-H and Achievement Show. Usual premium list is planned, but displays are expected to be below average.

DAVENPORT, Ia.—Officers and directors of Mississippi Valley Fair voted to restrict the 1943 annual to a 4-H Club Show because of the inability to purchase grounds and buildings for this year's fair.

DECORAH, Ia.—Winneshiek County Soil Conservation Association has transferred title to most of the CCC camp buildings located on the fairgrounds here to Winneshiek County Fair Association. Officers of the fair indicated that a public auction will be held to dispose of the lumber in the buildings.

DOYLESTOWN, Pa.—The 1943 Doylestown Fair, scheduled for September, has been called off. Officers of the fair association last week decided that the ban on pleasure driving prohibited profitable operation of the fair this year. H. W. Turner, president, promised, "We'll have 'he best fair in the country when the joys on the other side come back home again."

HATTIESBURG, Miss. — Final plans for the new livestock show buildings to be erected on Forrest County Livestock Show Association's grounds here have been turned over to contractors along with applications for priorities to the Forrest County Board of Supervisors. New plant will be located on six acres on Elizabeth Avenue, with the building program to include exhibit buildings, judging and stock arena, bleacher seats, wash racks, rest rooms and other structures.

HARRISBURG, Pa.—County fairs and agricultural associations in the State may cancel their annuals without being disqualified from participation in State aid for show premiums after the war, according to an amendment to the county fair law passed by the Legislature and recently approved by Gov. Edward Martin. Amendment is in effect for the duration. In order to qualify for resumption of State aid after the war it will be necessary to have the fair management, in cases where fairs are cancelled for any one year, to file

a sworn statement prior to December 15 of that year with the State Department of Agriculture, indicating that they were unable to hold the fair because of the war.

EL DORADO. — With completion of two new buildings on the grounds of Union County Fair, construction was started on two more units of the new plant last week, James Griffith, president, Union County Livestock and Poultry Association, announced. Finished buildings will be for exhibits of livestock with prospects that fair will be without tents this fall for the first time in several years. Griffith says that the floriculture department will be abandoned to give more award money to Food for Victory exhibits.

Fair Elections

LEONARD, Tex.—H. H. Blackburn has been named president of the Leonard Community Fair. G. E. Carpenter and C. T. Ferguson are vice-presidents, and Homer Collins, secretary-treasurer.

MINOT, N. D.—Ernest G. Pierson, Makoti, has been named president of the Minot Fair board, succeeding E. A. Donnelly.

FOURTH BIZ DANDY

(Continued from page 40)

cial patriotic exercises involving thousands of servicemen and civic leaders, had a record-breaking jam that covered the beach and midway from morning until midnight. Two free acts, Ben Mouton, high-pole artist, and Jane Meredith, aerial performer, highlighted entertainment with three performances Saturday, Sunday and Monday.

At Galveston beaches were jammed. Stewart Beach drew the largest crowd, but Murdock's and all other resorts reported plenty of money circulating. Many visitors were noted from other States despite rationing.

With no special events carded, Pleasure Pier at Port Arthur drew its best holiday jam both Sunday and Monday when hours were pushed up to noon. Fred McFalls, manager, reported he was highly pleased with the big turnout.

As a precautionary measure, some of the pools on the East Texas Coast were closed for the holiday period due to a growing number of cases of infantile paralysis in the interior of the State, altho a check by health officials of Orange, Port Arthur, Beaumont, Nederland and other resort cities found no cases present.

GALES FERRY, Conn., July 10.—Doc Kelley, formerly at Savin Rock Park, Conn., visited the spot over the Fourth and reported excellent business on Saturday, Sunday and Monday. The Rock being on Long Island Sound, strict dim-out regulations have made business on the season to date not too good, Doc said. Among those with whom he renewed old acquaintances were General Manager Fred Levere; Gus Burch, of health note, in the Grove and who spends winters in Hubert's Museum, New York; Mr. and Mrs. John Knecht, with Arkansas dolls, who have been in the park over 15 years; Davey Edwards, who has been passing out stock there since 1928; Pep Johnson, another old-timer, at his stand; Pee Wee, doing well with a badge board, and Gene Eugene and Phoebe Hyde, with a museum.

HOLYOKE, Mass., July 10.—Inclement weather Sunday (4) and Monday (5) delivered a knockout blow to the Fourth of July business hopes at Mountain Park.

Rain Mars Riverview Biz
SPRINGFIELD, Mass., July 10.—Holiday

week-end business at Riverside Park, Agawam, got off to a flying start Saturday night (3) when more than 4,000 jammed the transmobiles for the journey to the park. At the ballroom, Saby Lewis and band were the attraction and drew over 500 persons, considered good for these times, Edward J. Carroll, owner-manager, said. Sunday also ran high, when the management estimated that about 8,000 hit the midway. A perfect score was knocked out when rain hit Monday, cutting attendance considerably.

Riverview is back on daily schedule and business so far has been satisfactory, according to Harry Storin, press agent. Dancing is now held twice weekly, and picnic bookings are running far ahead of the past two seasons.

AUSTIN, Tex., July 10.—The July 4 week-end brought three days of excellent business to Austin Park, Phillip L. Bible, owner-operator, reported. Despite 95-degree weather, business was much better than last year.

PORTLAND, Ore., July 10.—Fourth of July crowds jammed Oregon beaches in numbers reminiscent of pre-war days. Hotel, cottage and auto court facilities were at a premium, and was by far the largest vacation splurge of the year. At Seaside, concession operators reported big crowds, with plenty of money to spend. Tillamook, Taft, Neskowin and Newport also reported big crowds.

Omaha Riverview Up 60%

DES MOINES, July 10.—Riverview Park, Des Moines, chalked up one of the best Fourth of Julys in recent years, with a 60 per cent gain registered over the same three-day period a year ago, Manager Robert Reichardt reported. A gate check July 4 showed a gain of 2,500 in attendance over a year ago. A gate charge was made on the holiday. Fireworks and a free act, Prince Rupert in a death dive, were extras for the day.

Reichardt says the park is heading for the best season in its history, with receipts so far topping all past records. The Roller Coaster is top money-getter among the rides, with the new Blackout Funhouse running a close second. Ballroom business is also running far ahead of former years, Reichardt said, with 2,300 customers July 3 and 1,800 July 4.

LOS ANGELES, July 10.—Beaches in this section ran up totals over the three-day Fourth of July holiday that overshadowed all expectations. A check revealed that at Long Beach, Mission Beach, Ocean Park, Venice and Santa Monica crowds were good on Saturday and terrific on Sunday. Monday's crowds began to taper off.

H. A. (Pop) Ludwig, manager of Virginia Park, Long Beach, said business over the Fourth "absolutely broke all records." Virginia Park is far ahead of the business for last year, which was considered one of its best years.

At Long Beach, the odd thing about the Fourth of July business was that crowds thronged the midway while parking lot attendants were finding much idle time, most of the patrons resorting to the electric cars for transportation. Gas rationing has failed to hurt beach business much out here.

Ocean Park and Venice had record crowds, with the piers and ballrooms filled to capacity. At Santa Monica, daytime crowds were reported good but night crowds light. This was attributed to the dim-out.

Reports from Mission Beach revealed that the situation there was about the same as at beaches in this immediate area.

Waldameer Rained Out

ERIE, Pa., July 10.—High hopes for big business were drowned by heavy rains that covered this area the entire holiday.

Season to date has suffered heavily due to pleasure driving ban. Many industrial picnics scheduled for early summer turned into cancellations due to transportation difficulties. July 4 week-end followed the pattern of Decoration Day in that better business appeared on Monday. Dancing was only fair, and midway found the Flying Scooters and Loop-o-Plane among the leaders.

Jantzen a Bonanza

PORTLAND, Ore., July 10.—Fourth of July three-day holiday period climaxed the biggest week in the history of Jantzen Beach, according to General Manager Paul H. Huedepohl. In its holiday ads, Jantzen Beach urged its patrons to cooperate by bringing their own suits, towels and bathing caps for the pool and to aid the supply shortage by bringing their own picnic lunches. The labor situation is becoming tougher every week, Huedepohl says.

WILDWOOD, N. J., July 10.—Fourth-of-July week-end brought a wave of prosperity to the resort. Civilians who were able to get here on the few trains and busses available swelled the nautical population—a large detachment of sailors and coast guardsmen stationed here—giving the resort a crowd estimated at about 50,000 persons. While the crowd was smaller than peacetime, the spending habits of those who came made up for those who couldn't come, and amuse-

Speedy Babbs Silodrome
Featuring
MISS ALVERNA
Has some open time. Fair Secretaries, Celebration Committees, Firemen's and Legion Entertainment Committees wanting an admission show with more pulling power than a free act. wire, write
331 Sterling Ave., Sharon, Penn.

WANTED
CONCESSIONS AND SHOWS
FARMER CITY FREE FAIR
August 3-4-5-6, 1943
Bingo, Novelties, Caramel Corn and Pop Corn sold. Everything else open. Oliver's Rides booked. Good spot for Photo or Custard.
E. S. WIGHTMAN, Secy., Farmer City, Ill.

WANT CARNIVAL
Week of August 9 to 14
for
FOUR-H CLUB FAIR
Sponsored by Brazil Kiwanis Club.
Contact AL HERT, Pres., BRAZIL, IND.
Kiwanis Club

ACTS, ATTENTION
Can use more good Circus Acts of all kinds for our fairs. Offer good route. Contact
WILLIAMS & LEE
484 Holly Avenue ST. PAUL, MINN.

CARNIVAL WANTED
By the American Legion sponsored Bradford County Fair Association for a 10-day fair in the early part of November. Camp Hlanding with its 50,000 soldiers. Starke with its 5,000 population and another 20,000 people in close proximity to draw from. Write S. A. Welden, Manager, Starke, Florida.

WANTED
RIDES AND CONCESSIONS BY
ROCK COUNTY 4-H FAIR
August 29rd-26th.
Always well attended.
R. T. GLASSCO, Sec., Janesville, Wisconsin

Selden - THE STRATOSPHERE MAN - A GREAT ACT WAS BORN (1932) by Bob Beech

HERE I GO MOM! IF THIS DON'T WORK, I'LL STAY ON THE FARM!
OH SON DON'T I WISH YOU WOULDN'T DO IT.
AND HOW!
THINK IT'LL BE ALL RIGHT - WONDER IF I COULD LEARN TO DO A HAND STAND UP HERE-OOPS!
HOW YOU'RE UP THERE WHAT ARE YOU GOING TO DO?
GO ON, TRY IT BET YOU CAN'T STAND ON YOUR HANDS
I DON'T WANT TO BE JUST A FLAG POLE-SITTER
PEOPLE WANT TO BE THRILLED!
AND THEY ARE THRILLED— AT EVERY PERFORMANCE!
People are amazed—some to the point of actually experiencing that uncomfortable feeling of height every time Selden performs! Many cannot watch a complete show! Selden's act provides the necessary "thriller" atmosphere for any program. Write today.
Selden THE STRATOSPHERE MAN
WORLD'S HIGHEST AERIAL ACT
CARE THE BILLBOARD, CINCINNATI 1, O., DR. BARNES - CARBUTHIES, CHICAGO, ILL.
DISTRIBUTED BY THE BILLBOARD, INC.

Rinks and Skaters

By CHARLES M. JACKSON (Cincinnati Office)

Walled Lake Licks Curb on Transport

DETROIT, July 10. — Business at Walled Lake Park Rink, 20 miles northwest of Detroit, has been good all season, despite lack of transportation facilities, reported Manager Jess Bell, who is with Arena Gardens, Detroit, during winter seasons. The park has no bus facilities within about three miles, but skating enthusiasts have been able to get out by doubling up on parties and bringing a carload at a time or carefully saving up on their gas rations for this trip.

Notable this year, Manager Bell said, has been the way the rink has drawn patronage, even on nights on which the park proper has had very small crowds. This has consistently indicated that skaters here are steady followers of their sport. The Fourth of July was the biggest day in the rink in the past four years, drawing about 500 skaters. Four sessions were run on Sunday and also on Monday to accommodate crowds.

Occasional dance numbers are used in the rink, drawing a fair number of skaters out on the floor and showing a degree of interest in fancy skating that is called unusual for a park rink. Skating attendance is going from Detroit and Pontiac chiefly, with comparatively little resort trade this season, a casual survey of attendance indicates. Mrs. Bell is assisting in rink operation.

Hickersons Are Hit By Fairyland Blaze

KANSAS CITY, Mo., July 10. — Destroyed by the June 27 fire in Fairyland Park here (July 10 issue) was the roller rink leased and operated by A. E. Hickerson and his wife for the past several years. Until the conflagration the rink was experiencing an exceptionally good season.

Altho the day's receipts were saved from the fire, losses included all rink equipment with exception of the amplifier which Hickerson was able to remove before flames enveloped the building. The rink operator suffered the personal loss of his billfold containing \$38, a number of pairs of shoe skates and a quantity of soda pop which had just been delivered.

Hickerson said that no immediate plans had been made to rebuild the rink but that he was making an effort to obtain a portable outfit that could be set up in the park for the remainder of the season, as Fairyland would continue to operate in a limited way.

Future of Speed Skating

By CAP SEFFERINO

LOOK

For This Feature in The Billboard

Fall Number Dated July 31

REX AND BETTY POWERS, skating act, are at Palm Beach Cafe, Detroit night spot.

AMOS BELL, who was Michigan speed champion several years, has just been promoted to sergeant in the military police detachment at the Army Proving Grounds near Savannah, Ill.

JIMMY BELL, six-month-old son of Jess Bell, manager of Walled Lake (Mich.) Rink, will be on skates next season, with specially fitted skate shoes and headed for his first championship, his father maintains.

HOLLAND REOPENED

(Continued from page 38)

"Soup to Nuts"; Roberts and Allen, Australian whip specialty; La Tosca, on bounding rope; Roberts and his dog "Skippy"; Miller and Van Leer's eight Liberty stallions.

Fred Cuneo is managing the show and handling bookings, also announces acts. Gus Meyers Jr. is musical director. Staff of park is helping out the circus, with Don Felix handling publicity. Perry Rodman, of the park, stated that show will play nightly performances, with three shows on Sundays and holidays. Show-running time is one hour and ten minutes. Program sheets are distributed free. Admission scale is 55 to 85 cents, with box seats at \$1.10, and children 30 cents, with servicemen admitted free. Former engagement was at \$2.20 top. Eddie Foran is handling concessions, and Scotty McShane novelties. Dick Kilpatrick is electrician.

ST. LOUIS SHRINE SHOW

(Continued from page 38)

Orantos, Bobo Barnett and his dogs. The Galloping Jeep, clown number. Equine stars—Lewis's horses, the Zavatta Troupe, Madame Paul's ponies. Miss Marion, high thrill act. Mexican bull fight, featuring John and Gus Minola with all clowns participating. On the track, taming a stubborn mule. On the flying trapeze—Flying Siegrists and the Valentinos. On the rolling balls—the Minolas, Gasca Trio, the Henrys. The Great Leroy, sensational feature. On the track, Joe Greer's jumping horses, Paul Lewis's jumping horses, Dorothy Herbert's fire jump. Captain McDonald, fire diver. The Great Jansley, 175 feet in the air. Jockey, Roman standing and chariot races. God Bless America, with the singers led by F. D. Anderson. In clown alley, Barnett, Joe

Lewis, LaSalle Trio, John and Gus Minola, Whitey Harris, Mr. and Mrs. Bill Benlage, Billy Finkle, Budd O'Dell, Simon D. J. Collins, Rube and Robert Curtis, and Jim Griffin.

The show got a great deal of publicity in local newspapers and was advertised heavily thruout the city and surrounding territory with numerous spot announcements on all radio stations for several weeks prior to opening. Jack Van Pelt handled publicity.

UNDER THE MARQUEE

(Continued from page 39)

being at the zoo. Harry R. Mueller, Springfield circus fan, visited with Atterbury during his stay in that city.

WHEN COLE BROS. played Harvey, Ill., July 4, many former circus troupers now living in Chicago were on the lot. Ab Johnson, vet clown, was one of those who visited. N. Kester visited many old friends, including Guy Smuck, Myrna Carsey, John Smith and Shorty Evans, all of whom at one time trouped on the Howe and other shows.

TOWN kids are lamenting the spud shortage. Peeling 'em for the cookhouse chef was a sure-fire way of earning a comp.

STANLEY F. DAWSON wrote from Harvey, Ill., that Cole Bros.' Circus, during its tour of the Chicago and Indiana region, was visited by J. F. McElwee, capitalist and circus fan of Peoria, Ill., accompanied by Dr. Julia A. McElhinney and Dr. Thomas A. Duane, Chicago. They visited at a number of stands as guests of Mr. and Mrs. Noyelles Burkhart and daughter, Mary Lou.

THE BIG ONE arrived at York (Pa.) Fairgrounds three hours late due to being sidetracked for a war shipment special, according to George Kienzle. First wagons pulled onto the lot about 9:15 a.m., and first show got under way at 5:15 p.m. Night performance began at 8:30. Attendance at first show was light, but evening drew a good crowd. York's bus company was hard hit by ODT regulations and could not run extra busses to grounds. Weather was ideal.

WHEN Frank J. Lee was contracting Cincinnati for the Clyde Beatty-Wallace Bros.' Circus last week there was much cutting up of old times with friends in The Billboard offices, including Claude R. Ellis, outdoor editor. Ellis was city editor of The Milwaukee Sentinel when Lee was on The Milwaukee Journal and when Editor Ellis was secretary to two different mayors of Milwaukee Lee was advertising manager for the Blatz Brewing Company.

BEING an average circus hand used to be considered doing pretty good, but this season one has to be above the average.

WRITING from Bedford, O., July 5, Ted LaVelda, Side-Show manager with the Beers-Barnes Circus, said that Walter L. Main visited at Ashtabula and Geneva, O.; Duke Drukenbrod and Murray visited with the writer at Hudson, O.; Pee Wee Jorgan, impersonator in the kid show, has closed; Walter Davis, of the coast guard, is visiting with his wife, performer on the show; business is okay and playing one-day stands now. The writer caught the J. M. Cole Circus in Berea, O., July 4 and renewed acquaintances with Bud E. Anderson and wife, also Pat Kelly and family. Performance is pleasing and business good. Kid Show top is used as a menagerie.

FRANK KINDLER, circus fan of St. Cloud, Minn., writes in regard to a note in a recent issue which said that the Allentown (Pa.) concert of the Ringling-Barnum band was the first which had ever been played by the Big One's band. Says Kindler: "The writer dislikes to dispute Robert D. Good's contention as to it being a concert 'first,' but was at the Ringling 50th Anniversary at Baraboo, Wis., when because of a congested lot the scheduled parade was canceled and in place of it the band, under Merle Evans, was brought down to the public square for a concert. I remember this well as Merle played a request number for the selections from Rio Rita."

CHARLES A. (CHUCK) O'CONNOR, tells of catching Polack Bros.' Circus at the Mayfair Theater, Portland, Ore., and meeting many old friends. Carlos and Etta Carron recalled memories of the days when Etta was on the Young Buffalo Wild West Show and O'Connor was assistant to George Wombold. O'Connor also met Fred C. Prosper, George Davis, J. B. Foster, Frenchy Durant, E. Arnold, Bob Jones, Nate Lewis and B.

McDonald. O'Connor said Hubert Castle, wire-walker, closed in Portland to go to Canadian fairs. Arthur Bros.' Circus also was visited and O'Connor met Martin Arthur, owner; Bert Rickman, equestrian director; Bill Newton, lot superintendent; Mell Henry, producing clown and purchasing agent, and Joe Metcalf, elephant trainer.

PRESENT idea on circuses appears to be that if a man doesn't fit in one job switch him to another—but don't let him get away.

REX M. INGHAM'S Wild Life Exhibit opened in Knoxville June 28 and did capacity business all week. Location was a good one, in the heart of business and theater district, 613 Gay Street. In Asheville, N. C., Roy Fox, former well-known tent show operator, was a frequent visitor. He is managing a picture house in Asheville. Mrs. L. L. Ingham; Grace Randolph, Washington, D. C., and Mrs. Catherine Loper, Chicago, spent the week with the Inghams. During the week Mr. and Mrs. Lester Barrett entertained the personnel of the show at a picnic. Fred L. Ames, of the U. S. Society of Zoology, was on for two days. Dr. George Barrett, of the Society, who for the past few years has presented a lecture on Primates in public schools under the Society banner and booked by Ingham, has been inducted into the U. S. Army and left his home in Decatur, Ill., for duty on June 29. Animal Oddities also was in Knoxville and visits were exchanged.

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The Editor's Desk

By CLAUDE R. ELLIS
CINCINNATI

MANY a serviceman and woman in this war will remember for the rest of their lives the good works and the spirit of all the showmen's clubs. Sending of packages, smokes, letters and periodicals by special committees of the show organizations has been frequently publicized and praised. We have had many reactions from soldiers, sailors and marines as to the comfort and pleasure these attentions have given them. Such a typical letter is from Pvt. Irving Rubin, Hq. Btry., 39th CA Brigade (AA), Seattle, who remarks, in part: "I have just received a subscription to *The Billboard* thru the Michigan Showmen's Association, and I assure you that I enjoy reading it. I have been in service only five months. During this short time the MSA has continually kept in touch with me thru the medium of many letters and packages. I understand that it has been sending cigarettes, candy, books and other useful articles to about 200 showmen each month. This is a fine and noble gesture on the club's part. All that it is doing for the boys in service, I am sure, will not go unrewarded after victory is ours. The members are deserving of much praise and encouragement to carry on the fine work which they have so unselfishly and wholeheartedly undertaken. The MSA has also been sending subscriptions to *The Billboard* to many of the fellows in addition to the regular packages. I am sure I don't have to tell what effect it has on a fellow when he hears from such good people back home." Besides packages sent by the various clubs, the Showmen's League of America and National Showmen's Association have also been especially active in the subscription campaign.

HENRY SEFF, liaison officer of the Amusement Caterers' Association, London, writes: "Thanks for the clippings from *The Billboard* and for your kind assistance." Thru showmen's clubs in the States the English caterers have offered hospitality to Americans and Canadians who may be on military leaves in London and environs. . . . Sgt. M. A. (Mel) Sober, former carnival musician out of Pennsy, advises that the army band he is with somewhere in England is known over there only as the Statesmen, any military designation being taboo. Director is Chief Warrant Officer H. K. Barnhart, Sunbury, Pa. . . . Walt Nealand hit *The Virginian Pilot* for a column story with art (no pun) on the return of the Art Lewis Shows to Norfolk. He wrote: "Tired of battling rain, wind, labor shortage and long and costly railroad moves with frequent delays. Art made a quick decision to return to home base," and had the boss sighing happily: "It's great to be back in Norfolk!" . . . "I have about recovered from the effects of a major operation I had to have and am back in the (Eyerly) office," types Virginia Kline from Salem, Ore. "It's still very hard to carry on without Abner and we all miss him in some way every day, but life must go on and I am doing the best I can to live and do what I think he would want me to do." . . . George Durst, the Jamaica (L. I.) sage, who comes up with an idea a minute (some of 'em are good) unloads this one: "I suggest that Miracle Man Larry Sunbrock convert his Big Top Circus location into a pari-mutuel dog racing track and get rich quick suddenly."

PUNKS in showbiz as well as a lotta guys in their 60s who think they are about ready for the scrap pile can take a leaf from the book of George W. Herrick. A former slack-wire performer in the early variety days, he died in Albany, N. Y., July 6 at the age of 82 years. He was still in the harness, being a correspondent for *The Billboard* and legislative correspondent for a string of newspapers. In order to keep entirely busy, he also served as secretary of the New York State Legislative Correspondents' Association. He owned a pen that is famous for having been used by former Gov. Alfred E. Smith and each succeeding New York governor to sign the oath of office. President Roosevelt signed his first presidential oath of office with the same ink stick. Somewhat more than a month ago, on his 82th birthday, George Herrick was made an honorary game protector and presented with an official badge by Gov. Thomas E. Dewey. Marion Herrick, school-teacher daughter, received this message from Governor Dewey: "For more than 30 years George W. Herrick was an outstanding member of the Legislative Correspondents' Association. His death is a deep personal loss to the members of the newspaper profession and to the countless friends who knew and loved him in Albany."

WHEATHER Atlantic City really has seen any Nazi submarines may be a military secret. But it's no secret that it may see a Jap pigboat. Frank B. Hubin, "The Man With a Million Friends," says he has been in communication with the Treasury Department in an effort to have a captured Japanese submarine displayed on the Boardwalk for close inspection by the public. He thinks the enemy undersea craft would greatly stimulate sales of War Bonds and be a great drawing card for soldiers and sailors stationed there. . . . Why circus billposters bite nails: Bystander (after watching circus biller post an 8-sheet date)—"Say, mister, when is the show coming?"

The Crossroads

By NAT GREEN
CHICAGO

THIS is a year to test the trouper's mettle. It's plenty tough going on the circus and not all of the acts will put up with the necessary hardships. But plenty of them do. There's Poodles Hanneford, dean of the comedy riders—a dyed-in-the-wool trouper who has spent his life under the white tops and is still going strong. He's featured on Cole Bros.' Circus and it is proving to be one of the toughest years he has ever encountered. Here's a sample of a day on the circus for Poodles. Into Joliet early Monday morning. There are no grooms—they just can't be had—so Poodles takes his stock (five head) from the runs to the lot, about four miles. Comes show time and Poodles carries the bass drum in the spec. Otto Griebling is absent because of his wife's illness, so Poodles doubles in the boxing bout with Freddie Freeman. Then he leads the clown band—usually Griebling's job. Hustles back to the dressing room, changes costume and reappears for the family riding act. That's all in the big show, but Poodles reappears in the concert as Kid Montana, Australian whip-cracker. When that's over he hustles out and rides his stock down to the runs. A real trouper! "We're just show folks, and this is our life," says Mrs. Hanneford, Poodles' mother, who, in her middle 70s, still works in the act. Poodles' daughter, a charming young lady, is following the family tradition. She was riding in the act until she sustained a broken leg in a fall early in the season. The in-

jured member has healed nicely and before long Gracie will be back in the ring.

WALTER D. NEALAND writes from Norfolk, Va., where the Art Lewis Shows jumped from Sandusky, O., for an 18-day engagement, that he stopped off in Wilmington, Del., and caught the Ringling show. "Big business matinee and night," he says. Walt also reports that Frank D. Shean is doing nicely at Virginia Beach, Va., and that Art Lewis's rides at Ocean View Park are doing excellent business.

BEN MENDOZA, feature writer for *The Toledo Times*, had a lengthy story of Hettie McCree, former circus star, in the June 20 issue, telling of her experiences in the Hagenbeck-Wallace Circus wreck of 1918. . . . Now it's Quick-Change Sam Ward. He's just signed up with Irv J. Polack to do publicity and promotion for Polack Bros.' Circus. . . . John Brassil, formerly on the Ringling advance, was in Chi this week with a USO-Camp show. . . . Doc Morris, agent of the Fidler Shows, in Chi on the same mission that brings a lot of agents here—looking for show help. . . . Arthur Hopper, general agent of the Ringling show, arrives in town this week. . . . The weather man was kind to the fireworks boys over the Fourth. There were some showers, but all displays were successfully shot. . . . Harry Levy, in from the West Coast, has joined the Cole show. . . . Sam Stratton, former outdoor show agent, is now with a summer

stock in Philadelphia. . . . Cliff Wilson took a couple of days off and hopped in from the Rubin & Cherry Exposition for a breathing spell.

TIMES change! Two seasons ago there was hardly a foot of space to be had in buildings on State and district fair grounds. But it's different today. "During the fair managers' meeting in 1941," says J. Allen Darnaby, "Lew Dufour unsuccessfully sought space for his health show. What a welcome feature such a set-up would be for fair buildings this year!"

A BOOK that doubtless will find many readers in the show world when it is published next fall is *A Surgeon's World*, autobiography of Dr. Max Thorek, chief surgeon of American Hospital. The doc is an amazing character and basically a showman. He has won fame as a surgeon; also as a photographer, and we have an idea that his autobiography will.

ART BRIESE just can't keep out of the public prints. *The Chicago Tribune* of July 4 carried a swell story on him. Oney Fred Sweet, *Trib* feature writer, devoted a full column to Art. Sweet says Briese has been designing and producing fireworks displays for nearly 30 years, but Art's youthful appearance belies any such lengthy span. Nevertheless, we checked with Nellie Vaughn, the Thearle-Duffield right-hand woman, and she says Art has been in the biz 29 years, having started when he was 14 years old. Briese has lived in Oak Park, Ill., known as "the world's largest village" (population over 100,000), and for 17 years has handled the Fourth of July celebration fireworks display for the American Legion.

DRESSING ROOM GOSSIP

(Continued from page 39)

Members of the Circus Model Builders' Association attended in a body and had a drape over their section. Alex Konyot and Bill Thompson left for Uncle Sam's army amid many farewells in Allentown. Many visitors at Allentown, the home of Dolly Jahn Copeland. Her family and friends attended, as did Robert D. Good, and William Day, president of the Bluch Landolf Tent, Hartford, Conn. Judge Willie Mosier was busy this past week wielding his rubber hose on the communists in the dressing top who have set out to denounce him, particularly Eckhart Lawson. Terrell Jacobs visited during the Newark engagement, as did members of the Spangles personnel, Dr. Ostermaier, Fernand Wolthing, of the Lopez Trio; "Capt." Jimmy Reynolds, May Kovar and Henry Kyes. Peu Ivanow, of Les Ivanows, also was on the lot. Many thanks to Dick Lewis, of the Russell show, for his kind words. They were deeply appreciated and may I say the same of him and Freddie Freeman. Georgiana Campbell, writer of "Around the RB Lot," who has left the show, will be missed, as her column was most interesting and, as a showgirl, she is one of the best. Appearing in the summer issue of the "News from Home" publication of the Home Fleet of Insurance Companies, is a large write-up on the show. A beautiful photo appears on the cover, in color, of Lou Jacobs in clown

attire presenting a rose to Ernestine Clark Jr., dressed as an equestrienne ballerina. It is backdropped by the callopio and dressing top. Two articles are inside—*Hold Your Horses* and *Circus Parades Old and New*. Many photos accompanied these stories which are deeply interesting and worthy of anyone's collection of circusiiana. Attention is given Willie Mosier, the Dirty Dozen Club, the story of pink lemonade, and notable elephants of the show. Second day in Newark visitors were Joe Fitter, Bagondi, Max Blzerte, Oscar, Lucio and Papa Cristiani.—DICK ANDERSON.

Around the RB Lot

By GEORGINA CAMPBELL

CIRCUS FOLKS being nothing if not adaptable, celebrated Independence Day with a commendably independent spirit. If you'd been outside the dressing room the other day, you'd have seen a rare sight—a six-foot-two man being spanked without losing his dignity. Victim was Massimiliano Truzzi, juggler of plates and hearts. The weapon—an umbrella—was dramatically wielded by Arthur Konyot. Cause of the chastisement was a slap administered to Ballerina Doris O'Connor by Truzzi. Doris promised to give your correspondent the lowdown (which, she said, was most amusing) but never got around to it.

The Locust Club has been smoking bigger and better pipe-dreams than ever before. Fired with the romance of Revere and the fathers of our country, members longingly spoke of the ideal circus of Paul Bunyan and his blue ox. Joseph McCarthy (wardrobe chief) described with wistful relish the center pole of glass, filled with sparkling goldfish. . . . the winged elephants who rapidly flew over the lot, magically transporting wagons and equipment with a minimum of time and trouble. . . . and the legendary strength of the blue ox itself, who would move the whole circus 100 miles or so in less time than it takes to tell. . . . Mac's tongue is so long they sometimes use it to help pull down the big top. He's secretary-treasurer of the Locusts (not everyone can be one—it takes some time and no little trouble) and can often be found very much at ease lounging and philosophizing in Wagon 117.

Cookhouse celebrated the great day a day late—on Monday. Gaily hung with colorful banners, its waiters, under the ever alert eye of Charlie, scurried to and fro, bearing heaped platters of succulent turkey, fruit salad, ice cream, etc.

On July 6 we were visited in Newark by Gladys Emerson Cook, who autographed copies of her recently published *Zoo Animals* for interested troupers. Miss Cook, famed for her cat portraits, illustrated and wrote *Zoo Animals*, among which we recognized many of our circus friends. Speaking of elephants,

she observes: "An elephant's trunk is an extension of his nose and contains almost 40,000 muscles, which he can move as he wishes." We are full of respect for an elephant's nasal abilities, 40,000 muscles or not. If you've ever fed a bull watermelon (and been squirted with its juice) you'll agree that Miss Cook's remark is something of an understatement. An elephant's trunk can not only move as he wishes, but what he (rather, she) wishes!

ODDS AND ENDS: Gordon Orton is handling the new white-horse Liberty act with his usual competence and quiet dash (if there is such a combination, he has it).

If no news is good news, then all is very well with Lalage and Wolf, her husband. Lalage, aerialist of astounding energy and artistry, is one of the friendliest stars ever to twinkle aloft the big top. Yet, she complains, nothing ever happens to put her in *The Billboard*. Plaudits to her for her charm. . . . and to Margaret Garner for her sprightly high-steppin' in "Changing of the Guard" . . . and to Heinze, stable pooch and general pet, for his more or less regular trips around the ring in Emmett Kelly's prison wagon.

In Allentown (which we played July 5) several girls profited by the near-by riding academy and took an equine spin. These included Bea Mason (show girl) and ballerinas Mary Miller, Juanita Mabry, Addie Corsey, and Shirley Buehner.

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FOR SALE — KEENEY SUPER TRACK TIMES, Races Races, late Mills Bonus Bells and Gold Chrome Bells, Chicago Safes Revolveraround. CHARLES PITTLE & CO., New Bedford, Mass.

BLUE GOLD 5c VEST POCKET, \$45.00 EACH; nickel-dime Pace Reels Saratoga, \$125.00; Penny Orange Q.T., \$50.00; Q.T. Smoker Bell, \$60.00; Galloping Dominoes, black, \$60.00; blue, \$75.00; Chuckaluck, \$60.00; Saddle Club, \$70.00; 1-2-3 C.P., \$60.00; Preakness, \$40.00; Tanforan, \$50.00; Chicken Sam, \$140.00. 1/3 deposit. E. G. HUNTER, Box 86, Pittsburg, Kan. jy17x

CIGARETTE AND CANDY VENDING MACHINES — Rowe, Unedapak, DuGrenier, Nationals, all sizes and models. Perfect working condition. Unedapak parts. Lowest prices. Will also buy machines. MACK POSTEL, 6750 N. Ashland Ave., Chicago, Ill. au14x

COMPLETE ARCADE FOR SALE — TO BE moved to another town, \$8,000.00. About 100 machines, includes new Photomatic, Marble Machines, Ray Guns of all types, Peep Shows, new Mutoscope Punch Bag, Lifter, Fist Striker; everything necessary for first class Arcade. Reason for selling, too many Arcades in Brownwood, Tex. JONES MACHINES, Stephenville, Tex.

FOR SALE — USED GAMES, 5c CASH PAY-outs. 3 Rock-Ola Cross the Boards @ \$25.00 each; 7 Keoney Red Head Track Times @ \$50.00 each; 7 1938 Keoney's Track Times @ \$75.00 each; 1 1937 Galloping Dominoes @ \$50.00; 6 Keoney's Kentucky Clubs @ \$75.00 each; 1 Pace Race, brown cabinet, @ \$75.00; 2 Pace Race, black cabinets, @ \$50.00 each; 2 Pace Club Consoles Slots @ \$75.00 each; 1 Bally Club House @ \$35.00; 2 Tanforans @ \$20.00 each; 1 Pace 5c Slot, single jackpot, @ \$35.00; 1 Pace 5c Slot, double jackpot, @ \$50.00. Miscellaneous: One Seeburg Shoot the Chutes @ \$125.00; 3 Seeburg Chicken Sams @ \$125.00 each; 3 Seeburg Speak Organs, with cabinets and remote receivers, @ \$35.00 each; 2 Seeburg Speak Organs, without cabinets, @ \$27.50 each; 3 Roll-A-Ways in steel cabinets, make offer, good condition; 7 Seeburg Symphonolas, ten and twelve record, good condition, make offer; 1 Packard, Iris 500 Speaker, new, in original crate, make offer; 1 Penny Keep 'Em Bombing, \$7.50; 2 Penny Shipman's Select-A-Vues, \$20.00 each; 2 Penny Pikes Peaks, \$15.00 each; 1 Mills Throne of Music, \$140.00, and 15 Silver Kings Jr., Penny Venders, \$2.00 each. Five old Slots for parts only, write; 3 Seeburg Rollaways on steel cabinets, make an offer. T & T NOVELTY CO., 40 E. Fourth Ave., Williamson, W. Va. x

THE FALL SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JULY 31. CLASSIFIED FORMS CLOSE IN CINCINNATI JULY 21. INCREASED CIRCULATION — NO ADVANCE IN RATES. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

FOR THAT CLUB, RESORT LOCATION — Mills Deweys, Caille Centaurs, Victor, Watling nickel, quarter. Priced right. K. WARNER, 614 Conkey Ave., Hammond, Ind.

HALF-DOLLAR NEW LIGHT CABINET, Escalator, Club Handle, latest 3-5 Mills Slides, krinkle finish, blue front, \$650.00; War Eagle, \$550.00; Pace Comet, \$395.00; Pace (Fox), no J-Pot, 2-4, \$79.50; Quarter Pace Spider Escalator, 2-4, no J-Pot, \$39.50. COLEMAN NOVELTY, Rockford, Ill.

PAY LIST PRICES FOR RADIO TUBES — ALSO best prices for Used Phonographs. Send list of what you have air mail. LAREDO EXPORTING CO., Laredo, Tex. jy17x

SIX PIKES PEAKS, \$17.50 EACH; \$100.00 takes all. SOUND NOVELTY CO., 3615 S. "Gee," Tacoma 8, Wash.

"SPECIAL" — UNEEDAPAK LOCKS FOR #500s, \$1.50; Candy, \$1.25; Illinois, \$1.00. All Unedapak Parts, lowest prices. 10 Challengers, \$20.00. Wanted: Vest Pockets, Phonographs, Coin Counters. CAMEO VENDING, 432 W. 42d, New York.

VENDING MACHINE CLEARING HOUSE — If you have something to sell, we'll sell it. If you want to buy it, we'll get it for you. Write us. X. L. SALES CO., 959 Hope St., Providence, R. I. jy17x

WANTED — \$100.00 PAID FOR MILLS BLUE Fronts, single jackpot, in good condition; other Slots wanted. JOHN M. STUART, Paris, Ky. jy17

MARBLE HEADQUARTERS OF THE WORLD — See TORR advertisement this issue on the Merchandise-Vending Machine page.

WANTED — SCALES FOR CASH. ROCK-OLA Lo-Boys and other low models. Give serials, condition and price. STANDARD SCALE COMPANY, 715 N. Kingshighway, St. Louis 8, Mo. jy24x

WANTED — MILLS PANORAMS. MUST BE complete in operating condition. Quote lowest price. BOX 557, The Billboard, Ashland Bldg., Chicago 1, Ill.

WANTED — 1 NIGHT BOMBER, SIT PEEK Show Machines. VERNON STEWART, Portsmouth, Va. jy24

1 MILLS BROWN FRONT, 25c, SERIAL 474953; 3 Mills Blue Fronts, 5-5-10, serials above 450000; 3 Watling Rotatops, 50-25-10, used only two weeks; 7 Rebuilds, 1-10; 6-5; 1 Jennings, 1 Caille, 1 Pace, 4 Mills; 1 Bally High Hand, free play and pay out; 1 Paces Races, black cabinet. Will sell lot for \$2,000.00. ELDE VENDING MACHINE CO., 402 W. Eldridge Ave., Flint, Mich.

2 '41 DERBY, F.P., \$325.00 EACH; 2 SPORT Specials, F.P., \$175.00 each; 1 Club Trophy, F.P., \$325.00 each; 1 Dark Horse, F.P., \$160.00 each; 1 Blue Grass, F.P., \$190.00 each. CURTIS STEPHENS, 354 1st St., Macon, Ga. jy17x

8 ERIE DIGGERS, 10 MUTOSCOPE DIGGERS, 10 Merchantmen Diggers, 20 Wurlitzer Phonographs, \$50.00 each; bargains. NATIONAL, 4242 Market, Philadelphia, Pa.

LAST CALL GET QUICK RESULTS!—BIG PROFITS! AT LOW COST Use a Classified Advertisement in the FALL SPECIAL COPY MUST BE IN OUR HANDS BY Wednesday 4:30 p.m. JULY 21 Prepare your copy below and mail today 10c a Word—Minimum \$2.00—CASH WITH COPY Blind Ads 25c Extra To Cover Cost of Postage BE SURE TO INCLUDE NAME AND ADDRESS IN WORD COUNT Use this convenient order form The Billboard Pub. Co., 25 Opera Place, Cincinnati 1, O. Insert following classified ad under classification. I enclose remittance in full in amount of. From. Address. City and State. 7-17-43

Table with multiple columns of names and addresses. The table is organized into a grid with approximately 10 columns and 50 rows. Each entry typically consists of a name (e.g., Foxworth, Dr. H. E.) followed by a street address and city (e.g., Cincinnati, Ohio).

Notice, Selective Service Men! The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

(See LETTER LIST on page 55)

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Address Merchandise Dept., The Billboard, 155 N. Clark St., Chicago 1, Ill.

NOVELTIES TO "FILL IN"

Conversion Talks Suggest Big Output of Novelties

Many plants may use small items to fill in while converting to regular lines

WASHINGTON, July 10. — Business, military and government leaders are all vitally interested in the problem of converting industry back to civilian production as soon after hostilities close as possible. A lot of discussions have taken place, and some important plans are in the making.

Those associated with novelty merchandise field will be vitally interested because many think that a lot of firms will start making specialties before they are ready to resume manufacture of products made before the war. The War Production Board is already on record, saying that this important agency will see to it that the smaller buyers of materials will not be shut off for months while large manufacturers get most of the materials available when the war ends. There is considerable discussion as to what importance the fortunes of big manufacturers have, compared with small firms. Some government agencies understand the situation and will try to make materials available to small plants as soon as possible in order to equalize manufacturing opportunities. The WPB officials admit that any effort to equalize distribution of materials among plants would be a difficult job and may delay the return to civilian manufacture after the war.

There is also the question of how long government controls will continue over the materials field. Some leaders in business as well as in the government say that it will be necessary to continue controls on materials and distribution for several months even when peace comes.

Optimistic Views

There are a good many optimists as to how fast conversion to civilian production can be made. Much may depend upon the fortunes of war. If either Germany or Japan is defeated singly before the other, there are many who feel that probably 50 per cent of the plants in the United States could immediately begin converting to partial production of civilian goods. If such a thing happens, it may extend the period

of conversion over a longer time, and hence make the job easier. It is well understood in war production circles that most of the large plants will have plenty of materials of all kinds on hand when war orders are stopped. Only recently when the government stopped production of tanks and some other war goods, it was at once realized what large stocks of materials the plants would have on hand when war needs are much less than now.

Another interesting factor in the conversion to civilian goods will be the extent to which large plants undertake to fill in with specialties before getting their heavy production machinery set up again. The novelty merchandise field has attracted a lot of attention, and even before the war some big plants were using specialties to fill during slack seasons. It is expected that large plants will undertake to manufacture specialty items before their machines get going on the larger products. All of the plants that were producing specialty and novelty items before the war will naturally be expected to enter the field again as soon as possible. Some of them have obtained better machinery and have formed better organizations in handling sub-contracts for war goods during the present emergency. They will be better equipped to enter the novelty field in the post-war period.

Time Guesses

Speculation as to how fast industry can convert to civilian goods varies considerably. Some of the most conservative predictions are: radio plants can convert in two to three months; refrigerator and other major electrical plants can convert in four to six months; automotive plants should be able to convert in five to nine months; smaller plants will convert much faster than these large firms.

Thus, while the crisis of war has not passed, leaders are thinking of the post-war period and will have ample plans made for reconversion when the proper time comes.

Optimism on Rubber . . .

CHICAGO, July 10.—Government officials and the rubber industry were unanimous this week in optimistic predictions about future supplies of rubber. Emphasis is placed on the supplies of synthetic rubber which will be available in the near future.

Even Rubber Czar Jeffers has repeatedly stated that there will be ample supplies of rubber for civilian needs by 1944. Industrial firms in the field say that there will be plenty of synthetic rubber even by the end of 1943.

Due to the long shortages of rubber for tires and other commercial needs, manufacturers of specialty items and novelties using rubber may have difficulty in getting supplies for some months yet. Experts in the rubber field are still arguing about the quality of synthetic rubber, whether it will be better than natural rubber. There are some experts who have entered the field with the bold statement that the synthetic material will be equal or better than natural rubber for many uses. If this be true, manufacturers of novelties may well be optimistic about the materials supply for 1944.

Outlook At Mid-Year

LOOK

For This Feature in The Billboard Fall Number

Dated July 31

DEALS
A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Re-use containers are still producing important money for board-men. Here is a staple which seemed on the way out not too long ago because of an extreme shortage of candy-fills, but that problem has apparently been licked and the boys are assured of at least one more guaranteed producer for the duration. Additions to this line are coming thru regularly, the latest being added by the Gold Seal Novelty Company. The latter is now offering a mirrored Vanity with built-in sliding draw packed with one pound of fancy summer candied fruits, and an embellished wood chest with decorated top panel also packed with a fancy summer fill.

The Military Watch featured by Lee Industries should find plenty of takers. It is a natural for a quick turnover. Watches have always been excellent producers on a card or board. Add that to

(See DEALS on page 52)

Summer Swing in Canadian Bingo

ST. JOHN, N. B., July 10.—There is no suspension of bingo during the summer in the Eastern provinces or Newfoundland. Indoor bingo continues at a reduced pace, in addition to the outdoor bingo stands at picnics, outings, garden parties, festivals, berry suppers and salmon dinners, promoted by various organizations. Outdoor bingo also prevails at amusement parks, beaches and carnivals.

The weather is rarely too humid for indoor bingo, the nights are usually cool in this territory.

There has been no interference with bingo where the auspices are satisfactory to city and town councils. Altho there has been a sharp trend away from cash prizes, there are places where such are permitted by the authorities. In many instances bingo promoters have eliminated cash prizes of their own volition. Merchandise is offered for door as well as line and full card prizes and consists of blankets, bedspreads, pillow slips, bed sheets, furniture, jewelry, electrical appliances, watches, clocks, bath towels, smokers' supplies, fountain pens, toiletries, electric razors, shaving sets, furs, hosiery, lamps, cut glass, silverware, cutlery sets and dinner sets.

Organizations directly and indirectly affiliated with churches of various denominations are regular sponsors of bingo, in their own halls and elsewhere.

MERCHANDISE TRENDS

CHICAGO, July 10.—Reports from the retail field just before the 4th of July holiday indicated a decided pick-up in sales. This column is being written too soon after the holiday to get any reports on the specialty sales during the week-end. Travel over the holiday week-end was reported to have set records which suggests that there would be much buying of novelties and seasonal items.

PLASTICS FUTURE.—Modern Plastics magazine has appeared with the idea that the future of plastics is being vastly overplayed at the present time. The editor of this trade publication says that plastics will certainly play a greater part than ever in the materials field after the war, but there are a lot of difficulties to solve yet. The publication says that plastics will not replace a lot of other materials as has been predicted by optimists.

SWISS WATCHES.—Recent newspaper releases said there is a strange story of how Swiss watches are getting into this country. They come thru Axis territory, and almost all of them have been shipped out of Italian ports. Swiss ships are being used to carry the merchandise. It is stated that the watches are being exchanged for food which the Swiss badly need at the present time.

SILVER BILL PASSED.—The House and Senate have finally passed the bill which will release government silver for war uses. The release of the government silver may offer some indirect relief to the specialty merchandise trade.

FLAG REPORTS.—There were diverse reports over the holiday week-end about the manufacture of flags. WPB officials denied a report by congressmen that an order to cut the production of American flags by 50 per cent was in the making. The WPB officials said the board never

(See Merchandise Trends on page 52)

Bingo

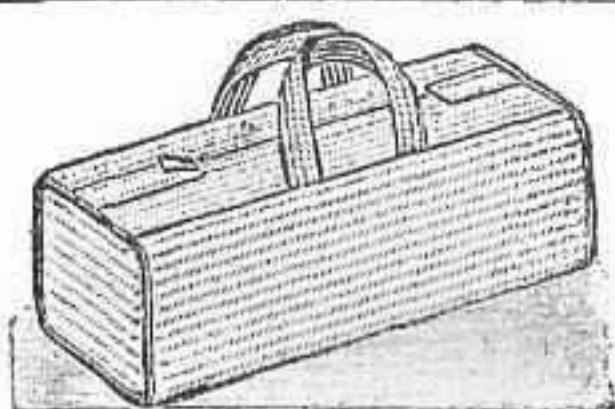
Wins Support

AN EDITORIAL

LOOK

For This Feature in The Billboard Fall Number

Dated July 31



Zipper Furlough Bag

Practical and roomy for Service Man and Civilian. Made of durable twill and fitted with plastic zipper, has two sturdy carrying handles. Size 17" long. Color—forest green. Folds into small package when not in use.

No. B24R75—Sample Postpaid, **\$16.85**
\$1.75. Per Doz.

JOSEPH HAGN CO.

Wholesalers Since 1911

223 W. Madison St., Chicago 6

**FTC Acts for WPB
In Silver Survey**

WASHINGTON, July 10.—A survey to determine compliance with wartime regulations on silver is being conducted by 50 examiners from the Federal Trade Commission, acting as WPB examiners, it is announced. They will examine use of the metal by about 217 companies. The survey is being conducted for WPB's compliance division under Order No. M-199, which restricts foreign silver to certain items, including silverware, except to fill war orders, and limits domestic silver for non-war items to 50 per cent of a base period figure.

SPECIALS

	Per Doz.	Per Gro.
Carnival Special Baseballs	\$1.40	\$16.80
Med. Straw Man and Horse	2.25	
Chesterfield Jr. Cans	1.00	11.50
Assorted Imp. Slum		.90
Assorted U. S. Slum		1.00
U. S. Glass Cups, Saucers, Sherbets, etc.		4.80
U. S. Asst. Metal Ash Trays		4.80
U. S. Miniature Felt Hats		1.25
Asst. Plastic Thimbles		1.50
Imported Straw Hats		5.00

We carry a large line of Bingo Specials, Celebration Goods, Park Merchandise, etc. Order directly from this ad. 25% deposit with C. O. D. orders or no shipment.

KIPP BROS.

117-119 S. MERIDIAN ST.
INDIANAPOLIS, IND.

**CONCESSIONAIRES
1943**

Stock & Price List Now Ready!
(Bingo—Ball Game—Balloons
Novelty—Merchandise)
Send for your copy today!

CONTINENTAL
DISTRIBUTING COMPANY
822 N. 3RD. ST., MILWAUKEE, WIS.



STERLING SILVER RINGS

Two hands that clasp and unclasp go to make up this memento of true friendship. Price includes Federal Excise Tax, postage and insurance. BB9119—Each \$1.75

ROHDE-SPENCER CO.

223-225 W. Madison St. CHICAGO 6
Write for Our Latest Catalog.

**BEST FUR
BUYS
COATS
JACKETS-BOLEROS**



Exclusive 1944 Styles. Smart details, radiant furs and quality workmanship. Furs of all types in all price ranges. Buy now and save. Free Illustrated Catalog and Price List.
S. ANGELL & CO. Manufacturing Furrier
236 W. 27th St. (Dept. b-3), New York City.

**LOWEST
FACTORY
PRICES**

COMIC CARDS

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 15¢ for sample cards and folder.

M & M CARD CO.

1033-1035 Mission St., San Francisco, Calif.

**JERRY GOTTLIEB'S
"ROUND-UP"**

OF MORE

- FAST MOVING
- OUTSTANDING

ITEMS

ORDER what you want by NUMBER

NUMBER	MERCHANDISE	PRICE
101	6-Piece Tourist Set	\$1.35, \$2.00 Ea.
102	Boxed Billfolds	.25 Ea.
103	Chain & Wallet Sets	.50 Ea.
104	Cellophane Packed Rayon Military Handkerchiefs	.35 Set
105	18" Cotton Stuffed Bear	1.10 Ea.
106	15" Orphan Doll	.80 Ea.
107	24" Clown Character Doll	2.00 Ea.
108	36" Velour Bear	3.00 Ea.
109	36" All Plush Bear	4.00 Ea.
110	30" Chenille Doll	1.40 Ea.
111	24" Chenille Doll	1.25 Ea.
112	Asst. Table Lamps	2.00 Ea.
113	Water Sets	5.75 Doz.
114	6-Cup Glass Coffee Maker	1.25 Ea.
115	6-Cup Porcelain Coffee Maker	1.00 Ea.
116	1" Hawaii Leis	3.40 Gr.
117	2" Hawaii Leis	7.20 Gr.
118	Westinghouse Movement Mantel Clock	5.00 Ea.
119	32-Piece Dinner Set	3.00 Ea.
120	Boxed Chenille Spreads	2.50 Ea.
121	Boxed Chenille Mats	1.20 Ea.
122	2-Quart Bottle Ship	1.25 Ea.
123	Celluloid Thimbles	1.25 Cr.
124	Chrome Steak Plates	1.10 Ea.
125	All-Chrome Table Lamps	3.00 Ea.
126	Miniature Plaster Slum	1.25 Gr.
127	Miniature Plaster Clowns, Etc.	2.50 Gr.
128	Paxton Blankets	1.60 Ea.
129	All-Plush Elephant, 27"	3.25 Ea.
130	All-Plush Monkey, 27"	3.25 Ea.
131	Jumbo Poland China Bear	6.00 Ea.
132	Flashy Color Cigarette Cases	1.25 Doz.
133	3-Piece Dresser Sets	35c, 55c, 1.50 Ea.
134	Demi Tasse Sets With Racks, Ind. Boxed	1.25 Ea.
135	Khaki Bags	2.50 Ea.
136	Sailor & Soldier Dolls, 13"	.75 Ea.
137	All-Plush Dogs	1.10, 1.75 Ea.
138	All-Plush Bears, 12"	.75 Ea.
139	Doll Baby	.50c, 75c, 1.00, 2.00 Ea.
140	Uncle Sam Saving Bank	4.00 Doz.
141	24" All-Plush Bear	2.50 Ea.
142	Large Scotty Dogs	3.00 Ea.
143	19" Plush & Velour Bears, Well-Constructed	19.60 Doz.
144	19" Plush & Velour Elephants, Well-Constructed	19.60 Doz.
145	12-Piece Men's Tourist Sets	3.25 Ea.
146	13-Piece Bath Salt Sets, Flashy Boxes	.35 Set
147	21" Cotton Stuffed Plush Standing Bear	2.00 Ea.
148	Ornamental Animal Figured Flower Pots	2.00 Doz.
149	Perfume & Powder Sets, Cell. Wrapped	1.25 Doz.
150	5-Piece Glass Bowl Sets, Min. Quantity, 6 Doz. Sets	3.60 Doz.
151	Heavy Chenille Bed Spreads, Multi-Color	9.00 Ea.
152	5-Piece Glass Cigarette Boxes and Trays	18.00 Gr.
153	Plaster Ducks	4.32 Gr.
154	Baby Face Plaques, 4 Doz. to a Carton	6.00 Carton
155	Poto Bars, Maple and Cedar Finish	7.50 Ea.
156	Brass Table Lamps, Metal Shades	2.00 Ea.
157	All-Leather 8-Piece Tourist Sets	3.25 Ea.
158	2-Piece Billfold & Key Sets	.50 Set
159	8-Piece Glassbake Gift Sets	.95 Set
160	Metal Smokers	2.00 Ea.
161	38" All-Plush Jumbo Bears	6.00 Ea.
162	38" All-Plush Jumbo Elephants	6.00 Ea.

We have hundreds of other items suitable for Bingos, Wheels, Grind Stores, Scales and other premium purposes. Write, wire or phone your needs. We have it. All orders shipped same day received. 25% Deposit, Balance C. O. D., F. O. B. New York City.

We also use Dun & Bradstreets.

WIRE — PHONE — MAIL

JERRY GOTTLIEB INC.
303-4th AVE., NEW YORK, N.Y. TEL. GRAMERCY 5-4435

**MILITARY
MERCHANDISE**

All Styles of Novelty Pins and Gadgets
WING PIN



#M303—Heavy sterling silver wing and propeller pin. Actual size as pictured.

\$6.75 Per Dozen

WRITE TO

ALPHA-CRAFT, INC.

303 5th Ave., New York, N. Y.

OVER 1000 JOBBERS

SELL OUR

**BINGO
SUPPLIES**



WRITE FOR CATALOG TO

**MORRIS
MANDELL**

181 W. 14th St.

NEW YORK, N. Y.

BIG MONEY MAKER!



A LAUGH IN EVERY CARD!

6 different subjects. All take a "Slam" at the Axis. Printed on glossy stock. Look like 5¢ Value. Merchant price 65¢ per 100 cards. Retail at 3 for 5¢. Minimum shipment 600 cards, assorted. Cash with order. We pay postage. JOBBERS! Write for Special Deal!

D. Robbins & Co.

152B West 42nd Street NEW YORK CITY

GREETINGS!!

Remember Pearl Harbor Ogden, Utah

**NOVELTY
PANTS**

PRINT ANY NAME OF CAMP OR CITY

VERY LATEST NOVELTY GOING LIKE WILDFIRE

Made of extra fine quality rayon in assorted colors with lace edges. FAST 50¢ retailer. Send 25¢ for sample—lots of 100 or more, \$15.00 per hundred. 25% required on all orders, balance C. O. D. PREPAID TO YOUR CITY.

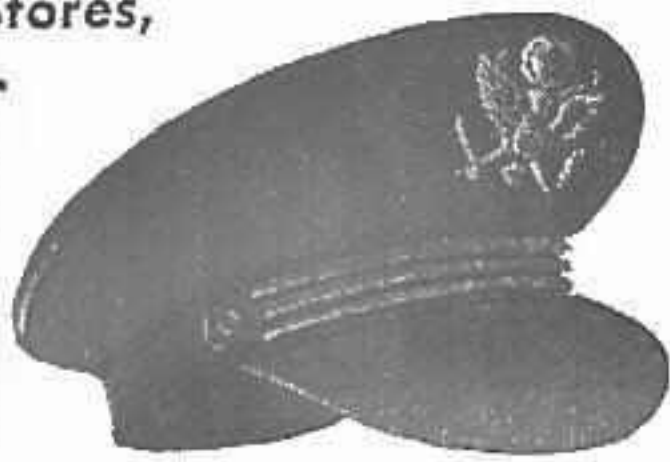
MILT WILLIAMS NOVELTY CO.

1033-1035 Mission St. San Francisco, Calif.

MILITARY INSIGNIA JEWELRY

Fast Sellers for Novelty Stores,
Concessionaires, Etc.

No. 151—Khaki Genuine Ocean Mother of Pearl Service Cap with Gold Plated Sterling Silver Insignia. Individually packed in velvet lined boxes. \$9.00 Per Dozen. Terms: 1/3 Down, Balance C.O.D., F.O.B. N. Y. ORDER TODAY!
We also have separate gold plated sterling silver insignias for cementing. Send \$1.50 for sample card of 15 different available emblems. In addition, we can supply Pearl and Wire for Wire Workers. WRITE FOR DETAILS!



JOBBER! WRITE FOR SPECIAL DEAL!

Send for Catalog of
Complete Line!

MURRAY SIMON

Send \$1.00 for Sample
of Item Shown in Ad!

109 South 5th St., Brooklyn, N. Y.
Telephone: Evergreen 8-6690



BEAUTIFUL HONOR ROLL

EVERY SOLDIER, SAILOR, MARINE
OR WAAC A PROSPECT

A wonderful 4 color certificate with all branches of the service illustrated. Size 14x11 inches. Frame is simulated leather finish and glassette. Fitted with both easel back and ring for hanging. It's complete and all ready to hang or display on table. This is a beautiful Honor Roll and the buyer will prize and keep it forever. Each roll comes in a heavy mailing envelope. Send 75c for sample (prepaid). **\$4.50** Doz. Retails Easily

MOTHER, SISTER, SWEETHEART, FRIENDSHIP PILLOW TOPS

Pillow Tops for the Army, Navy, Marines, Coast Guards or WAACs at \$5.75, \$6.00 and \$6.50 per Doz. Send for samples. Made up for any Post or Camp.

Glass Dog Chains	\$18.00
Shoulder Patches, All Divisions, 100	10.00
Penants, 6x24, Name of Any Army Camp or Reservation, 100	12.00
Penants, 12x30, Name of Any Army Camp or Reservation, 100	16.00
Army Postal Cards, Comics or Camp Views, 100	6.00

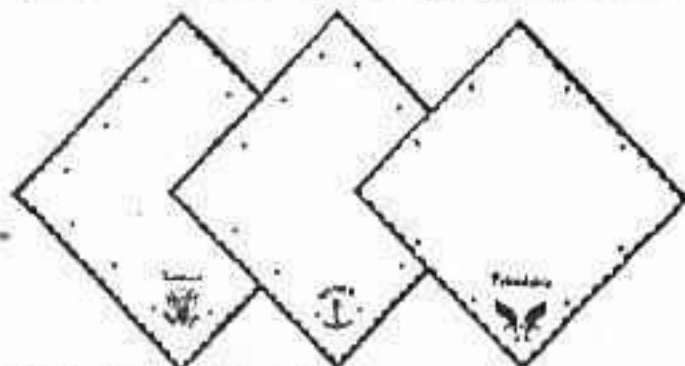
25% DEPOSIT WITH ORDER.

WORLD ADV. NOVELTY CO.

122 E. 25TH STREET, NEW YORK 10, N. Y.

PHONE: GRAMEROY 5-2174.

NEW PATRIOTIC HANDKERCHIEFS AND NOVELTY PILLOW TOP



New novelty patriotic Handkerchiefs with Navy, Air Corps, Army Insignias, Red, White and Blue. Mother, Friendship, Sweetheart inscriptions. Only \$1.00 Doz., \$10.80 Gr. Will only ship solid dozens. Gross lots shipped ass't. New miniature military Pillow Top, Mother, Sweetheart, Wife, Friendship, size 12"x12" with fringe.

\$3.50 DOZEN — \$40.00 GROSS

Free mailing envelopes. Camp name supplied FREE with orders for 2 gr. or more. 1/3 deposit, balance C.O.D., F.O.B. N. Y.

AAA FLAG CO., 247 W. 34TH ST., N. Y. C.

DEALS

(Continued from page 50)

a general scarcity of good timepieces and the military tie-in and you have a combination that is bound to go. The Lee number is claimed to be shockproof and dependable, has a radium dial and hands that can be seen at night and a case that will stand hard wear. Each watch comes packed in an attractive box ready to hand out.

The new Victor's Candy & Novelty Company candy deal is worth a look-see. Deal uses a 1,000-hole board, 5 cents straight, and gives away 18 boxes of chocolates plus a mirror Cedar Chest also filled with chocolates. There is a better than 50 per cent spread between the take and the basic cost of the unit.

Wisconsin De Luxe Corporation is obviously still in a position to supply merchandise. Among the items in its line which the boys can use to profit are Beacon blankets, Beacon-plaid shawls with wool fringe, dinnerware, billfolds, table lighters, stuffed toys, toilet sets and bar glassware.

The first step in preparation for fall has just been made by the Rose Fur Company. The New York firm has moved to new quarters. Sally Rose expects this coming fur season to be bigger than ever and is set to take advantage of it.

HAPPY LANDING.

MERCHANDISE TRENDS

(Continued from page 50)

had planned such an order and that flag makers could continue to make American flags to the limit. Officials said it might be necessary sometime in the future to restrict decorative bunting, fringes and other fancy decorations on flags.

PAPERBOARD DEVELOPMENTS. — A lot of things are happening in the pulp and paperboard field. Newspapers are making a campaign to get farmers to produce more wood pulp but the WPB has taken over full control of wood pulp production. An official report says that the use of paperboard continues to exceed production. A committee of 14 men representing the paperboard industry have formed an advisory committee to work with OPA.

MEXICAN CONTROL PROGRAM.—The government of Mexico has recently made up a list of merchandise which it will recommend for export to the United States. The system was scheduled to start July 1. Mexico has joined the new

WOOD JEWELRY
Lapel Badges • Pendants • Pins • Photo Locketts • Gold Wire Mother Hearts
Send \$10. For Our Sample Assortment
Or Write for No. 43
New Catalogue
Charles Demee
WOOD PRODUCTS
PHONE 6116 E. WALNUT ST.
LOCUST 3913 MILWAUKEE, WIS.

AMERICAN MADE SLUM

PLASTER **\$1.25** Per
AT ONLY **Gross**
WRITE FOR COMPLETE LISTINGS ON Imported and American made Slum. Imported China Intermediates. Select Line of Plaster, 5c to 25c Ea. Baseballs, Tails, Etc., for Ball Games.
If you have Catalog No. 253 bring it up to date by getting our latest list of "Discontinued Items."

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

PAPER MEN

Can use experienced Men or Women on old reliable publication, most States. NEW WAR MAPS set CASH. Regular terms—QUICK SERVICE.

Write or wire

ED HUFF

5416 PHILLIP DALLAS 10, TEXAS

Now Accepting Orders for

1943 CROP

MEXICAN JUMPING BEANS
500...\$3 1000...\$5 5000...\$20

COLUMBIA

BOX 900 RICHMOND 7, VA.

It's New! It's Sensational! It's a Money-Maker! ACETATE LUMINOUS COMB-HAIR-BOW

Last week we ran an ad on this page and merely said that our new Acetate Comb-Hair-Bow combined with our famous luminous Gardenia, set into either a beautiful silk ribbon or expensive velvet, was a "hot" item; but, mister, we didn't know how "hot." If you're a steady reader of The Billboard you know it is on the stands Wednesday. Well, between Wednesday noon and Thursday at 4:00 p.m. (the deadline for this ad) we received 96 telephone calls and 37 cash orders for our new item. If you didn't call or write—do so now! We wouldn't "kid" you—our Acetate Comb-Hair-Bow combination isn't "hot"—it's terrific!

\$4.50 Doz., \$48.00 Gr., with Ribbon or Velvet
\$4.25 Doz., \$45.00 Gr., without Ribbon or Velvet
Order a sample dozen today!

1/3 Deposit, Balance C.O.D., F.O.B. N. Y.

We also feature a complete line of **BLACKOUT FLOWERS** and **LUMINOUS RELIGIOUS FIGURES**. Send \$2.00 for 5 samples of EITHER Flowers OR Figures!

NITE GLOW PRODUCTS CO. 105 W. 47th St., N. Y. C. Phone ME 3-5794



No. 3806 K Blown Glass Perfume Bottles

WITH RAISED POLKA DOTS IN SIX DIFFERENT COLORS
VERY BEAUTIFUL AND TREMENDOUS SELLERS

3 inches high, with glass dispensers on corks, and rosette tops, color of rosettes matching colors of polka dots.

\$3.60 per doz.; in gross lots, \$3.24 per doz.

Weight 1 Lb. to the Doz. No C. O. D. shipments without 25% deposit. We carry a large line of Gift Goods, retailing from 25 cents to \$15.00 at splendid profits. Completely illustrated set K of price lists mailed to any reseller on application.

LEO KAUL

IMPORTING AGENCY, Inc.

115-119K South Market Street
Chicago 6

FOX TAILS IN STOCK!

Pitchmen, Carnival and Fair Workers, here at last are the well-known HMJ Fox Tails you've been waiting to grab up! Cash in this season with these largest, bushiest, genuine fur fox tails while they last. Tails come with two strong cords (with or without "comic saying" cards) to tie to autos, motorcycles, bicycles, canes, etc. Send for free price list, or send 50c for the samples of 4 various sizes. Stock going fast . . . better rush your order for immediate shipments!

H. M. J. FUR CO., 150 West 28th St., New York City

Parade Canes, Leis, Comic Hat Bands, Comic Buttons, Baseballs, Military Insignia Jewelry, Pillow Tops.

Send us a list of the items which you are using and we will quote you prices. We have no catalog or circulars.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

INTRODUCTORY LISTINGS Covering All Items NOW READY

IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS. To obtain the proper listings, be sure and state in detail your business and type of goods you are interested in.

1 day Service **ACME PREMIUM SUPPLY CORP.**
3333 LINDELL BLVD., ST. LOUIS 3, MO.

CANDY SALESBOARD DEALS!

COST YOU \$23.75, BRINGS IN \$50.00, DOUBLES YOUR MONEY. BOARD CONTAINS 18 BOXES \$1.50 SELLERS FANCY CHOCOLATES, ONE \$6.95 SELLER GENUINE MIRROR CEDAR CHEST WITH FANCY CHOCOLATES, ONE 1000 HOLE 5c SALESBOARD, TAKES IN \$50.00. YOUR PRICE \$23.75. CAN FURNISH 10c A PUNCH LABEL FOR SAME BOARD, NO EXTRA CHARGE. TERMS: \$5.00 DEPOSIT ON EACH DEAL—BALANCE C. O. D. IT'S A FAST SELLER. ORDER NOW!

VICTOR'S CANDY & NOVELTY COMPANY
1233 S. W. 5TH AVENUE (BEACON 4570) PORTLAND 4, OREGON

SELLING BIG

MILITARY INSIGNIA PINS

Gold-Plated Metal Emblems, Made With Safety Pin Back. Carded. Shown in Actual Size:



AIR CORPS

Available in These Emblems: Ordnance, Military Police, Engineer, Quartermaster, U. S. Infantry, Medical, Marine, Coast Artillery, Air Corps, Signal Corps, Navy, Chemical, Coast Guard, Field Artillery, Eagle, Tank, Merchant Marine, Construction Worker.

\$12.50 Gross Lots **\$1.25** Dozen

\$11.50 Gross in 10 Gross Lots or More

Terms: 25% Cash Deposit, Balance C. O. D. Nef.

STUART NOVELTY CO.

628 Woodward Ave. DETROIT, MICH.

system for controlling exports to Latin American nations in wartime.

INFLATION TEST.—The financial editor of *The New York Times* recently suggested that the retail trade will get its real test soon after July 1 when the pay-as-you-go tax plan begins. The editor also thinks that the crippling of OPA will cause an inflation spurt that will draw off surplus spending money.

DURABLE RUBBER.—Armour & Company of Chicago laboratories have recently made an announcement that they use a soybean material which will greatly increase the lasting qualities of synthetic and natural rubber. The new development is considered very important in scientific and industrial circles. It will make rubber a more important item after the war.

NEW INSIGNIA.—A new lapel badge, a silver wing and propeller insignia, will be shown in the first of a series of advertisements prepared for the army. The insignia has the letters "AC" on a blue center and will designate the 17-year-olds who have passed necessary tests.

VACATION ITEMS.—One of Chicago's leading sporting goods stores is featuring such items as swim goggles, rubber swim fins, a sea diving mask, and other articles to attract vacationists.

IMITATION LEATHER POSTERS.—Textile Leather Corporation, Toledo, is distributing an attractive poster made from the Textile Leather material which it manufactures. Textile Leather is one of the useful leather-like cloths on the market used in the manufacture of specialties. The mottoes have a patriotic picture and also an accompanying sentiment.

ANOTHER LEATHER SUBSTITUTE.—A Canadian official announced last week that the shoe leather shortage will be relieved soon by a substitute which is rated 25 per cent better than leather. The officials said the new substitute is known as Vilytiz. He did not give any details about the material.

GEN. MAC ARTHUR PILLOWTOP

A sensational item. The Japs will long "Remember Bataan." 20x20" inch satin top, sliken fringe with Gen. MacArthur's picture and slogan "Remember Bataan." Name of town inserted FREE on orders of 4 gross or more. BE THE FIRST IN YOUR TERRITORY.

With Mailing Carton—Per Doz. \$6.75.

STERLING SILVER ST. CHRISTOPHER NAIL

"A medal of the traveler's Patron Saint." The hottest item today! Service men and civilians want to carry their luck with them wherever they go. Just tack it on. Can be worn in heel of shoe or used on pictures in barracks, luggage, jeep, tank or plane. A \$1.00 seller on a beautiful display card.

Per Dozen \$6.00.

Complete line of Military Accessories, Service Banners and Pillow Tops. Write for **BIG FREE CIRCULAR.** One-third dep. with order, bal. C.O.D., F.O.B. New York.

Sample assortments, \$10 and \$25.

LIBERTY PRODUCTS

277 BROADWAY (Dept. 717) N. Y. C.

BINGO SUPPLIES

Electric Flash Boards
Catlin Markers
Catlin and Wood Balls

Write or Wire for Catalog

N. M. BANK & COMPANY

235 Halsey St. Newark, N. J.

Headquarters for

ARMY SUPPLIES

Send for Our Free Circular.

Flamingo Trading Co.

9 S. W. First Street MIAMI, FLA.

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES

Manufacturing Pharmacologists
137 E. Spring St. Columbus, Ohio

BUY WAR BONDS FOR VICTORY

SOCIAL SECURITY PLATES

Red, Blue and Gold colors, on metal, \$6.00 per 100, F. O. B. Chicago, while they last. Sample 10¢ each.

CHARMS & CAIN

407 S. Dearborn St. CHICAGO, ILLINOIS
Tel.: Web. 3549-3547-3548

PIPES FOR PITCHMEN & BILL BAKER

Communications to
25 Opera Place, Cincinnati 1, Ohio

HOBO BENSON . . . cards from La Crosse, Wis., that he is closing there with his sketch turn and will head for Chicago.

BERT DAIBY . . . pipes that he recently spotted Doc Billy Sanchos and Hot-Shot Austin, of sheet fame, in New Orleans. Hot-Shot and Billy are now engaged in breeding and shipping jumbo frogs. On their staff are Goo Goo Davis, advertising; Phi Babcock, in charge of supplies; George (Himmie) Chase, sales department; Walter Story, pond manager, and Dusty Rhodes, truck department. Representing the frog business in Birmingham are Duffy Johnson and Dewey Owens. Bert pens

NUDIE!

Made by Special Process for Summer.

A 7-inch doll that doesn't talk—but says so much! Actually seems alive because of her flexible, pliable, lifelike, soft but firm plastic composition. Fast seller for Novelty Stores, Gift Shops, SALESBOARD OPERATORS and Night Club Concessioners. Retail for \$2. The business gift item you often want for special occasions. A standout for remembrance value! Redhead, Blonde or Brunette—and each a tonic for the Blues! Ind. packed. Send \$10.80 for one dozen assorted Nudies, or \$3.00 for three. One sample \$1.00.

JOBBERS: Write for special deal.
AMERICAN ART PRODUCTS
2067 Broadway New York, N. Y.
(Were you ever in Paris? Yes, this is it!)

FURLOUGH BAGS

and Carryalls. Do Luxe Construction "BEST-BILT" Brand. Army-Navy Colors, Snap Button, 18", \$15.00 Dozen. Same 18", Long Zippers, \$20.00 Dozen. Money Belts: Satin Finish, 2 Pocket, Zipper, \$10.00 Dozen. Two Tone Leather Money Belts, \$12.00 Dozen in Ind. Bxs. Leather Slippers in Ind. Leatherette Cases, Special, \$15.00 Dozen Pairs. Leather Billfolds, So. Am. Import, Super Value, \$60.00 Gross; Dozen \$5.50. Prompt Shipments. Remit With Order or 25%, Balance C. O. D.

GOLD QUALITY MFG. CO.

178 FEDERAL ST. BOSTON, MASS.

LEE'S SENSATIONAL BARGAINS TIMELY ITEMS - FAST SELLERS

EVER-READY MECHANICAL PENCILS

Attractively Mounted on Handsome Easel-Back Counter Display Card—12 Pencils to the Card.

Here's a "pencil buy" that offers wonderful value. They're good-looking in mottled grey tone with black tip. Well made with repelling and expelling action. Has vest clip, lead chamber eraser capped.

WHILE THEY LAST—\$3.25 PER DOZ.—\$36.00 PER GR.

Each Card mounted with 12 Pencils for fast sales action.



MILITARY WATCH

For Service Men

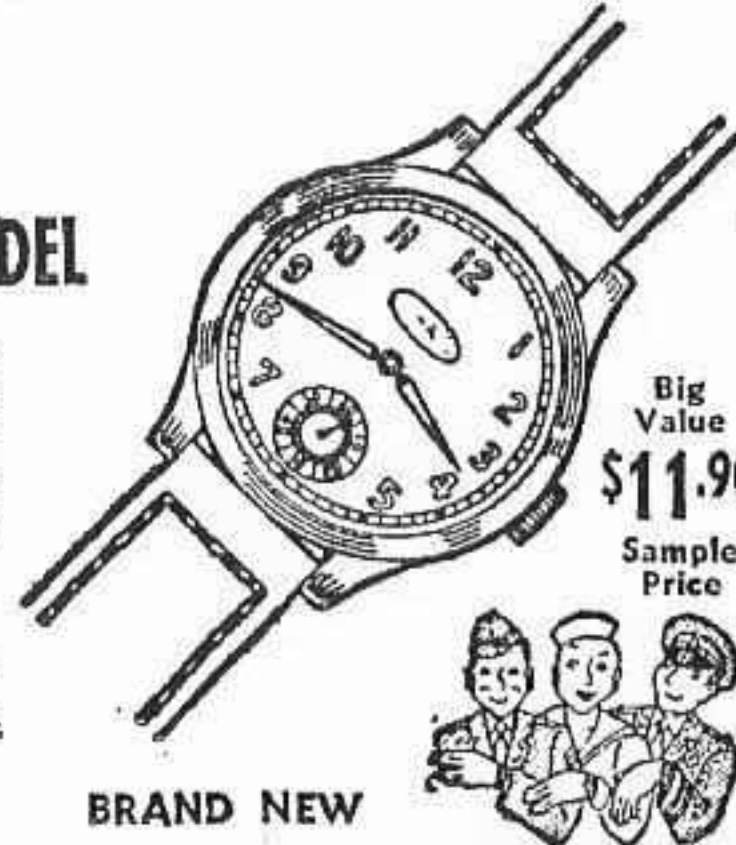
Dependable

BRAND NEW—THIN MODEL

Wonderful value in this good looking, sturdy Watch that sells on sight. Has accurate movement—thin model—beautiful dial. Case will stand hard wear. Recommended for all service men. A real profit maker.

IN DOZ. LOTS \$10.95 EA.

Attractively boxed. Assorted designs and models.



Big Value
\$11.90

Sample Price



BRAND NEW

MILITARY INSIGNIA JEWELRY PINS



14-KT. GOLD FINISH—INDIVIDUALLY CARDED
SENSATIONAL BARGAINS FOR NOVELTY STORES,
CONCESSIONAIRES, ETC.

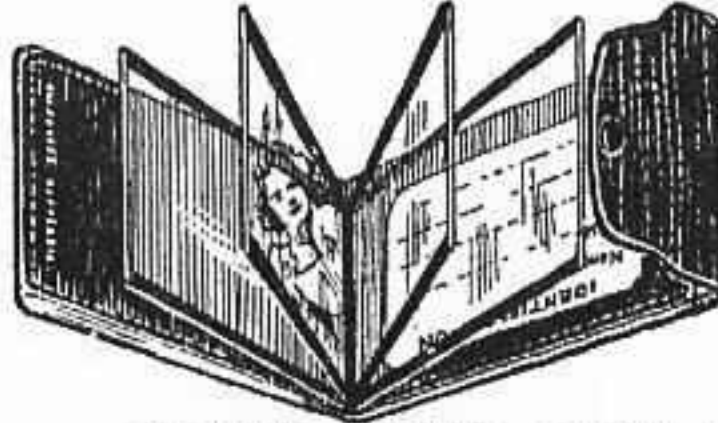
Stock up now on these fast selling Army, Navy, Marine and Air Corps, etc., Jewelry Pins. Good looking. Real sight sellers. Approximate size 1 1/4"x1".

\$2.44 PER DOZ.—\$24.00 PER GROSS

While they last—assortment all branches of service.



GENUINE LEATHER PASS CASE BILLFOLD



A real beauty in appearance—a sure-fire sight seller. Similar to billfold nationally advertised at \$1.98. Has liberal bill space and 9 windows, celluloid protected. Has holding snap for convenient pocket carrying. Meet big demand for a smart, durable Bill-fold.

**\$6.95 PER DOZ.
\$78.00 PER GROSS**

ORDER NOW—25% Deposit With Order

Mail your order for any or all of the above items for prompt delivery. Enclose 25% deposit with your order—balance C. O. D., F. O. B. Chicago.

LEE INDUSTRIES

187 N. LaSalle Street

Chicago, Ill.

3 Triple-Your-Money DEALS

SIGHT-SELLING SERVICE BANNERS—PILLOW TOPS!

Makes \$16.70 Profit 39 FLAGS and TOPS	\$10	Makes \$10.50 Profit 32 FLAGS and TOPS	\$5	Makes \$4.00 Profit 16 SNAPPY SERVICE	\$2
--	-------------	--	------------	---	------------

You receive 3 hand-painted pillow tops, 12 FLOCK tops, 12 12" x 18" Flock-Design Service Flags (1 to 5 stars) and 12 9" x 12" screened flags. Minimum resale \$26.70.

This assortment: 2 20"x20" Flock Tops, 6 12"x18" FLOCK Service, 12 9"x12" screen service, 12 8"x12" flock service. All clean, beautiful work! Minimum resale \$18.50.

Introductory assortment brings 4 12"x18" flock design service (1 to 5 stars) and 12 9" x 12" screened service. Beautiful workmanship, sight sellers. Minimum resale \$6.00.

MONEY BACK GUARANTEE ON EACH DEAL! NO RISK!

HAND-PAINTED PILLOW TOPS
6 to 8 colors. Floss fringe. All Military designs: "Mother," Poetico, etc.
\$9.00
FLOCKED Tops from \$5.50 Doz. Individually enveloped.

ILLUSTRATED CATALOG FREE

Money back if not pleased! Send check or money order, plus delivery cost. Enormous selection all types, designs. Write for lowest mfr. prices. PROMPT SHIPMENT ALL ORDERS!

ACME FLAG & BANNER MFRS.
672 (B) Flushing Ave.
BROOKLYN, N. Y.



GREATER VALUES

27 Years of Bargains

- MILITARY INSIGNIA JEWELRY PINS, 14 ct. gold finish. For all branches of the service. 14-15 daily issued. GR. ASSORTED MILITARY SEWING KIT. A must for every service man. GR. KITS KHAKI DUFFLE BAG. Water resistant. 2 styles. 10.00
- LEATHER DUFFLE BAGS. Genuine leather with the gr. GROSS FURLOUGH BAGS. Collapsible zipper tops. Two styles. DOZEN \$16.50, 21.60
- SHOE SHINE DUFFLE BAG KITS. Complete. Big value. DOZ. KITS 3.95
- HAWAIIAN LEIS. Made of cellophane. In sparkling bright colors. 100 LEIS 3.50
- MEN'S WRIST WATCHES. New. Excellent values. Two price ranges. EACH \$9.95, 10.95
- FOUNTAIN PENS. Also combination Pen-Pencil. 2 Styles. DOZEN \$4.80, 7.50
- POCKET KNIVES. 2 styles. DOZEN \$4.80, 6.50
- HUNTING KNIFE. With leather sheath. DOZEN COMPLETE 15.00
- DRESSER SET. 3-piece. In display box. Set \$1.95. DOZ. SETS 21.00
- LAZY BABY DOLLS. What a seller. Individually boxed. DOZ. BOUDOIR DOLLS. Gorgeously trimmed. Dozen \$30.00. EACH 2.75
- MIDGET BIBLE. 200 pages. Smallest bible in the world. GR. MEN'S POCKET COMBS. Firsts. Fine and coarse teeth. GROSS SHARP SEWING NEEDLES. Hard to get, but we have them. 40.00
- 10,000 NEEDLES 8.25
- RAZOR BLADES. 5 to a box. 1,000 BLADES 10.50
- RAZOR BLADES. 5 to a box. No finer blades made regardless of price. 1,000 BLADES 10.50
- SHAVING & DENTAL CREAM. In tubes. A buy you cannot pass up. 10 GROSS 60.00
- ASPIRIN. No aspirin faster, surer and safer. 12 5-grain tablets to a box. Retail \$14.40. 2.09
- GROSS BOXES SURGICAL GAUZE BANDAGES. Bells for 10c. GROSS BOXES 3.45
- SANITARY SIDE LINE MERCHANDISE. Best packing. GR. 3 TO A BOX SOAP. Individually wrapped. What a flash. Box marked 75c. 3.25
- 100 BOXES (300 cakes) PERFUME SETS. 5 Odors of Essence of Knowledge, by Karoff. Gross Sets \$60.00. 6.75
- DOZEN SETS (60 Bottles) 5.40

And 2002 other big bargains in our 3 new catalogs sent with all shipments. 25% deposit with all orders. balance C. O. D.

MILLS SALES CO.
 One Only Mailing Address OF NEW YORK, INC.
 901 BROADWAY, New York, N. Y.
 WORLD'S LOWEST PRICED WHOLESALERS



FAMOUS ELECTRIC ENGRAVING PENCIL

Favorite of 5 and 10's, pitchmen, libraries, industries. Great money maker for you wherever crowds appear. "So easy to handle, does such beautiful work." Sold on 3-day approval, guaranteed one year. "Just with a twist of the wrist." Engraves fine, medium or big lettering in gold, silver, colors on almost any material. We originated the practical electric pencil in 1931. Our pencils are used in stores of Kresge, Kress, Grant, Newberry, Murphy, Green, Woolworth (St. Louis district, 200 stores) and thousands of others. Famous professional model No. 3, switch on 7-foot safety asbestos insulated resistance cord with exclusive aluminum heat dissipater assuring safe, comfortable, profitable continuous use all day long. \$7.25, including 6 rolls, 1 inch by 400 inches, superior first quality gold foil. POSTPAID, CASH WITH ORDER. No. 2, precisely same as above but with 5-foot cord without switch, \$6.25. Extra rolls gold, silver, black, blue, white, red, green, etc. 6 rolls, \$2.50; 12 rolls, \$4.80 postpaid. Cash with order. ORDER NOW BEFORE TOO LATE.

R. E. STAFFORD
 2454 N. Meridian St. Indianapolis, Ind.

... A FAST DIME SELLER ...

For Souvenir Stands, Resorts, Specialty Salesmen, Pitchmen, Peddlers, etc. The fragrant Rose Bean for sachet purposes, costs \$5.50 per 100; \$30.00 per 1000. Most every woman will buy at least one. Try them. Also fragrant Lavender or Rose Sachets, \$7.00 per 100. Bulk Lavender or Rose Buds, No. 2 grade, \$2.00 per pound. Essential Oils for G., an excellent quality, either in Rose or Lavender, \$10.00 per pound (16 ounces). These items are scarce, so write in. Order from this ad, no catalogue. 25% deposit—prompt shipments. **CARL YOUNG**, 1234 South Wabash Ave., Chicago, Ill. NOTE—I will buy 100,000 Chinese Sachet Baskets. Importers, write in.

ACE BLADES

A LOT OF ACE BLADE STEEL is now in shells winging at the Axis. For that reason supplies are limited and service is slow. Just the same, the Ace Blades—honed in oil, sharp and with a fine cutting edge—are worth waiting for. Write for sales details.

ACE BLADE CO., 68 E. Eagle St., Buffalo, N. Y.

from Charlotte, N. C., where he is telling it to the natives.

WHO GOT the long green at Fourth of July outings?

PISCATORIAL PURSUITS . . . no longer come under the head of hobbies what with meat rationing making frequent snacks on pan-fish a welcome addition to the diet. This no doubt explains why Stanley Naldrett remains in the vicinity of Wisconsin's lakes and why Dick Robertson has done a disappearing act. Dick, who hands out coils when the fish aren't biting, was last seen traveling north to try his luck at Michigan angling spots.

BERT GOODMAN . . . is working a foot remedy in a Buffalo department store.

MED SHOWS should be having red dates. Shoot in a pipe containing your roster.

GUY HILL . . . pens from Columbus, O.: "I was with it for years until I took a job in 1935 with a company whose business has since been curtailed because of the war, so I have decided to go back on the road." Guy tells that he has figured out a new handling of pokes and that he is going to give it a try.

THE PITCHMAN who pleases where he goes may go where he pleases.

OLD BUFFALO CODY . . . and Texas Tommy are making pass outs in St. Louis territory.

GEORGE GUNN . . . is in Houston doing a nice job with straw flowers.

NORMA T. BARKEE . . . identifies herself as the blonde recently mentioned here working Kress store in Birmingham. She is the latest recruit to the female ranks of Pitchdom. Only 25 and having spent but five months demonstrating Newman Products, Norma is already making nice passouts. She queries, "I have noticed you don't receive many pipes from pitchwomen. Is there any reason for it?" The answer is a very big "no." This column is wide open to inkings from both sexes. Norma adds that Fred Hudspeth, script writer, is in Birmingham doing a single. His

partner, Fred W. Shaffer, is in the armed service and they would both like to see pipes here from friends.

MANY A VETERAN who retired from the field has decided a comeback, filling the vacancies left in the ranks by those who are serving in the armed forces.

DOC MORAN . . . veteran med man in retirement the past 11 years and living in Southern Ohio, stopped by the desk last week and spread some conversational salve. With a steady income of 25 bucks each week, Doc is enjoying life without too much worry, but he would like to read about some of the old-timers with whom he worked around the turn of the century. He asks for pipes from Heinie Grayson, English Harry, Sid Sidenberg and Doc Frazier.

VITAMINS . . . are getting the mazuma for Jack Davis working a Twitty Bros.' spot in a Boston chain store.

JUST RECEIVED a card from a friend who has forsaken pitching and has become a war worker. He writes: "Having a wonderful time and a half."

WILLIAM D. BUTTON . . . inks from bonny Scotland that he is serving his country as a chief steward in the merchant marine. Friends of tripe

Engraving Jewelry

STILL AVAILABLE
Immediate Shipment — Order Now
 From Catalog #26 we can still supply—stocks limited; also a few other styles not listed in catalog #26. Send for up to date list now.
MILITARY JEWELRY
 Send open order for your needs—give some details.
STATE YOUR BUSINESS.
HARRY PAKULA & CO.
 5 N. Wabash Ave. Chicago 2, Ill.

PAPERMEN AND PREMIUM USERS
 New Pictorial War Map ready. Nothing in field like it; good in any State. Send twenty-five cents for sample and prices.
WORLD MAP CO.
 BOX 5063 DALLAS, TEXAS

GET ABOARD, Live Crew Managers and Salesmen. Service Men's Magazine (Est. 1916) sponsoring Order of Blue Star for getting ammunition to front. Fast selling service joke books. Year's review "Yank" Army Paper, facts, fiction, hot cuts, new to public. Will Rogers joke book. Premium items. Free copy U. S. Law killing all ordinances. Samples 10c. **SERVICE MEN'S MAGAZINE**, 169 Duane St., New York 13, N. Y.



Big Demand for All Kinds of Merchandise Items

BUYERS WANT TO KNOW WHAT AND WHERE THEY CAN PURCHASE GOODS

Any and all kinds of merchandise are wanted by buyers!—NOW! Concessioners, Operators, Novelty Workers, Demonstrators, Streetmen and all other buyers of merchandise are hard pressed securing the items they need. This is the big season! Make your line known. The demand for merchandise by the amusement market buyers has never been as great as it is today!

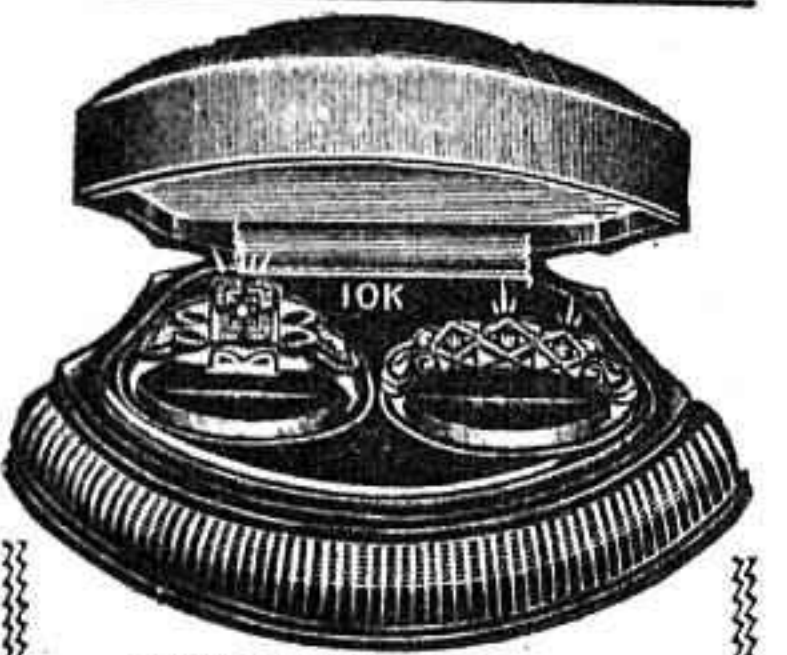
Tell Them What You Have To Sell by Advertising in the

FALL SPECIAL

DATED JULY 31

This big, important edition with its wide circulation will be used as a buyers' guide. Your prospects and customers will soon be reading it. Be sure your products are advertised and share in the large volume of business that will be going to all the companies represented.

MAIL YOUR COPY TODAY FORMS GO TO PRESS WEDNESDAY, JULY 21
THE BILLBOARD PUBLISHING CO.
 Cincinnati 1, Ohio



FOUR-DIAMOND RING SETS MOUNTED IN 10-KI. GOLD
\$4.90 complete set attractively boxed
WRITE FOR OUR CATALOG. Containing additional Diamond sets, also complete line of Military Jewelry.
BIELER-LEVINE
 37 South Wabash CHICAGO 3, ILL.



AFTER VICTORY



WELL BE SEEING YOU
The OAK RUBBER Co.
 RAVENNA, OHIO

ZIRCON RINGS
 Ladies & Gents **\$4.00** to \$8
 SOLID GOLD Each
 Send us your old rings, jewelry, etc., and we will mount it with beautiful genuine Zircon at a low cost.
 Box 311 — B. LOWE — St. Louis, Mo.

and kelster can write him in care of 1408 Merchants National Bank Building, Mobile, Ala.

HENRY SUMMER . . . stopped by the desk last week after grabbing some neat takes with foot remedy at Rollman's department store, Cincinnati. Jack Firestone worked the location with him. From the Queen City the boys headed for Akron, where they will demonstrate Lock's Lab preparations at Polskye department store.

IS TRANSFERINE OUT? Don't hear much about it these days.

CARL HERRON . . . cards from New York that hot weather in the metropolis has driven most pitchers off the streets to cool off at the beaches. Carl adds that Bill Shultz has become so popular with his goose dinners that he is seriously thinking of opening a Goose Grotto, using his specially prepared Hungarian goose sauce as a come-on.

HARRY MAIERS . . . scribes from Birmingham that biz is good and plenty of legal tender is in circulation. Conditions in Mobile he tells are just the opposite. The home guard however has all the best of it, as the reader in Birmingham is \$300 for med and \$500 for merchandise. Harry says that any of the boys passing thru the Magic City are always welcome to a coffee, etc., i.e., if they speak a good word. Maiers asks for pipes from Morris Kahntroff, the Havcounts and Arizona Bill.

PITCHMEN SUCCEED because tho they may know less than the natives they understand more.

ROSS H. DYAR . . . is in Indianapolis with his World's Medicine Company Minstrels, according to word from Doc Waddell.

BOB POSEY . . . bulletins from Indiana territory that knights of tripe and kelster are not much in evidence in the Hoosier State. He asks: "What has become of these tardy pipesters—James L. Osborne, Thomas Kennedy, Ted Trovler, Al and Ann Decker, Doc Tom McNeely, DeWitt Shanks, Shorty Treadway, Al Coner, Harry Corry, Bert Cayton, Doc Francis Hale, Bert Doto, Roundy Carouthers, Doc Barker and that old needle worker, A. L. Richards."

DOC BENJAMIN (Ben Bruns) will be recalled by veterans of pitchdom as an old-timer in the med show biz. His book, "The Hurrying Years," is now in the hands of his publishers and soon will be brought out.

GILLY GARFIELD . . . scribes from New York that Carl Herron, the Cooper Union humorist, is in the wilds of New Jersey on well earned vacation. Carl claims to have developed a new mouse trap and plans to give it a test, no doubt having in mind the old maxim about the world beating a path to your door, etc., etc.

TOMMY ADKINS . . . heads the home guards in Memphis.

TRADE SERVICE FEATURE Billboard Events for Two Weeks

- July 12-17 COLO.—Gunnison, Cattleman's Days, 16-17. IA.—Davenport, Grocers & Meat Dealers Picnic, 18. IND.—Darlington, Celebration, 14-17. MO.—Orick, Potato Picnic, 15-17. N. Y.—Webster, Firemen's Carnival, 16-18. O.—Chevrot, Cincinnati, Moose Celebration, 17-18. Deer Park, Cincinnati, Firemen's Celebration, 13-17. ORE.—Portland, Dog Show, 18. PA.—Everett, Firemen's Carnival, 10-17. Homer City, Firemen's Carnival, 15-17. TEX.—Dallas, Gift Show, 12-16. July 19-24 IL.—La Harpe, Soldiers & Sailors Reunion, 19-24. IND.—English, Home-Coming, 19-24. IA.—Wapello, Home-Coming, 20-22. MINN.—Detroit Lakes, Water Carnival, 23-25. MO.—El Dorado, Celebration, July 20. E. R. McPeak. N. Y.—Bainbridge, Firemen's Carnival, 19-24. O.—Malvern, Vol. Fire Co. Home-Coming, 21-24. PA.—Tarentum, Firemen's Celebration, 19-24. UTAH—Ogden, Pioneer Days, 21-24. Salt Lake City, Day of '47, 18-24. WASH.—Shelton, Pioneer Picnic, 25. WIS.—Colby, Festival Days, 23-25. Shlocton, Home-Coming, 24-25.

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WANT WANT For Rushville, Indiana JULY 19-24 Any clean Grind Show, Illusion, Snake, 10-in-1, etc. Can use few more Concessions not conflicting. All replies: HOOSIER AMUSEMENT CO. This week, New Palestine, Ind.

FOR SALE WHIP—Complete equipment for 8 or 12-car Whip. All new. Including plates and platform. No cars. \$350.00. Write for particulars. Ten Car Allan Herschell Kiddie Auto Ride, good condition, \$400.00. MAX GRUBERG FAMOUS SHOWS BOX 101, PHILADELPHIA, PA.

Firemen's Annual Carnival North Wales, Pa., July 19-24 Concessions of all kinds, no grift. Bingo, Shows, Grind Shows, Snake or Funhouse. Rides booked. Will buy Chair-o-Plane or other Rides. D. J. VAN BILLIARD North Wales, Pa.

CIRCUS ACTS For August 6-7 PATTERSON BROS.' CIRCUS 907 Smith Bldg. FLINT, MICH.

WANTED TO BUY Wild Life Exhibit, complete. Jack McCury, can place you. Wire me immediately. Can place Truck Driver and Lecturer. Answer: BOX 1963, MINOT, N. DAK.

CAN PLACE Capable Scooter Foreman. Salary no object if you are capable. Address: AL WAGNER Anniston, Ala., until July 9th; then as per route.

B & V SHOWS NOT THE BIGGEST, BUT THE CLEANEST Will book anything legitimate. No grift. No gate. Want Bingo, Custard, Arcade and Grind Shows. Can place any Novel Show with own outfit. Also 2-Abreast Merry-Go-Round, Octopus or Tilt-a-Whirl. Can place Ride Help. Write or wire WYOMING, PA., WEEK JULY 12; HONESTDALE, PA., WEEK JULY 26.

FOURTH BIZ DANDY

(Continued from page 43)
ment places, concessions and arcades all reported good holiday business.

Transportation Aids Philly

PHILADELPHIA, July 10. — Local amusement resorts with ample transportation facilities enjoyed big business over the Fourth of July. The city held over 100 neighborhood celebrations.

Woodside Park, with excellent transportation facilities, both trolley and bus,

had a record day, all rides and concessions doing banner business. Park's Crystal Pool also clicked handsomely, and vaude shows were given three times daily to packed house in Sylvan Hall.

Willow Grove Park, also with good trolley and bus service, enjoyed the biggest Fourth business in recent years. Rides, shows and concessions had crowds all day long, and each day three shows were given in the music pavillion to standing room only.

Forest Park, Chalfont, Pa., reported better business than expected. Forest

depends largely on auto trade, but this year Manager Richard Lusse succeeded in getting better railroad transportation.

Balto Sector Quiet

BALTIMORE, July 10.—Baltimore celebrated its quietest Fourth of July in years. Coolness and threatening weather, gas rationing and limited public transportation facilities were blamed for the drop in the crowds as compared with other years.

Carlin's, Gwynn Oak and Bay Shore parks reported the Fourth crowds considerably under expectations. Patriotic celebrations at two large public parks also hurt the amusement spots. Swim pools were only moderately attended.

OCEAN CITY, Md., July 10.—The ban on pleasure driving had a telling effect on Ocean City, Maryland's leading summer resort town over the Fourth of July, despite ideal weather. The crowds this year were a mere shadow of the peacetime July 4 throngs which often numbered 50,000. Hotels which formerly were jammed over the Fourth of July holiday did only a "comfortable" business. OPA spotters kept tab on all drivers who crossed the bridge leading to Ocean City.

150,000 at Atlantic City

ATLANTIC CITY, July 10.—In spite of heavy travel restrictions and restricted train and bus facilities, Atlantic City enjoyed its largest crowd since Pearl Harbor for the Fourth of July week-end. While it was a far cry from the peacetime records, an estimated 150,000 visitors for the holiday week-end provided plenty of satisfaction for both amusement and business interests.

All hotels open for the accommodation of civilians were filled to overflowing and for the first time in a year civilians outnumbered uniformed men on the Boardwalk. All amusement places were running full blast and all the theaters on the Boardwalk were open. All eating places and concessions were continually crowded.

As in former times, entertainment highlight for the holiday was shared by Steel Pier and Hamid's Million-Dollar Pier, both now on full daily schedules. At George A. Hamid's Million-Dollar Pier, the holiday bill started a parade of names with Margie Hart, Elton Britt and Tony Pastor's orchestra. Variety bill also brought on the Richards-Adair Dancers, Lillian and Mary Hand, Lucille Norris and Jean Arden, with Walter Donahue as emcee. Other Hamid's pier features include Bob Hermine's Midget Circus and Midget Band, Uncle Wip and His Radio Starlets, Phillips Juvenile Revue, Doc Irving's Magic Show, the Bohemian Glass Blowers, net hauls, jewel exhibit, funhouses and free bathing facilities from the pier.

Frank P. Gravatt's Steel Pier presented a musical revue, *We're in the Army*, featuring Ben Yost and His Nine Singing Models and Male Sextette, with Dick Dana as emcee. Combined with the Steel Pier Modern Minstrels, the show included the Oxford Boys; Low, Hite and Stanley; Bob Ferguson, Eddie Kaplan, Jack Mann, Catharine Harris and Helen Lane.

Bob Chester's orchestra, alternating with Alex Bartha, held forth in the Marine Ballroom. The circus and water sports carnival, going on a daily schedule for the first time this season, headlined the Victory Girls' aerial feats (Marian Foster), the Steel Pier Diving Horses and the Erwingos, aerialists. Also in operation are the funhouses and a wide variety of exhibits.

CORRAL

(Continued from page 39)
George Beatty has been named starter for the calf roping contest. The judge will be Angus Robertson, with Norman Edge officiating as chief chute judge and flagman. Timers are J. J. Bowlen, D. E. Black and Archie Boyce, with Herb Johnston as chairman of the timers' committee. Dick Cosgrave and Allie Streeter will be in charge of the bucking horses and steers, while Leroy Chown will preside over the stampede office staff.

BREAKING all attendance records in its eight-year history, annual Palo Pinto County Livestock Association's Rodeo ended at Mineral Wells, Tex., July 4. Event was staged primarily to provide a different form of entertainment for the Camp Berkeley (Tex.) soldiers, who attended at reduced prices. About \$250,000 worth of War Bonds were sold at the rodeo, the City National Bank, Mineral Wells, buying \$100,000 worth on closing night. Eddie Caldwell, Fort Worth, won

first in the saddle bronk riding, and Frank Douglas was second. Howard McCraw, Abilene, Tex., led in calf roping. Tied for second place were George Brown, now with the army at Fort Sill, Okla.; Johnnie Parrott, Throckmorton; Jimmie Reeves, Fort Worth; L. E. Shauver, Seymour, Tex., and Clem Hodges, Tuscola, Tex. Profits of the show will be used to encourage the raising of better livestock as a contribution to the war effort.

KANSAS-OKLAHOMA RODEO at Coffeyville, Kan., under direction of John A. Guthrie and sponsored by Coffeyville Saddle Club, drew an estimated 10,000 for the four-day presentation. Contestant list totaled 40, and Kathleen Maker was named rodeo queen. Rodeo officials besides Guthrie included Frank Autry, arena director; Paul Bond, arena secretary; C. W. Bennett, announcer; Hugh Ridley and Earl Wofford, judges. Saddle Club officials included Harvey Allen, president; Vern Dewlen, vice-president, and Mrs. Fred Barager, secretary-treasurer. Results:

Steer Wrestling — First go-around, Smokey Ballard, Herb Dahl, Milt Moe, Second go-around, Milt Moe, Earl Wofford, Smokey Ballard. Third go-around, Hugh Ridley, Smokey Ballard, Earl Wofford. Fourth go-around, Smokey Ballard, Shote Webster, Earl Wofford. Finals, Smokey Ballard, Earl Wofford, Milt Moe. Bronk Riding — First go-around, Ken Roberts, Milt Moe, Ken Hargis, Orville Stanton. Second go-around, Ken Roberts, Milt Moe, Ken Hargis. Third go-around, Milt Moe, Ken Hargis, Orville Stanton. Fourth go-around, Milt Moe, Ken Hargis, Orville Stanton. Finals, Milt Moe, Ken Hargis, Orville Stanton.

Bull Riding — First go-around, Orville Stanton, Jack Couch, Ken Roberts, Slick Ware. Second go-around, Ken Roberts, Ken Hargis, Slick Ware, Bill Wood; Orville Stanton, Lawrence Patchild, Jack Couch, Marvin Shoulders and Grant Marshall split fifth. Third go-around, Slick Ware and Marvin Shoulders split first and second; Grant Marshall and Ken Hargis split third and fourth. Finals, Slick Ware, Ken Hargis, Marvin Shoulders.

Calf Roping — First go-around, Jess Goodspeed, Frank Autry, Clem McSpadden, Jim Immun. Second go-around, Jess Goodspeed and Jack Mitchell split first and second; Jim Immun, Earl Wofford. Finals, Jess Goodspeed, Jim Immun, Frank Autry, Mullard Holcumb.

Hershey Cuts Its Hours

HERSHEY, Pa., July 10.—Hershey Park recently announced a change in operating hours for the summer. Park is open daily, except Monday, but the pool is open daily. Weekday hours are from 1 to 10 p.m., and Sundays and holidays from 12 noon to 10 p.m. Free open-air concerts are held Sunday afternoons and evenings.

COLORED FAIR

Eighth Annual Fair

Grounds at E. 25th Street, across from Douglas Park, Indianapolis, Indiana.

Six Big Nights: July 19, 20, 21, 22, 23, 24. Large crowds. First-class Rides and Shows. A big live-wire fair. No gate. Admission free. Address:

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WANT

Foremen and Second Men for all major rides, salary \$50.00 per week and percentage of gross (no tickets). Place Popcorn, Photo or any other selling stand.

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WANT RIDES

Lease or book for balance of season. Best ride territory in east. Cecil Fervis and Roland Champagne, wire. Can place legitimate Concessions. Shaw Animal Show, wire. Want High Free Act. Jane Lasher, wire. All address:

STANLEY ROBERTS

Hendrick Hudson Hotel Poughkeepsie, N. Y.

Red Lion, Penn., Gala Week

Two Days and Six Nights, July 19th to 24th. Want Rides, Shows and Concessions of all kinds. Help of all kinds. Write or wire
JOHN GZCOMA, Manager
BRIGHT LIGHTS EXPOSITION SHOWS
Mt. Savage, Maryland, this week.

CETLIN & WILSON SHOWS, INC.

- WANT—Fly-o-Plane, Tilt-a-Whirl or Whip with own transportation.
 - WANT—Shows that do not conflict, with or without own equipment. Will finance anything worth while.
 - WANT—Workingmen with some skill in all departments. Good salaries to start, with chance of advancement depending on your own merits.
 - WANT—Can use several Attractive Young Ladies for Posing Attraction.
 - WANT—Due to illness can place two Attractive Chorus Girls for the Famous Paradise Revue. Prefer those with Specialties.
- ALL ADDRESS, THIS WEEK, BUFFALO, N. Y.

J. R. EDWARDS SHOWS

WANTED - - - WANTED

For Barnesville, Ohio, week of July 19. Quaker City Summer Festival, week of July 26. Byesville Home Coming, week of August 2. Corn Game, Fish Pond, High Striker, Penny Pitch, Pan Game, Hoop-La, Cigarette Pitch, Ice Cream. Legitimate Concessions of all kinds, come on. Can place Shows at 25%. Can place experienced Ride Help, must be capable. Can place Sensational Free Act. Address all mail and wires to

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Bingo exclusive, Ball Games, Slum Joint, Frozen Custard, Jingle Board, any 10c Stock Concessions. Can place Second Man on Tilt, must be experienced Tilt-a-Whirl man, also Truck Driver; good pay—cash, no tickets. Long season. Help on all Rides, Working Men, Ticket Seller, Marquee Help, Special Agent (must put up paper). Mike Booth, Harry Lottridge, wire me. Can place Geek Show, Working World, Fun House or any small Grind Show with own transportation not conflicting. Tell City, Ind., this week.

VICTORY EXPOSITION SHOWS

—Featuring—

THE WORLD'S ONE AND ONLY (WONDER GIRL) BRUNHILDE ZACCHINI, THE CANNON GIRL

Want Shows and Concessions of all kinds. Help in all departments, top salaries. R. L. McDonald wants Concession and Stock Store Agents. Ride Help, come on; good treatment and long season. All celebrations and fairs till middle of December. This week, Gloucester, N. J.; Bridgeton, N. J., and Pottsville, N. J., follow. Write or wire CARL O. BARTELS, Secy.

FERRIS WHEEL OPERATOR

Reliable Man for Park. Salary \$50.00 per week, paid from office. Bonus if works out season. Living conditions reasonable. Write, wire or phone

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Can place Grind Concessions that work for 10c. Will book Merry-Go-Round with its own transportation. Want Ride Help for all rides. Want Promoter. Playing the Lead Mine Districts in Missouri under strong auspices. Money plentiful. Everybody working. Three shifts daily.

ADDRESS: JOHN FRANCIS, MANAGER, FLAT RIVER, MO., THIS WEEK.

PLACE FOREMAN

For Three-Abreast Merry-Go-Round; must know his business. Ride Help for Scooter. Ride Help who drive semi-trailers; good salary, long season and good treatment assured. Place Shows with own. Stores and Slum Skillets. Lady Ball Game Agents. Mrs. Wagner can place capable Waiters for Cock-house. Also good Griddle Man. Fair Secretaries in the South, have some open time and also have our own light plants. Everybody address:

AL WAGNER

ANNISTON, ALA., THIS WEEK; THEN AS PER ROUTE.



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WANTED

Trainmaster and Polers. Blackie Martin, wire. Octopus Foreman wanted; all other Ride Help. Address:

FRANK WEST
All American Shows, Inc.
Green Bay, Wis., this week; Appleton next.

WANTED AT ONCE

Two Tattoo Men. Best tattoo town in country.

PENNYLAND

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All American Shows, Inc.
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Ferris Wheel Foreman, other Ride Help that can drive. CONCESSIONS—Sell exclusive Pop Corn and Apples, Slum Concessions that do not conflict.

Crescent Amusement Co.

Lincolnton, North Carolina
P.S.: For Sale—Streamline Miniature Train.

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Carnival with Rides, Shows and Concessions under

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Opening for one or two Hustlers. Also experienced Contracting Agent. Year-round work. Will advance ticket if known. Address:

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Sportsmen Wild Life Exhibit
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C. E. BARFIELD WANTS

One experienced Fly-o-Plane or Ride Man for Second Man on Fly-o-Plane. Deferred classification or overdraft age preferred. Must be sober and reliable. Permanent location. No moving. Address: **C. E. BARFIELD**, Edgewater Park, Detroit, Mich.

RIDES AT LIBERTY

In July, August and September for Celebration or Street Fairs in Indiana, Illinois, Ohio and Kentucky.

ROXIE HARRIS

305 Walnut Street FINDLAY, O.

ROUTES

(Continued from page 33)

- Ceflin & Wilson: Lackawanna, N. Y.
- Chanos, Jimmie: Troy, O.
- Chatham Am. Co.: Orangeburg, S. C.
- Coleman Bros.: Oneonta, N. Y.; Herkimer 19-24.
- Colley, J. J.: Altus, Okla.
- Conklin: (Fair) Regina, Sask., Can.; (Fair) Saskatoon 19-24.
- Convention: (Genesee & Barthel Sts.) Buffalo, N. Y.; (Bailey & Lang) Buffalo 19-24.
- Crafts: Richmond, Calif., 12-18; San Jose 20-25.
- Craig, Harry: Tulla, Tex.
- Crescent Am. Co.: Lincolnton, N. C.
- Cumberland Valley: Tullahoma, Tenn.
- Dixie Belle: Elmore, Ind.
- Dodson's World's Fair: Oshkosh, Wis.; Eau Claire 19-28.
- Dumont: Oil City, Pa.
- Eddie's Expo.: Kittanning, Pa.; Cheswick 19-24.
- Edwards, J. R.: Uhrichsville, O.
- Elite Expo.: Leavenworth, Kan., 12-14; South Omaha, Neb., 17-25.
- Endy Bros. & Prell's Combined: Elizabeth, N. J.
- Expo. at Home: Newark, Del.; Coatesville, Pa., 19-24.
- Fidler's United: Lyons, Ill.; Cicero 19-24.
- Fleming, Mad Cody: Columbus, Ga.
- Francis, John: Flat River, Mo.
- Franks: Macon, Ga.
- Garden State: McAdoo, Pa.; Williamsport 19-24.
- Gentsch & Sparks: Dyersburg, Tenn.
- Geren's United: Salem, Ind., 12-15; (Colored Fair) Indianapolis 19-24.
- Gold Medal: Mishawaka, Ind.
- Golden West: (Fair) Warren, Minn., 12-14; (Fair) Fertile 15-17; Crosby 19-24.
- Gooding Greater: Franklin, Ind.
- Grady, Kellie: Sumiton, Ala.
- Great Sutton: Kewanee, Ill.; Silvis 19-24.
- Greater United: Borger, Tex.
- Groves Greater: Raceland, La.
- Gruberg Famous: Philadelphia, Pa.
- Happy Attrs.: Marysville, O.; Gallon 19-24.
- Happyland: (13-Mile Road & Woodward) Royal Oak, Mich.; Pontiac 19-31.
- Heller's Acme: West Orange, N. J.
- Hennies Bros.: 51st & California Ave., Chicago, Ill.
- Heth, L. J.: Bowling Green, Ky.
- Hine, H. L.: Murdock, Minn., 12-14.
- Hoosier Am. Co.: New Palestine, Ind.; Rushville 19-24.
- Howard Bros.' Rides: Norvelt, Pa.; Youngwood 19-24.
- Hubbard's Midway: Camp Claiborne, La.
- Jones, Johnny J., Expo.: Dayton, O., 12-24.
- Jones Greater: Marmet, W. Va.
- Joyland: Berkley, Mich., 16-25.
- Lawrence Greater: Middletown, N. Y.
- Lewis, Art: (Monticello Ave. & 20th St.) Norfolk, Va.
- Liberty United: Charleston, S. C.
- McKee, John: Belle, Mo.
- McMahon: York, Neb.
- Magic Empire: Lonoke, Ark.; Sheridan 19-24.
- Marks: Charleston, W. Va., 12-24.
- Midwest: Montpelier, Idaho.
- Moore's Modern: Rantoul, Ill.; Newman 19-24.
- Mound City: Ashland, Ill.
- Page, J. J.: Greenville, Tenn.; Clinton 19-24.
- Pan-American: (Riverside Park) Anderson, Ind.
- Park Am. Co.: Alexandria, La.
- Pastime Am. Park: Clarksville, Tenn.
- Penn Premier: Struthers, O.
- Peppers All-State: Pineville, W. Va.
- Plaza Expo.: Fostoria, O.; Hicksville 19-24.
- R. & S. Amuse.: Wilmington, N. C.
- Reid, King: Cortland, N. Y.
- Reynolds & Wells: Langdon, N. D., 12-14.
- Rogers Greater: (Fair) Newton, Ill.; (Fair) Golconda 19-24.
- Rogers & Powell: Grenada, Miss.
- Rubin & Cherry Expo.: Cedar Rapids, Ia., 12-18.
- Scott Expo.: Logan, W. Va.
- Sheesley Midway: Erie, Pa.
- Siebrand: Butte, Mont.
- Skerbeck's: Iron River, Mich.
- Smith, George Clyde: Philipsburg, Pa.; Duncansville 19-24.
- Snapp Greater: Fort Madison, Ia.
- Sparks, J. F.: Huntington, W. Va.
- Stebler, J. G., Greater: Columbia, S. C., 12-15.
- Strates, James E.: Watervliet, N. Y.; Schenectady 19-24.
- Sunflower State: Junction City, Kan.
- Sunset Am. Co.: Centerville, Ia.; Muscatine 19-24.
- Tivoli Expo.: California, Mo.
- Victory Expo.: Gloucester, N. J.; Bridgeton 19-24.
- Virginia Greater: Odenton, Md.; Martinsburg, W. Va., 19-24.
- Wade, W. G.: Kalamazoo, Mich., 12-21.
- Wallace Bros.: Tell City, Ind.; Evansville 19-24.
- West Coast Victory: Klamath Falls, Ore., 17-24.
- Wolfe Am. Co.: Spartanburg, S. C.
- World of Mirth: Perth Amboy, N. J.
- World of Pleasure: Muskegon, Mich.; Lansing 19-24.
- World of Today: Alton, Ill.
- Zeiger, C. F., United: Colorado Springs, Colo., 12-25.

PENN PREMIER SHOWS

Featuring Emanuel Zacchini, super human cannon ball. Playing all defense cities in Ohio. Can place COOK HOUSE that will cater to show people. BINGO for balance of season. Cigarette Gallery, Pitch-Till-You-Win, Fishpond, Cane Rack, American Palmistry, Cigarette Pitch, Novelties, Dart Balloons, Pea Pool, Over-and-Under-Seven and other Concessions that don't conflict. Positively no wheels, coupon stores or Gypsies wanted. Can place Octopus or Roll-o-Plane. Want Shows not conflicting. Johnny Rea, answer. Can place Man with Girls to handle Posing Show; good proposition. Address all mail and wires to LLOYD SERFASS, Penn Premier Shows, Gen. Del., Struthers, Ohio, this week. Ohio, North and South Carolina Fair Secretaries, have a few open dates. This show will play until after Armistice Day. Playing Firemen's Celebration, New Castle, Pa., week July 19-24.

ENDY BROS. & PRELL'S SHOWS COMBINED, INC.

Want Billposter, Semi Drivers. Can place Second Man. Good opening for Penny Arcade. Address Elizabeth, N. J., now.

WANT — WANT — WANT

SHOWS with own outfits and transportation, reasonable percentage. CONCESSIONS—Ball Games, Grind Stores, Custard, Wheels and Arcade. HELP—Foreman for Ride-o, Chairplane; salary and percentage to reliable Foreman. Want Second Men for all Rides. Long season south. Fairs start August 16th, Kutztown, Pa.

LAWRENCE GREATER SHOWS

MIDDLETOWN, N. Y., THIS WEEK.

HELLER'S ACME SHOWS

Want Popcorn, Custard, Bingo, Diggers, Balloons, Pitch-Till-You-Win, Hoopla or any legitimate 10c Grind Concession. Want Agents for good Wheel Concessions. Want Shows—Any Grind Show, Snake Show, Side Show, War Show or any Show of merit. Will furnish outfit and transportation if you need it. Good proposition for Penny Arcade, flat or percentage. Can use good reliable Ride Help and Semi Drivers. Robert N. King, I wired you; come on. Will book or buy Kiddie Rides. Address: Lodi, N. J., this week; Haskell, N. J. (one of the biggest powder works in America), July 19-24; West Paterson, N. J., 26-31; then get in on the big one, Deutscher Saengerfest, for the old age home, Schuetzen Park, Union City, N. J., two Saturdays and two Sundays, August 7 to 16. Address: HARRY HELLER, GEN. MGR., AS PER ROUTE.

DODSON'S WORLD'S FAIR SHOWS

Can place at once, Sober and Reliable Cook House Help for Office-Owned Cook House, top salary to first-class Griddle Man. Wire; don't write. Dusty Bailey, get in touch with us at once. Show will be out until Christmas.

Address: DODSON'S WORLD'S FAIR SHOWS, Oshkosh, Wis., July 12 to 17; Eau Claire, Wis., July 19 to 28.

BUCKEYE EXPOSITION SHOWS WANT

Capable Advance Representative with own car to join on wire. Outstanding Free Act. Want complete 10-in-1; have new outfit for same. Will place any money-getting Grind Shows with own outfit. Can place any legitimate 10-cent Concessions. Will sell Ex. on Frozen Custard, Sit Down Grab, Photos, Floss, Apples, Jewelry and Novelties. Can use a few more sober Ride Men that drive semi. Counter Man for office-owned Bingo. Jim Haden can use Musicians and Chorus Girls for Minstrel. Show plays money spots, with a long season south. All address: This week, Henderson, Ky.; then as per route. BUCKEYE EXPOSITION SHOWS, JESS BRADLEY—H. G. STARBUCK.

WANTED

For Newark, Delaware, Red Man's Celebration, Week of July 12, and Coatesville, Pa., to follow. Will book any money-getting Grind Shows, Fun House, Ten-in-One, Dog and Pony and Monkey Circus. Want Side Show People. What have you? Will book or buy outright for cash Chair-o-Plane, Octopus, Tilt-a-Whirl, Roll-o-Plane. Will book American Palmistry, Scales, Novelties, Frozen Custard, Bingo, Arcade. Want legitimate Concessions, Flashy Snake Shows, War Shows or Unborn Shows, Monkey Drome. We are the first and the only shows playing in the heart of town. There is no time to be lost, everybody in now.

EXPOSITION AT HOME SHOWS

ROX GATTO, DEER PARK HOTEL, NEWARK, DEL.

RIDES AND CONCESSIONS WANTED

Firemen's Celebrations, Norvelt, July 12-17; Youngwood, July 19-24; Monessen, July 26-August 7; all Penna. Other Firemen's Celebrations to follow. Want Ball Games, Photo, Penny Pitch, Clothes Pin, Dart, High Striker, Pitch-Till-U-Win or any legitimate Concessions. Frank Chase and Red Hall, wire.

C. D. HOWARD, Mgr., HOWARD BROS.' RIDES
NORVELT, PENNA.

LIBERTY UNITED SHOWS

WANT

Join on wire, capable Concession Agents. Will book or buy Two-Abreast Merry-Go-Round. No gate or gift. Replies:

BOX 778, Charleston, S. C.

BEERS-BARNES CIRCUS

WANTS

Lithographer and Billposter at once, with or without car. Address:

Care The Billboard, Cincinnati 1, Ohio.



Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

A Department for Operators, Jobbers, Distributors and Manufacturers

WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St.,
Chicago 1, Ill.

Association Work — 2

GETTING LEADERS

The crucial point in all association work, in whatever industry or trade, is that of getting qualified leadership. More to the point, it is that of getting workers, for the officials of any trade group are the ones that have to do the work—when there is any work done.

The value of a trade association to its members will largely depend upon its leadership and for that reason there is always a search for somebody to lead in association work. In small industries it is usually necessary to depend upon men who will give their services. As trade groups are able to finance their work, they usually turn to paid workers to carry on the details of the industry program. Since so much work is done by volunteer workers, it is not easy to criticize the efforts of such men. They are usually doing what the big majority of a trade refuses to do because it requires time, money and hard work.

The danger of all associations is that sooner or later the group may come under the wrong leadership, or some clique may gain control. This is one of the common dangers of democratic forms of government as well as of trade groups. This weakness appears in the largest and most influential trade organizations of the country as well as in the smallest trade groups in the smallest industries. The United States Chamber of Commerce and the National Association of Manufacturers are probably two of the most influential trade groups in the country and it is only recently that one of these groups has been able to elect a progressive leader who seems to have some vision about the post-war world. If big trade associations have difficulties in getting proper leadership, what may be expected of the smaller groups?

In small industries the chief purpose of associations should be to train leaders and to educate the membership in some program of public relations. All small industries have to fight for public favor and understanding. About the only known way to educate the members of a trade in how to win and maintain public good will is thru the medium of a trade association which holds meetings for the discussion of the subject.

In some trades the manufacturing division has been able to hold meetings for the education of customers in dealing with the public. But such a system cannot be adapted to all industries. It is worthy of consideration, however, by the coin machine industry.

One of the most evident benefits of association work in the coin machine trade has been that of training some men to be real leaders. I have seen men without previous experience elected to association offices and soon learn how to conduct meetings, prepare reports and do many other things that belong in an efficient association program. I have seen association meetings that were bedlam in years past grow to be as well conducted as any business meeting in any line of business would be.

The training of leaders and the training of members is a work that can go along together in the coin machine industry. It depends largely in getting information together for the guidance of those groups that are trying to do things.

The coin machine industry has two strong discouragements to progress in its association work, however. The men that make up the membership of the industry are strongly individualistic and for that reason they do not lean toward group co-operation. If they were not strong individualists they probably would not be in the business they are in, so leaders in the industry must take the trade as it is and encourage organization only wherever it is necessary for the protection of the industry.

The industry is also still very young and that means the manufacturers as well as operators are strongly inclined to go their own way without regard to what may happen to the industry as a whole. The industry is also automatically split into three major divisions, each of which tries to persuade itself that it has nothing in common with the other groups.

While trying to overcome these obstacles to trade unity, the industry must also fight all those abuses of privilege that creep into organizations already formed. It really is a big job.

Ask Stores To Sign Petition

Los Angeles group starts move to enlist locations in plea for federal tax change

LOS ANGELES, July 10.—In its big program of enlisting the amusement machine trade in the effort to obtain reductions in the federal tax on certain types of machines, the Associated Operators of Los Angeles County, Inc. (Calif.), recently mailed a copy of a petition form to the trade. Curley Robinson is managing director of this live organization, and he urges associations, distributors, and operators in all parts of the country to get locations to sign the petitions. Robinson says that one of the most effective pleas that can be made to Congress is that signed by merchants who need coin machines in order to help them stay in business in these hard times.

It has been a matter of national discussion that retail stores are being forced out of business by the thousands. The petition will state to Congress that coin machines would greatly benefit many thousands of the smaller stores if the tax were reduced according to the earning capacity of the machines.

The petition form is reprinted below. Members of the trade can have the form printed in proper style and circulate their own petitions in any city or town and send it to the Congressman from their district.

PETITION

TO THE HONORABLE

The small retail establishments of all kinds, in all parts of the United States, have been severely hit by the emergencies due to war. Many thousands of these establishments have been greatly aided in past years by the revenue derived from coin-operated machines of every description placed in our establishments on a percentage basis:

- (a) These coin-operated machines attract customers into our establishments.
- (b) They yield a definite revenue. In 1941 The Congress passed a federal tax to apply to various types of coin-operated machines. In 1942 certain amendments were made to the federal tax law. The rates of taxation on the various types of machines have not been adjusted according to the earning capacity of the machines, as shown by the experience and data of the coin-operated machine industry.

THEREFORE, WE, the undersigned Merchants, Owners, and Proprietors of retail establishments in, do hereby petition you to vote for certain clarifying amendments which will be presented to Congress for the purpose of adjusting the tax rates on the basis of the earning power of the types of machines to be taxed.

Worker Shortage In Twin City Area Disturbs Coinmen

MINNEAPOLIS, July 10.—What to do about the man-power problem is gray-ing numerous coin machine men in this territory, with many of them lying awake nights trying to find a solution to the big question. Never a day goes by, one Minneapolis jobber reports, without some operator coming in to inquire where he can get help to assist him, either as a route man or as a mechanic.

The mechanical problem is being answered to a degree by the jobbers and operators themselves who are rolling up their sleeves and learning the whys and wherefores of what makes a coin machine tick.

As yet there has been no effort here to enroll women in the work of operating routes and making simple mechanical repairs. But there seems to be no other alternative—if the women can be induced to enter the coin machine field instead of war work.

Game Received

To the Editor:
Your letter of May 27 to Maj. Ernest I. Spiegl, commanding officer of this organization, has been received.

Major Spiegl is away on leave at the present time, but before he left he requested the writer to inform you that he has been offered a good used machine from D. Gottlieb & Company, Chicago, Ill.

The major also requested that thanks be extended to you for your consideration and attention to his request.

Very truly yours,
ROY E. BENSON,
2d Lieut., Air Corps,
Adjutant,
Deming Army Air Field.

Texans Rush To Pay Taxes

Levies paid on 900 amusement, music machines — only 17 payouts listed

AUSTIN, Tex., July 10.—Federal coin-machine taxes for the 1943-'44 fiscal year are pouring into South Texas collection district offices, despite the fact that nearly a month remains before the July 31 deadline.

While revenue officials were still collecting June taxes on machines put into operation because of markedly-better business conditions, taxes were paid in that month on 900 amusement and phono machines for the new fiscal year. Significant is the fact that 1943-'44 federal taxes were paid in June on only 17 payout machines classed by the government as gaming devices. This bears out predictions that the \$100 levy on payout machines will lower rather than increase federal revenue on the devices. A contrast may be seen in the fact that during the same month, 1942-'43 taxes, at the rate of \$50 a year, were paid on 69 gaming machines.

Meanwhile pinball, juke box and other amusement machines upon which 1942-'43 collections were made in June totaled 232, as better business induced by several factors created a greater demand for coin machines.

Steady Gains in All Lines Reported by Minnesota Dealers

MINNEAPOLIS, July 10.—Coin machine distributors were pinching themselves last month to see if they were really awake, as their businesses continued to show steady improvement despite lack of new merchandise.

A sudden spurt in the sale of one-balls was noted, as operators from thruout the territory came in demanding these games. Jobbers with one-balls in stock sold these machines at a rapid pace during June.

By the same token the scarcity of phonographs caused somewhat of a drop in sales, but again those jobbers lucky enough to have any kind of a stock in phonos reported their sales were good.

Phonograph accessories sold rapidly, altho records and needles provided quite a headache for the jobbers and operators alike. Many of the operators, to offset their inability to get the records they want, are pulling out their oldies.

Collections got off to a good start during June despite early rainy weather and a hot spell late in the month. Operators look for the summer to become busier than ever, with receipts expected to be good.

The arcade situation remains bright. Jobbers are disposing of all such equipment they have on hand and looking around to pick up any other machines they can.

Vending machines, too, have been moving well, with venders reporting collections good, especially in the war plant areas.

Business in general thruout the city has been good during June, with pay rolls on the increase, especially in war plants.

Govt. Installs Coin Machines

Housing agency places coin operated washing machines in trailer camps

WASHINGTON, July 10.—Coin-operated devices, perfected and developed during peacetime chiefly for amusement and vending purposes, have been converted to war uses and in many ways are playing a vital role in the home front's warfare.

At the Glen Martin bomber plant, not far from Baltimore, a coin-operated device is doing much to make life easier for hundreds of families crowded into the Middle River warworker trailer park project. There, in a Federal Housing Authority trailer project, the community laundry facilities operate by coin devices and make possible the use of modern laundry machines by the families of the warworkers.

When FHA first began experimenting with trailers as a means of providing shelter in places where it was needed immediately, the problem of furnishing laundry facilities soon became a serious one. In permanent housing developments certain buildings were set aside or laundry trays were provided the occupants. However, the trailer projects created new problems, for there was no space available for installation of laundry facilities.

Eventually FHA technical experts decided on providing separate laundry trailers to be set up in each trailer park. For every 50 residential trailers, one laundry trailer was provided. The laundry trailer contained washing machines which operated by coin devices. Warworkers, by inserting a coin, received use of an electric machine for a certain period of time.

At the Middle River housing project there are now about 15 such machines in use by warworkers, and the plan is no longer regarded as an experiment. The only thing that prevents the FHA from placing more service in other housing trailer parks is inability to get necessary equipment.

"We have found the coin-operated laundries satisfactory," an official stated. "They function well and provide an excellent service to the families living in the trailer parks."

"Irony of Fate"

To the Editor:
Permit me to congratulate you upon your splendid editorial, "Irony of Fate," appearing in the June 26 issue of *The Billboard*.

Your editorial is a timely and courageous denunciation of the type of political opportunism which welcomes the coin machine industry as a scapegoat while neglecting serious economic and social evils which scream to high heaven for abatement. Proof that you have your finger on the pulse of events is to be found in the fact that only a few days after your editorial was written, and as the publication went to press, events occurred in Detroit which your article foreshadowed.

Now that I am temporarily detached from the coin machine business by our 100 per cent devotion to war work, I can view the situation more impartially. I can say that the future may be very unpleasant for certain mayors and others in authority. They may find an aroused public which will recognize their persecution of the coin machine industry as camouflage and hypocrisy and a smoke screen to cover neglect of duty.

It is good to know that while our industry is at war there is a wise and responsible trade publication to stand by and hammer the truth at all corners, fearlessly and boldly.

Yours sincerely,
Scientific Machine Corporation,
MAX D. LEVINE, President.

Tax Report Shows Business in Wash. State Is Booming

OLYMPIA, Wash., July 10.—Evidence of a million-dollar-a-month business by pinball and slot machine operators in the State of Washington during the past year was shown in the annual tax collection figures released here this week by Secretary of State Otto Case.

The secretary's report, broken down, disclosed that tax collections for the year ending March 31 amounted to \$1,878,404 for slot and pinball machines.

Taxes on these types of machines vary from 10 to 20 per cent. Case estimated an average tax would show the machines did a business of approximately \$12,000,000 for the 12-month period.

Kill Oklahoma Grab Tax...

OKLAHOMA CITY, July 10.—The District Court here July 7 declared the recently enacted Juke Box "grab" Tax invalid. This is a signal victory for music operators here and all over the nation for it means that the Oklahoma "grab" tax is out unless the State wins an appeal.

Oklahoma undertook to steal a march on all the juke box "grab" plans being discussed by passing a State law to tax juke boxes 10 per cent of the gross take on these machines. Juke box operators were fearful that this would start a wave of such tax laws, and a test case was started at once.

The court rendered a clear-cut decision, granting a permanent injunction against the tax law and declaring it invalid on two important counts. The court said the law was confiscatory and was not in agreement with United States Supreme Court decisions. The court also declared the law to be ambiguous in its terms. It is not yet known whether the State will appeal the case.

ANOTHER WEEK NEARER VICTORY!

... — HELP BRING IT CLOSER — BUY MORE WAR BONDS

Cur Rabkin

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Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
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West Coast News Notes

By SAM ABBOTT

416 West Eighth Street, Los Angeles 14, Calif. Phone VAndike 8493.

LOS ANGELES, July 10.—Tax news filled the air along West Pico, West Washington and Venice boulevards during the week, with the Associated Operators of Los Angeles County, Inc., headed by Curley Robinson, managing director, getting out a bulletin on "Essential Data and Necessary Procedure To Follow When Filing Federal Tax Return for Ensuing year July 1, 1943, Thru June 30, 1944." Enclosed with the bulletin was Form 11-B, which is to be filed with the Internal Revenue Office on or before July 31, 1943. Penalty may range from 5 per cent per month to 25 per cent per month—the amount of the penalty is at the discretion of the Internal Revenue Department.

The bulletin also clears up a hypothetical case in an effort to make the situation understandable to all. Operators are urged when assisting the proprietor to make out the proper declaration to file one return only for that spot. Case cited is: "If there are five pinball games, one bowling alley, one billiard

table, the entire declaration is to be made on the one form 11-B, notwithstanding the fact that more than one operator services the location. The federal government insists upon this procedure so as to do away with duplication of records.

Operators are advised in the bulletin to have proprietor examine stamp and not the points the stamp covers as to time and other factors. In the event of a change in ownership, or change in partnership (thru death only), change of address, the proprietor may make these changes applicable to his tax status, but it is necessary to notify the Revenue Department of the change within 30 days. There is no charge for the change if made properly and within the allotted time.

With the schools closed for summer vacation, AOLAC has again launched its "Have a Heart, Mister," campaign. Association and its members have just completed another year of community traffic safety in which every member

participated in a most co-operative manner. AOLAC feels that because operators are continuously driving thru the city and county streets, it is an ideal body to deal with the problem of child safety in an efficient manner.

Some part of the man-power solution may be forthcoming soon with a number of men now being released from the army as having passed the maximum age limit of 38. While most of these men will return to defense jobs, it is possible that some of them will be in a position to help out in the servicing and reconditioning of machines.

Good News From Abroad

The many friends of Roy Jones and Mrs. Jones are joining with them in the good news that their son has been reported well and safe in Manila. He is a prisoner of the Japs, but even then is reported "well and safe" by the International Red Cross. This is the first official news the Joneses have had of their son in 14 months. They have been anxiously awaiting news since the fall of Corregidor, where their son was stationed. Jones said, "I think that as long as he has made it this far, he will make it the rest of the way all right." Jones, formerly a Los Angeles music operator, recently purchased the route of Frank Root in Visalia, Calif. . . . A. K. Keene, Kenomatic Company, Taft, Calif., afforded Fred Gaunt an unusual opportunity during the week when Keene bought the largest single order that Gaunt has ever handled in his several years in the coin machine business. Gaunt is the manager of the General Music Company. . . . Phil Robinson recently purchased quite a bit of equipment which he plans to put on location in Las Vegas, Nev. . . . Gus Fox, San Diego operator, was in the city on a buying trip.

Kaplan on Business Trip

Harry Kaplan, of the Southwestern Vending Machine Company, pulled out of here Tuesday night for a trip along the Coast. He will be gone a week and visit San Francisco and other cities along the Coast. . . . General Music Company has bought the route of Fred White in Visalia. White has turned rancher and retired from the coin machine field. . . . Babe Collins, formerly with Craft Shows, was in the city buying equipment for his Long Beach spot. . . . Jerry Cooper, of Riverside, was in on a buying trip. . . . Oscar Tetzlaff has sold his partnership holdings to Vern Owen. Both were in the Palm Springs Amusement Company. Owen assumes full charge now, with Tetzlaff taking up a different operation in Khaki. . . . Bob Driver has purchased the game route of Roy Woodward. Woodward recently bought a ranch at Oceanside and to which he will retire—for a while at least. . . . Al Cooper, Capital Amusement Company, reports that things are going along swell with his operation in Los Angeles. . . . Glen Craig has returned to the operating business after some time in the shipyards. He is former owner of O. K. Amusement Company, Los Angeles. Securing his release from the ship-building industry, Craig now takes up his duties as one of the local operators. . . . O. H. Presser, of San Diego, brought reports that city is going along nicely in the operating field now. Increased pay rolls from military posts and defense factories are boosting the business.

Happel Visits Happel

Billy Happel, nephew of William Happel, of Badger Sales Company, was in the city from the naval training base in San Diego over the week-end. Billy was wearing his uniform and the trip was his first since he entered the navy. He formerly was serviceman at Badger and expected to visit his uncle, Badger's manager, but found that the latter was in Milwaukee on a three-week visit. . . . William Happel Jr., Badger's manager, has visited Herman Paster, of Mayflower Novelty Company and Silent Sales, in Milwaukee and made purchases for equipment to be shipped to the West Coast. Happel leaves Milwaukee next week for Chicago and will make his headquarters at the Drake Hotel while visiting firms in that city. . . . Bill Wolf, of California Amusements, San Diego, made one of his infrequent trips to Los Angeles during the week to get equipment. He found the sales floors stocked beyond his expectations and returned to his home with a shipment of machines to follow. . . . Also from the San Diego area this week came S. Z. Greenberg, of the South Bay Novelty Company, National City. He, too, was on a buying trip. . . . Despite the absence of Bill Happel, high mogul at Badger, business continues at a fast clip there, Al Griebahn is acting as sales manager with Edith Ryan and Mary Jane

Dick continuing to get out letters, answer phones and also make sales. Miss Ryan and Miss Dick are burning the midnight oil to keep the ball rolling, and Wednesday night found them running low on oil. . . . Alex Koleopoulos, of Bakersfield, was in the city looking over phonograph supplies with the view of adding to those he already has in that section.

Gutshall Off Fishing

Jack Gutshall, of Jack Gutshall Distributing Company, reports that it is time again for a vacation. He left Thursday for a three-week stretch of angling. Jane Carico, his efficient secretary; Gene Dixon, serviceman; Louis Petheruto, formerly with the firm but now of Thompson Bros., Long Beach, and Jack Pfeffer followed to spend the July 4 week-end. . . . Mollie Simon, secretary at AOLAC, is mulling a trip to Chicago, with several telling her that it is too hot to visit in the Windy City. Others tell her that it isn't any hotter there than on the Coast. She will visit friends who live on the lake—so it will be a pleasant stay regardless of how high the mercury climbs. . . . Carl Collard, of San Bernardino, Calif., breezed into town recently on a buying trip. . . . Ray Smith, now in the army, was a recent visitor to the music machine spots from Barstow. . . . Milt Noreiga, of Colton, Calif., near Camp Haan and March Field, reports that business is good in that section. He was in the city on a buying trip. . . . Will LaBahn, of Orange, was looking around for some good buys in coin machine equipment during the week. . . . Ted Lawrence, of San Diego, drove up from that busy metropolis for a look-see at salesrooms.

New Ticket Idea Offered

FORT WASHINGTON, Wis., July 10.—A new ticket idea has been placed on the market here by the Art Craft Manufacturing Company. It is called Lucky-Wucky and comes in strips of eight tickets which are perforated so they can be given to customers or they can be initialed by customers and a jerk reveals the winning number.

The makers call this an evolution in tickets for they eliminate the necessity for wheels, lay downs and other equipment. The makers say that the idea also eliminates the necessity for experienced operators. Prices are left open for the operator to fill in, to correspond with the article being offered. One booth may have 20 or 30 different articles at different priced tickets, all of which can be taken care of by one or two operators.

WANTED FOR CASH

SUNBEAM, DO-RE-MI, WESTWIND, DOUBLE PLAY ONE BALL F. P., SLOTS, ARCADE EQUIPMENT, 3 BELLS & 4 BELLS

Also late Music Machines. Send us your list today for best prices.

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PHONOGRAPH ROUTE WANTED

Operator will buy for cash up to \$60,000. Must be real buy. In reply give complete inventory by model, number and income and expense for past year. Anywhere in country; preferably Midwest.

BOX PR672, The Billboard, 155 N. Clark St., Chicago 1, Ill.

WANTED TO BUY AMMUNITION

.22 Shorts—Longs—C. B. Caps J. COHEN, 1145 6th Ave., N. Y. C.

GUARDIAN

SERVICE KIT FOR PIN GAME OPERATORS

The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry.

BEWARE OF IMITATIONS

Buy Guardian and You Won't Come to Grief

STILL ONLY \$7.50

COMPLETE

No. 1000—NEW SERVICE KIT....\$9.50

This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool. Value \$2.00. PLUS 100 Extra Assorted Silver Contact Points, value \$3.50, in Addition to the Liberal Assortment of Switch Parts Contained in Our Well Known GUARDIAN CONTACT KIT.

CONTAINS Silver Points, Phosphor Bronze Leaves, Lifters, Switches, Bakelite Bushings, Separators, Contact Point Adjusters, Brass Rivets, Copper Pig Tail Wire, Fish Papers. Ask for our free Parts and Supplies Catalog!

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GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

SLOTS and SAFES

1 50c MILLS WAR EAGLE, 3/5 P.O.	\$400.00
1 50c JENNINGS CHIEF, 3/5 P.O.	350.00
1 25c MILLS BLUE FRONT, C.H.	225.00
2 MILLS 5c EXTRAORDINARIES, 3/5 P.O., LIKE NEW, EACH	165.00
10 MILLS 5c BLUE FRONTS, FACTORY REBUILT, C.H., EACH	165.00
8 MILLS 10c BLUE FRONTS, FACTORY REBUILT, C.H., EACH	195.00
1 MILLS 1c Q.T. GLITTER	50.00
4 MILLS 1c Q.T.'s, EACH	40.00
2 JENNINGS 5c CHIEFS, EACH	85.00
15 COLUMBIA CIGARETTE REELS, G.A., EACH	50.00
1 25c PACE BLUE FRONT PACE COMET	140.00
1 JENNINGS XV CIGAROLLA	90.00
1 JENNINGS XV-V CIGAROLLA	100.00
3 JENNINGS 5c FREE PLAY MINT VENDERS, EACH	50.00
10 NEWLY PAINTED CABINET SLOT SAFES WITH 2 FRONT DOORS—26" INSIDE HEIGHT, \$40.00 EACH; 3 FOR 1/2 DEPOSIT—BALANCE C. O. D.	100.00

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ILLINOIS NOVELTY CO. 4335 ARMITAGE AVE., CHICAGO 39, ILLINOIS

Albany 0945

EASTERN FLASHES

By BEN SMITH

Killed in Action

Capt. Ben Robbins, flight surgeon with the air corps stationed in North Africa, has been reported dead as a result of injuries received in action there. Ben was a brother of Dave Robbins, well-known coinman, and at one time was associated with Dave in his jobbing and distributing business. Ben's loss has hurt Dave keenly, which is natural, of course, but more so because Dave had been not only a brother but a "father" as well to his younger brother. The Robbins lost their parents at an early age and Dave practically raised Ben and saw him thru college and medical school. Capt. Ben Robbins was a graduate of the University of Tennessee where he made Phi Beta Kappa. He was stationed in England before participating in the invasion of North Africa.

School Days

Dave Lowy, Dave Lowy Company, is entering a radio school to prepare himself for defense work. After a three months' course, Dave will split his time between his own business and a government factory. Sarah Chafetz, Dave's assistant, will take over much of his present duties.

Booming

Local arcades, despite blackout restrictions, gasoline rationing and so forth, are enjoying the greatest money play in history. Typical is the arcade operated by Al Meyers in Rockaway Park. Al finds that the crowds come earlier and stay later than they have in previous years, and while they're around they spend—no penny pinching. Al has a beautiful layout on 116th Street just off the boardwalk and has cultivated a host of friends since he opened 14 years ago. His policy of a liberal premium handout has been in a good measure responsible for this. Mae Albert, Al's better half, shares his enthusiasm for the arcade business and still spends much of her time in the establishment.

Grandfather Again

Ben Schilling now has two notches in his grandfather belt. Another daughter, Mrs. Bette Krafchin, recently gave birth to a son, Ben's second grandchild. The proud father is Sgt. Samuel Krafchin, at present stationed at a Southern camp.

Victory Playground

In line with its progressive employee policy, International Mutoscope Reel Corporation has converted a sizeable area adjacent to the plant into a victory playground. During the lunch hour and rest periods Mutoscope employees can seek exercise or relaxation outdoors just as the mood suits them. In addition to ample space for games there are two sets of horseshoe pitching layouts and plenty of comfortable chairs and benches for those who would rather sit back and watch.

Tennis Vacation

Earle Backe, National Novelty Company, did not require much urging to arrange his vacation to coincide with a tennis tournament at Lake Mohonk, N. Y. He is there now, accompanied by his wife and daughter Gloria. Son Bruce is away at camp for the summer.

When It Rains It Pours

Everything happens to Ike Berman, Economy Supply Company. Now that he is up and around again and with his appetite back, blooey comes a cook problem. It seems that in order to keep his cook happy Ike must let her eat steaks and chops when these can be had. The remaining Berman food points are used for hamburger and such and not too much of that.

Revenue Falls In Minneapolis

MINNEAPOLIS, July 10. — Because fewer pinball machines were in operation in Minneapolis during 1942 than in 1941, the city's license bureau suffered a sharp drop in revenue last year, Russell S. Ackerman, superintendent of licenses, weights and measures, told the city council in his 1942 annual report last week.

During 1942 there were 1,200 mechanical amusement devices in operation, 180 less than the preceding year. Annual license fees on games is payable in two installments.

In his report to the council, Ackerman said that drop off in pinball licenses was due to gasoline rationing, withdrawal of young persons into the armed services and wartime inability to obtain replacement parts for pinball machines.

H. G. Freer, Atlas Exec., Joins Army

CHICAGO, July 10.—Howard G. Freer, Atlas Novelty Company executive, reported July 3 at Camp Custer, Mich., for indoctrination into the army. Thus another member of Atlas enters active duty, joining Acting Corp. Irving Ovjitz, Sergt. Joe Klein and Lieut. Phillip Moss.

During his many years with Atlas, Freer was known to and well liked by the host of coinmen who visited company headquarters and was popular with his co-workers. Maurie Ginsburg, Atlas chief, says of Freer: "Howie handled the many duties connected with his position in a highly commendable manner. As advertising and sales promotion manager, he played an important part in helping Atlas maintain its front-ranking place among the nation's coin machine distributors. We will miss his pleasant personality and intelligent direction of his department."

Prior to entering the armed service Freer was given a hearty send-off by Atlas officials and employees. The personnel presented him with a handsome gift in token of his service to the organization.

New Firm Starts Distributing in Chi

CHICAGO, July 10.—A new distributing firm in Chicago, Eagle Coin Machine Company, 530 South Dearborn, reports that business is already moving briskly. The company is engaged in buying and selling entire phonograph routes and also other equipment.

Ben Lutske is manager of the new firm. He was in the trade previously for many years and says there is a special field for the kind of service his firm offers at this time.

The firm makes it a policy to put all equipment into first-class condition before it is offered for sale again. Lutske says his company is winning the confidence of customers by that policy.

ON THE RECORDS

(Continued from page 25) and resoundly, too—with his "From Twilight Till Dawn." The ballad has enjoyed some circulation and with this fine record impression, should be a real revenue producer for the phono networks.

FREDDIE SLACK (Capitol 133)

Old Rob Roy—FT; VC. Get On Board, Little Chillun—FT; VC.

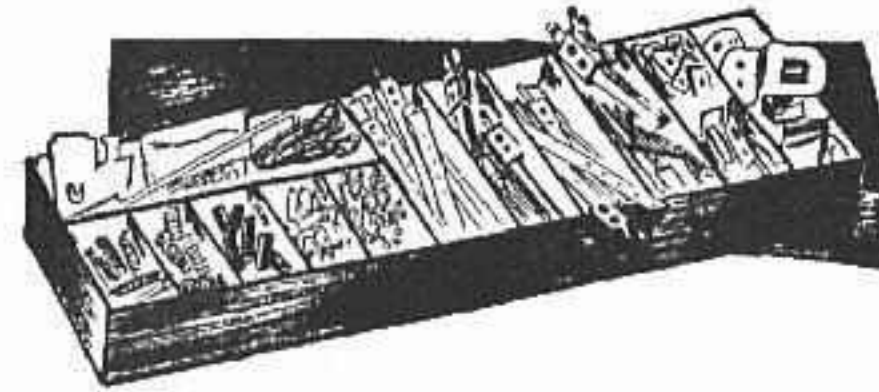
The cow-cow boogie gal is back on board, which should bring plenty of shouts-for-joy from jive fans flocking around the record counters and music boxes. It's Ella Mae Morse coming back with two jump and jive ditties that are expertly tailored to her vocal style. With Freddie Slack, the boogie piano-playing maestro, bringing up the band, the commercial success of the sides are virtually assured. Most attractive is the spiritual-patterned *Get On Board, Little Chillun*, by Raye and DePaul, who also created her *Cow-Cow Boogie*. An unbilled vocal group of mixed voices blends with the band to enhance the appeal of the setting and provides Miss Morse with a showcase that will shoot her skyrocket still higher. Taken at a fast tempo, instrumental and vocal train effects make

for an appropriate introduction for Miss Morse to get on board, giving out with her delta-tainted vocal charm for half the side's journey. Slack's eight-to-the-bar capers at the keyboard takes over for a chorus, followed by the tenor sax blowing off his gutty steam and then the entire ensemble joining in for a sock chorus. Miss Morse gets on board again for the last lap, getting even deeper in her cow-cow vocal groove, and completes the spinning with the same train effects that start the side. For Johnny Mercer's *Old Rob Roy*, Miss Morse is on her own vocally, getting only instrumental support from the Slack rhythm-busters. Fact of the matter, band's exaggeration of its screaming qualities all but blows the shellac off the disk and this roof-tearing character serves neither band nor singer to any good purpose. Taken at the moderate jump tempo, band blares

out for the opening chorus, with Miss Morse coming on for the second stretch to paint a vocal jive picture of *Old Rob Roy* and his boyish ways. Band's ensemble riffs with trumpet filling in the releases, gets the third stanza under way, with the tenor sax riding out on the bridge. Slack's piano forte gets the last half started with the band jumping in and Miss Morse getting in the final word about the old gent to give the side an out-going kick.

Considering the way the phono meters have been clicking merrily for "Cow-Cow Boogie," music ops would do well to oil up the cash boxes to a matching reception to "Get On Board, Little Chillun." The combination of Ella Mae Morse's cow-cow singing and Freddie Slack's boogie playing is an established phono must. With this side packing the jive wallop with the same sting, it should build just as strong along the phono networks.

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1 Kirk Night Bomber....	375.00	Time	315.00
1 Rapid Fire	225.00	2 No. 950 Wurlitzers ..	575.00
4 Exhibit Rotary Merch-		1 Mills Silver Chrome	
disers	185.00	Slot, 5c	285.00
1 Drive Mobile	350.00	1 Bonus Bell, 5c	265.00
1 Defender	260.00	3500 Permo Point Needles..	30c

1/3 Deposit, Balance C. O. D.

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Sun Ray	189.50	Keeney Pastime	225.00
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12 5¢ B & G, V.P.	74.50	5¢ Glitter Gold Q.T.	109.50
12 5¢ B & G, V.P. plus Mills 1¢ Q.T., Glitter Gold	89.50	5¢ Q.T. Refinished Gold Front	89.50
Mills 5¢ Q.T., Glitter Gold	134.50	10¢ Q.T. Refinished Gold Front	109.50
15 Exhibit Postal Card Vendors, new streamline light up floor size, ea. 45.00		5¢ Chrome V.P.	64.50
Genco Four Aces	159.50	5¢ Chrome V.P., metered ..	69.50
Grand Canyon, 5 Ball. 199.50		5¢ Blue & Gold	54.50
5-10-20, 5 Ball	159.50	1¢ B.&G. Met. V.P.	35.00
USED ARCADE EQUIPMENT		1¢ O.T.	35.00
2 Bally Sky Battle ...	\$250.00	5¢ O.T., Blue Fronts ..	85.00
		5¢ O.T. Orange Front ..	89.50
		5¢ Q.T. Green Front ..	89.50

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MUSIC MERCHANDISING

Philadelphia Papers Assail Petrillo for His Many Battles

PHILADELPHIA, July 10.—Both *The Inquirer* and *The Record*, Philadelphia's two morning newspapers, took editorial shots at James C. Petrillo, AFM chieftain, on July 4. While *The Inquirer* has been an editorial heckler all along, it marked the first time that *The Record* took Petrillo to task.

Stating that "Petrillo Fights History," *The Record* took exception to Petrillo's latest move in telling the radio transcription companies that the recording ban "was permanent." After reviewing briefly the AFM chief's different maneuvers and expressing sympathy for the plight of "the 140,000 members of the American Federation of Musicians," the editorial said in part:

"Prehistoric makers of wooden clubs probably fought savagely for their business and sought to suppress the superior stone hammer when it appeared. But they—and their counterpart in any generation—could not halt progress. Petrillo is a man with a problem. As he said last winter, his union is the only labor organization 'that makes the machine which is destroying itself.' His announced purpose is to obtain 'more work and more money for musicians.'

"That's a worthy motive. The means he has employed—the only ones perhaps at his disposal—have been generally unpopular, depriving the nation of current musical compositions. We are afraid Petrillo won't win his fight against mechanical music. History is against him. Time can't be halted by stopping the hands of a clock."

The Inquirer, the same morning, without keeping tongue in cheek, compared Petrillo with CIO's John L. Lewis, charging that "Petrillo's new decree, attempting to blast a whole industry out of business, has out-Lewis'd Lewis at his worst. It is an exhibition of cold-blooded labor tyranny that can have few counterparts in history."

The most heated editorial against Petrillo ever to appear in the long line of anti-Petrillo editorials, the July 4 tirade stated, in part:

"This one man (Petrillo) has been able to decide what music the American people can and cannot hear. Virtually every musician in the country has been forced into his union, while his threat of boycott and ruin has been held as a club over all enterprises using music. His dislike of musical transcriptions took the form some months ago of a demand for tribute on every record sold. Now he has determined that even this concession should be canceled. He has arbitrarily turned thumbs down on all recordings.

"The root of the evil is the ability of Petrillo and Lewis and others of their ilk to use their unions as battering rams to secure whatever they want regardless of the public interest. It is the labor policy at Washington, it is the failure of Congress to enact suitable legislation, it is the exemption from anti-trust laws assured to unions by Supreme Court opinions, that have made Petrillo what he is today and that permit him, with the wave of a hand, to threaten the destruction of an industry.

"It is useless to vilify Petrillo, however great the temptation, if he is allowed to hold the vast power he has so violently misused. Proper laws buttressed by

MUSIC IN THE NEWS

SENTIMENT.—An interesting sidelight on scrap record collection drives appears in *The Milwaukee Journal*.

The Red Cross is very active in gathering the old disks, and has been the recipient of many contributions. One of the packers in the production rooms, however, apparently has a touch of the sentimentalist, as well as the aesthete, in his make-up. If he runs across an old record by any of the greats of earlier days—John McCormack, Alma Gluck, Geraldine Farrar or Galli-Curci—he puts it to one side. Many of these records have been played very little and aren't scratched a bit. So when he has a nice little collection of such items, he sends them to one of the many army camps near by, to be enjoyed by soldiers who are tired of boogie-woogie and jumpin' jive.

Nearly all old records are mechanically bad for playing on modern phonographs, according to the chairman of the salvage committee, who points out that the few held back for sentimental reasons would not affect the total.

SCORE ONE FOR THE MEN.—Men apparently are more musical minded than the weaker sex, at least at the University of Texas, *The Dallas News* thinks.

According to Mrs. Nell Hutchinson, director of the Texas Union, student activity center, virtually all calls for records and record-players, or for pianos at the Union are from male students.

The Union has three pianos and two record players in private rooms which students may "rent" for their own "private concerts," as well as a collection of some 70 albums of classical music. These music rooms are in almost constant use, Mrs. Hutchinson says.

Popular music has its inning, too; it is played almost continually thruout the day on the record player in the main lounge of the building, from a collection of several hundred records of the latest "jive."

LIGHT TOUCH.—Legislative dignity took a trouncing when the Alabama Legislature adjourned recently, *The Birmingham News Age-Herald* reports.

Instead of singing *Sweet Adeline* and the old stand-by *Auld Lang Syne* as is customary during the last moments of a session, the legislators closed the session to the strains of a jazz band (from a State prison), followed by a dance on the marble-floored lobby between the two houses.

According to reports, rug-cutting was not confined to the pages and a few committee clerks. Even some of the more sedate members vied with the sprightly youths for jitterbugging honors.

DEFENDER.—Support for swinging classical music comes from a rather unexpected source in a story appearing in *The Christian Science Monitor*.

Alfred H. Smith, music supervisor for the San Diego city schools, says swing

proper enforcement alone can hit at this modern Caesar, where words can never reach him. We shan't have to suffer from Petrillos any longer than the Government of the United States permits us to."

David Margolin Returns To Baltimore Temporarily

BALTIMORE, July 10.—David Margolin, well known music box distributor, who two years ago left Baltimore for New York, where he had purchased the Manhattan Phonograph Company, is back in Baltimore temporarily to see that his Baltimore branch, also trading as the Manhattan Phonograph Company, gets under way.

Margolin has opened his Baltimore office at 403 West Franklin Street. The local operation will be continued in the same manner as the New York main office and will distribute phonographs and job phonograph supplies, etc.

Margolin is well known to the trade here, and during his former operation here as distributor did an excellent job and made many friends.

arrangements of great classical compositions aid in spreading the love of symphonies and all good music, rather than lowering the taste for fine compositions.

"I dislike to see the classics put into a shallower shell," he admits, "but there can be no doubt that modern arrangements have been a means of contacting far more persons generally than, say, Tchaikowsky's *Concerto in B Flat Minor*, in its original form. As a top-ranking song on the Hit Parade, *Tonight We Love*—a popular arrangement of this Tchaikowsky composition—was on everybody's lips."

Once a person's interest in music is stimulated, Smith maintains, a liking for better music follows.

A great many persons would never have heard Debussy or Tchaikowsky had it not been for such "swing" tunes as *Moon Love*, *High on a Windy Hill*, *Sleepy Lagoon*, *The Lamp Is Low* or *Our Love*, he contends.

"We'll do well," he said, "not to frown too deeply on means of introducing music to those who have never known much about it. If by the use of modern tempos we can get additional music appreciation, then 'swing' has accomplished a most worthy objective."

NO EASY PICKIN'S.—Sad news for would-be songwriters—especially those who hope to get rich quickly in that field—is contained in Jack Pickering's column, "Here and Now" in *The Detroit Times*.

In an interview with Tim Gayle, who publishes a music magazine, Pickering learned that the chances of an unknown writing a popular hit are one in a million or less.

Gayle says the odds are about like the sweepstakes; the only difference is that an unknown can win on the sweepstakes. With songs, the unknown almost never does.

Every month Gayle receives from 600 to 800 manuscripts from people who want him to get the songs published for them. They come from people in every walk of life—bellboys, a woman doctor (See *MUSIC IN THE NEWS* on page 66)

There Ought To Be a Law About Mr. Petrillo

(Reprinted from *The Baltimore Sun*, July 4)

Mr. James C. (for Caesar) Petrillo has now decided permanently to terminate the whole music-transcription industry. This is the industry which makes records for special use via radio. Mr. Petrillo's decision will deprive the public of devices which brought music into the home. It will kill one of the thriving industries of the amusement world.

Mr. Petrillo issues his death sentence to the transcription industry as head of the AFL's American Federation of Musicians. But the Sherman Act outlaws "every contract, combination in the form of trust or otherwise, or conspiracy in restraint of trade or commerce among the several States." Is not Mr. Petrillo's union a combination? Is not its decision a conspiracy? Will not this conspiracy restrain trade?

According to the dictionary sense of all those terms, obviously yes. The legal sense of those terms is something else again. For there is no doubt that in the Clayton Act, and also in the Norris-LaGuardia Act, the Congress meant to release labor unions to some degree from the restrictions imposed by the Sherman Act.

But the Congress certainly never intended that the unions should obstruct interstate commerce. The Wagner Act, so often called labor's Magna Carta, makes that clear. That statute, by its own terms, was enacted to "safeguard commerce from injury, impairment or interruption, and (to) promote the flow of commerce."

Yet if Congress passed labor's Magna Carta because it wanted to promote the flow of commerce, how does it happen that Mr. Petrillo, in the exercise of the rights guaranteed him in that and other laws, can obstruct and even kill certain commercial enterprises? Obviously something is wrong somewhere. Obviously Congress ought to try again. Obviously the special Senate committee which has looked into Mr. Petrillo's activities should report soon with a recommendation of new law. Such new law should give the country that unobstructed commerce in music transcriptions which it has a right to expect in return for its acceptance of recent labor "gains."

Petrillo Before Board . . .

CHICAGO, July 10.—The Petrillo record ban assumed national importance again this week when the War Labor Board began to take action. Secretary of Labor Perkins certified the case to the WLB on July 5, when a meeting last week between the United States labor conciliator and Petrillo ended in 15 minutes, as Petrillo declared he had no intention of negotiating with transcription firms. Petrillo announced that AFM members would no longer make transcriptions for radio broadcasting stations. Last week he also proposed to Elmer Davis, Office of War Information, that AFM musicians would make recordings for post exchanges "if the records would not be used for commercial purposes."

Newspapers published editorials on Petrillo again this week, indicating the public interest in the case. The Chicago Sun said editorially that Petrillo had at last worked himself into a legal dilemma, whatever course of action the WLB may decide upon.

Personal Records Banned . . .

WASHINGTON, July 10.—Shipment of phonograph records carrying personal messages to soldiers overseas has been banned by the war department.

Altho transmittal of such records to or from soldiers overseas is prohibited, the department said large numbers of records are being received in the mails as a result of plans adopted by several commercial companies.

"Strict enforcement of military regulations is necessary to safeguard against the transmitting of military information thru this medium," the department explained.

New Song Chosen

PHILADELPHIA, July 10.—Virtually forced to select re-issues and revivals in recent months, the Phonograph Operators' Association of Philadelphia have finally been able to select a current song favorite for the "Hit Song of the Month" promotions for July. Selection went to *You'll Never Know*, from the *Hello, Frisco, Hello* movie. With a number of recordings of the song available, both in instrumental and vocal versions, the association expects the song to create a fresh interest in the promotional plan. The June selection was *All or Nothing At All*.

Seeburg Gets Army-Navy Flags For Four Big Plants; Praise For Quality of Products Made

Presentation Made June 18, 1943

CHICAGO, July 10. — The recent awarding of the army-navy "E" flags to J. P. Seeburg Corporation served to recall the splendid history of this firm in the coin machine industry, as well as to give official recognition to its contributions to the war effort. In the group of 3,500 or more in attendance at the presentation ceremonies were many members of the coin machine trade, including Seeburg distributors from all parts of the country who were present in a body. The official recognition also served to highlight the fact that Seeburg has four plants doing war work and four flags were included in the official program.

Seeburg's reputation as a manufacturer of automatic phonographs before the war was international and the organization has won additional honors in making of war products. The four plants have been turning out radar equipment, aircraft controls, tank communications equipment, aviation training devices, gun turret equipment, transmitter equipment and other devices. The firm has been given official assurance that the products turned out are of excellent quality.

J. P. Seeburg, founder of the firm, returned from California to be present. The occasion was an honor to the founder and also to the present executive staff, including N. Marshall Seeburg, president; C. T. McKelvy, vice-president; J. L. Barron, vice-president; B. R. Jagor, comptroller; M. W. Kenney, chief engineer; K. R. Craft, treasurer, and an excellent staff of department heads and engineers.

At the ceremonies the army was represented by Col. Arnett P. Mathews, Lt. Col. Edward H. Bowman and Lt. Col. Harold C. Miller. The navy was repre-

sented by Rear Admiral C. H. Woodward, Rear Admiral Alex. M. Charlton and other navy officials.

Newspaper Story

In reporting the occasion *The Chicago Herald-American* said:

"Three thousand employees of the J. P. Seeburg Corporation, 1510 N. Dayton Street, received four army-navy 'E' flags, one for each of the company's four plants.

"At military ceremonies held under a large canvas top, Rear Admiral C. H. Woodward, designer of the 'E' pins presented to each worker, paid honor to the heroes of the home front, saying:

"Your work here, above and beyond the call of duty, is daily increasing the number of enemy ships on our hit parade. The tools you put in the hands of our soldiers give them the balance of power."

"After the colors had been posted by the Seeburg's Women Ordnance Workers and the 'E' flags had been presented by Admiral Woodward to J. P. Seeburg, chairman of the board and founder of the company; N. Marshall Seeburg, president, and J. L. Barron, vice-president; Col. Arnett P. Mathews give 'E' pins to representatives of workers.

"The company, which manufactures phonograph equipment in peace time, is now turning out radar devices, equipment for aircraft gun turrets, and tank communications."

Principal Address

Admiral C. H. Woodward, USN, made the presentation address and his remarks told of the creditable work the Seeburg firm has been doing for the government. The admiral spoke as follows:

This summer, perhaps for the first time, the full force of America's battle strength is being felt the world over. In ever widening theaters of war, the Star-Spangled Banner is being carried forward to new and greater glory. And whenever reports from the front reach home here, there are usually two explanations for our successes—the way that we fight and what we fight with. In other words, our victories are being won by the indomitable spirit in the hearts of our fighting men and by the weapons you put into their hands.

Speaking of that American spirit, a pilot recently returned from Tunisia had this to say about the heroism of his comrades: "The fighter pilot flies with his heart. The thing that makes him superior in combat is inside him all the time. Our boys have it and it is something they get just by growing up in this country. I think the thing that makes them better fighters is an individual sense of responsibility to what they are doing and a capacity to think for themselves."

But bravery is not enough in this war. The Poles, the Dutch and our own men on Bataan paid a terrible price in proving that courage alone won't stop



THE COVETED FLAG. J. P. Seeburg Corporation received flags for four plants recently. At the presentation above, left to right: Rear Admiral C. H. Woodward, USN; J. P. Seeburg, founder of the firm; J. L. Barron, vice-president in charge of production; N. Marshall Seeburg, president, and Col. Arnett P. Matthews, USA.

the Nazis and Japs. Today American equipment, the tools of war that we put into their hands, is the balance of power that is enabling our men at the front to take the offensive.

Quantitatively and qualitatively we are outproducing the enemy. I can think of no greater tribute to the efficiency of American production on the firing line than the strange request of a captured German officer just before the fall of Tunisia. He and his men had been taking a terrible beating from American guns. When brought in for questioning, this was his plea: "I know you are going to kill me. But before you do, would you let me have one look at that automatic artillery of yours?" Now, of course, the prisoner wasn't

killed. And, of course, too, we have no such thing as automatic artillery. But so effective and so accurate were the (See *Seeburg Gets Flags* on page 65)

CASH CASH CASH
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FOR WURLITZERS

For Model 950	\$485.00
For Model 850	450.00
For Model 800	345.00
For Model 750E	410.00
For Model 750	390.00

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JOHN LINGLE
4507 Bienville Street New Orleans, La.



C. T. McKELVY, vice-president of J. P. Seeburg Corporation and widely known to the automatic phonograph industry, introduced the master of ceremonies, John Harrington, CBS, at the recent presentation of Army-Navy "E" Flags to the firm.



PART OF CROWD, numbering 3,500 or more, that attended the ceremonies when four Army-Navy "E" Flags were presented to the J. P. Seeburg Corporation. Many members of the coin machine trade were in the throng.

Precision Made

The satin-smooth Permometal tip fits the record groove perfectly. Minimizes record wear. Brings out the best in the music.

The favorite needle of coin phonograph operators everywhere.

PERMO POINT

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FOR SALE!

29 Rockola 1939 Deluxe	56 Rockola Wall-Barboxes	100 Other Pinball Machines
33 Rockola 1940 Super's	36 Flag & Nude Speakers	2 5c Brown Front
22 Spectrovox & Playmaster	15 Mills 1940 1-2-3	2 5 & 10c Cherry Bells
4 Playmasters	6 Mills 1939 1-2-3	

MAKE AN OFFER
BOX D-100, Care of The Billboard, Cincinnati 1, Ohio

MR. PHONOGRAPH OPERATOR

Are you forced to leave or sell your business due to present conditions? Would you accept a man with very good qualifications but without capital on a partnership basis? Have complete mechanical and electrical background. My experience and understanding covers all phases of the music business. Looking for something permanent.

Address BOX D-99, Care The Billboard, Cincinnati 1, Ohio.

Here's Glenn Miller's new one—
A hot side
and a blue one!



VICTOR 20-1536 { **BLUE RAIN**
CARIBBEAN CLIPPER
—Glenn Miller and his Orchestra

Glenn does BLUE RAIN very sweet and slow, with Ray Eberle singing the dreamy vocal. Then Glenn sends 'em with CARIBBEAN CLIPPER—solid jive, with Maurice Purtell on the drums. No hep nickel will miss this one!

Ain't that trumpet grand?
It's Erskine Hawkins' band!



BLUEBIRD 30-0813 { **DON'T CRY, BABY**
BEAR-MASH BLUES
—Erskine Hawkins and his Orchestra

In DON'T CRY, BABY, Jimmy Mitchell does a swell vocal, then Erskine scorches up the place with his hot horn. BEAR-MASH BLUES is in drag tempo, with a haunting tune you can't get out of your mind. Strictly a jack-pot proposition, men.

YIPPEE—HERE'S MONTANA SLIM AND HIS GEE-TAR!

BLUEBIRD 33-0505 { **THE PRISONER'S SONG**
WE'LL MEET AGAIN IN PEACEFUL VALLEY
—Montana Slim (The Yodeling Cowboy)

Montana Slim puts his heart into that sad old favorite, THE PRISONER'S SONG, then brightly yodels his own romantic tune, WE'LL MEET AGAIN IN PEACEFUL VALLEY. That's gold in that thar platter, pardner!

To help us make New Victor and Bluebird Records for you, sell your old ones to your distributor.

THE TUNES THAT
NAB THE NICKELS ARE ON
VICTOR AND BLUEBIRD
RECORDS!

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EVERY
PAYDAY

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By ELLIOTT GRENNARD

PETRILLO'S amazing plan to allow his musicians to record for juke boxes used in army canteens and post exchanges (see Music Department, last week's issue) is far from an actuality as yet—the OWI and army agencies have to approve the plan, machinery has to be set up, finances arranged—but there is a possibility that it will come about. . . . If and when it does, it will be a strange thing having the boxes feature the latest tunes, played by the top bands, without anyone collecting nickels for the selections. Such a situation will undoubtedly produce changes in the coin phono business, but what they may be is beyond this department's vision at the present time. Remember way back (a few months) when a smash tune would be recorded vocally and instrumentally for every label, offering the buyer his pick of the field? Don't Want To Set the World on Fire had something like 16 recordings of the tune. But that was long ago. Today only two of the current output from T. P. Alley have as many as four sides out, the modern p.p.b. (post-Petrillo ban) record! The two lucky tunes are Comin' In on a Wing and a Prayer out on Hit, Decca, Okeh and Bluebird, and It Can't Be Wrong offered by Hit, Bluebird, Decca and Savoy. . . . Beacon joins the wax companies releasing all-vocal quartet disks, its entry being four spirituals done by the Jubileers, directed by Richard Huey. Beacon is also waxing boogie-woogie solos by 17-year-old Deryck Sampson. . . . If any ops are located in areas populated by Norwegians, they may be interested to learn that two records in that language have been released under the Tone-Art label.

the Ink Spots are kicking up quite a breeze with their waxed assurance about never again making the same mistake. Odd that the ditty has not landed on the Buying Guide to date. Disks by major recording names are mighty scarce and Decca reports close to a 300,000 copy sale on the books. Quite unusual to have the home buyer of records get the jump on coin machine operators.

LOS ANGELES:
Oh, By Jingo. Spike Jones.
Regardless of what the rest of the country does about choosing its favorite barroom entertainment, L. A. doesn't usually go much further than the Capitol Record output. This week it is a novelty from another generation. The tune lends itself to the kind of hokus-pokus Jones and his slickers go in for when they want to paint the machines red.

NEW ORLEANS:
Boogie Woogie on St. Louis Blues. Earl Hines.
Last week W. C. Handy's *St. Louis Blues* put in its appearance as a territorial favorite. Almost every week Pine Top Smith's *Boogie Woogie* shows up in its Tommy Dorsey suit of fine clothes. Nothing more natural than to have Earl Hines's famous boogie woogie treatment of *St. Louis* pop up at this time. It combines both pieces of material in a way that has made the disk a collector's item and a must in every record library.

Note

For a listing of songs played most often over the radio for the week ended Thursday, July 8, see the Music Popularity Chart in the Music Department this issue.

Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of the sepien best sellers under Harlem Hit Parade.

Territorial Favorites

CHICAGO:
I'll Never Make the Same Mistake Again. Ink Spots.
From the Windy City comes word that

RECORD BUYING

Special reports received from The Billboard representatives last week show the records listed below are currently receiving the most play on automatic phonographs thruout the nation. These reports stem from all the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide.

● **GOING STRONG** ●

YOU'LL NEVER KNOW.. DICK HAYMES (Song Spinners) Decca 18556
FRANK SINATRA (Chorus)..... Columbia 36678
WILLIE KELLY Hit 7046

The Hit label waxing started this tune on its way in coin machines and boosted it into Coming Up, the Haymes version, which is now well in the lead, takes credit for spinning the ballad over the top. Sinatra's rendition in its first week out rated a few mentions but his waxing hasn't yet reached all territories.

AS TIME GOES BY RUDY VALLEE Victor 20-1526
(14th week) JACQUES RENARD (Chorus)..... Brunswick 6205
ROSS LEONARD Savoy 107

LET'S GET LOST VAUGHN MONROE (Vaughn Monroe-
(8th week) Four Lee Sisters)..... Victor 20-1524
KAY KYSER (Harry, Julie, Trudy,
Jack and Max)..... Columbia 36673
JIMMY DORSEY (Bob Eberly)..... Decca 18532

**COMIN' IN ON A WING
AND A PRAYER** WILLIE KELLY Hit 7046
(5th week) SONG SPINNERS Decca 18553
GOLDEN GATE QUARTET Okeh 6713
FOUR VAGABONDS Bluebird
30-0815

IT CAN'T BE WRONG... ALLEN MILLER Hit 7045
(4th week) FOUR VAGABONDS Bluebird
ROSS LEONARD Savoy 108
DICK HAYMES (Song Spinners) ... Decca 18557

ALL OR NOTHING AT ALL. HARRY JAMES (Frank Sinatra) Columbia 35587
(3d week) JIMMY DORSEY (Bob Eberly) Decca 2580

JOHNNY ZERO SONG SPINNERS Decca 18553
(2d week) JOHNNY JONES Hit 7050

Names in parentheses indicate vocalists.



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

By GLADYS CHASINS

This Is the Army

(WARNER BROTHERS)
Release date: August 14

Warner Bros.' *Army* pic can go a long way to nurture the coin crop for operators in these disk-less times. The film score is lifted right out of the show almost intact and, of course, all the show tunes were waxed during its run. The Berlin score offered up several top-notch song hits, which pulled in plenty of nickels not so far back, and with a big publicity campaign to boost the film there is every reason to believe that phono fans will be anxious to hear the tunes all over again. The film suggests exploitation opportunities galore and these doubtless will be used by local theaters, with recruiting campaigns and bond sales among the most obvious. Operators can lend their cooperation in these campaigns and thus can work out tie-ups with local houses during the film's run. Practically all the tunes are included in the Decca and Victor albums of songs from the *Army* show, and many of them have also been waxed by name bands. Decca's album was done by the all-soldier cast, chorus and orchestra of the show, while Victor's was waxed by the Victor First-Nighter Orchestra. Listed below are the waxings by bands other than those included in the two albums.

RECORDINGS:

- "I Left My Heart at the Stage Door Canteen"
Charlie Spivak (Columbia)
- Russ Morgan (Decca)
- Kenny Baker (Decca)
- "This Is the Army, Mr. Jones"
Horace Heidt (Columbia)
- Hal McIntyre (Victor)
- "I'm Getting Tired So I Can Sleep"
Jimmy Dorsey (Decca)
- Kenny Baker (Decca)

- Claude Thornhill (Columbia)
- Hal McIntyre (Victor)
- Tony Pastor (Bluebird)
- Barry Wood (Bluebird)
- "This Time"
Kay Kyser (Columbia)
- Dick Robertson (Decca)
- Kate Smith (Columbia)
- Charlie Spivak (Columbia)
- "God Bless America"
Kate Smith (Victor)
- Victor Military Band (Victor)

"Dixie"

The latest Bing Crosby-Dorothy Lamour flicker, Paramount's *Dixie*, offers two new tunes which have made their appearance on records on the Hit label. Tunes are *Sunday, Monday or Always* and *If You Please*, both waxed by Peter Piper. Tunes were penned by Johnny Burke and Jimmy Van Heusen, and will be coming in for major drive over the airwaves. This, plus pic plugging, should start phono fans looking for the tunes in machines, and by this time operators have found that a popular song can go far on the strength of a Hit label waxing, despite the fact that band names are unknown. Operators can anticipate the calls for the tunes that are likely to come after radio plugging gets under way and the film arrives in town, and try slipping them in with advance display tie-ups when local play dates are set.

SEEBURG GETS FLAGS

(Continued from page 63)

guns used by our artillery that the enemy were convinced they had been confronted with a new and magic weapon. This same deadly accuracy has taken toll of the enemy on the high seas as well. We had an example of it recently when American made anti-aircraft guns

on Battleship X shot down 32 Japanese aircraft in less than half an hour. And again when the guns of the Boise helped send six Jap ships to the bottom in 20 brief minutes of night fighting.

In this conflict—as much a war of weapons as a war of men—the J. P. Seeburg Corporation is playing a highly important role. You are helping to supply some of our newest and most secret weapons. In the field of electronics, for example, you are serving the navy admirably, altho the complete story of the weapons you are helping to make will not be told until the war is over. But I can say that the radio location instruments on which you work are giving the enemy a taste of *Black Magic* and increasing the number of their ships on our Hit Parade!

Bomber Controls

Likewise, when you read of the uncanny accuracy of our bombers over both land and sea targets, you must get a feeling of tremendous satisfaction in knowing Gal 2—Seeburg Gets Army-Navy Flags For Four Big Plants; Praise ETC.—

that your bomb release controls, your electrical shackle releases and your intervalometers are flying with our pilots on their dangerous and damaging missions.

Since the battle of production is of far greater importance in this war than in any other, it is eminently fitting that there should be a means of recognizing those who have distinguished themselves in this war on the home front as well as those who win glory on the battle front.

It is not possible, of course, to single out each individual who has given of himself or herself unstintingly in the war effort. But we do try to select the leaders—those companies whose records have been outstanding—and to pay tribute to their accomplishments by presenting to them the army-navy "E," the highest award of its kind given in this country.

Today the J. P. Seeburg Corporation, some 2,500 strong, joins the ranks of those who wear the "E" in their lapels and fly the "E" over their plant. And judging by your record, I am personally very proud to be here to present you with your award.

In every respect, your showing reflects credit upon you. Your over-all production record of a hundred-fold increase—not merely one hundred per cent, but an increase of a hundred times over in the dollar value of your war shipments in the last year—is bitter music to the Axis ears.

I note, too, that on certain items your production was so great and so far ahead of anticipated delivery that production schedules for the future were actually reduced—a most unusual tribute to your activity.

You not only worked fast, you worked well. Rejections of Seeburg-made war material were virtually non-existent. There is no record of a failure in the field nor of a call for replacement of defective units.

Took Hard Jobs

In addition you showed a willingness to tackle the difficult jobs as well as the routine ones. One assignment in particular that had been refused by several other contractors as being too complicated was not only carried out by Seeburg employees but even improved on in its final designs by Seeburg engineers.

Finally, I am pleased to see that the men and women of this plant have given perhaps the most important of all indications of their patriotism by maintaining an unusually fine attendance record over many months.

So today in celebrating your triumph, I see no need to remind you that it marks not the end of your accomplishments, but only the beginning. I feel no obligation to caution you that the needs of American fighting men on a world-wide offensive will be greater, far greater, than they have been up to now.

Somehow, I feel sure that you men and women of Seeburg, who have compiled such an enviable record, who have so richly earned the "E" that I now give you, will leave no stone untouched in keeping this flag flying over your plant, until final victory is ours.

For the contributions which you have already made to our navy, I say "Congratulations and well done!" And to your achievements of the future to which you are no doubt pledging yourselves today, I add, "May God speed you on your appointed tasks!"

GUIDE—PART ONE

According to The Billboard representatives, who have this past week contacted at least four large automatic phonograph operators in their cities, the records listed below are rapidly gaining in popularity all over the nation, and indications are these records will eventually move into the most-played bracket on the opposite page.



● COMING UP ●

PISTOL PACKIN' MAMA.. AL DEXTER (Al Dexter)Okeh 6708

Strength of *Pistol Packin' Mama* leaves no doubt that hillbilly tunes have come into their own in juke boxes. This fast-on-the-trigger ditty shot past a string of name-band waxings to roost at the top of the pile. Not since Elton Britt's *Banner* was waving over coin machines thruout the country has a hillbilly number held such a high place in phono fans' affections.

IN THE BLUE OF THE EVENING TOMMY DORSEY (Frank Sinatra) ..Victor 20-1530

Strange things are happening in these nearly record-less times, and among them is the fact that a waxing of a major publisher's plug tune boasting Tommy Dorsey and Frank Sinatra on its label was crowded out by an unknown tune straight off the cop. Nevertheless, this ballad is building in popularity each week and altho it lost out this week, the tune put up a stiff fight for the No. 1 spot.

NO LETTER TODAY..... TED DAFFAN (Chuck Keeshan and Leon Seago)..... Okeh 6706

Opinion is divided on whether phono fans are just plain hungry or they have developed an appetite for corn, but one sure thing is that they are gobbling it up down to the last kernel. Hillbillies are making history this week, with two of them on the Guide at once. This one was released before the Al Dexter waxing, and took a while longer to move in, but it looks set for a close race now.

IT'S ALWAYS YOU TOMMY DORSEY (Frank Sinatra)Victor 20-1530 BING CROSBY Decca 3636

Holding down fourth place for the second time this week, this ballad let a newcomer onto the Guide pass it by. Last week only the TD waxing was noted on reports, but this week Bing Crosby slipped in for a couple of mentions. The tune has six waxings in all, but the other four haven't yet made an appearance and the Dorsey-Sinatra disk is way in the lead of Crosby's.

Double-meaning records are purposely omitted from this column.

COME ON ABOARD THE CARIBBEAN CLIPPER

WE'LL LEAVE A CLOUD OF

A NEW RELEASE...
and the first GLENN MILLER
recording in over 6 months

CARIBBEAN CLIPPER

recorded by
GLENN MILLER
and his orchestra . . . on
VICTOR RECORD NO. 20-1536

Music by JERRY GRAY who gave you "STRING OF PEARLS"

Order Your Maximum Requirements From Your Distributor Now!

MUTUAL MUSIC SOCIETY

LEO TALENT, General Manager

1270 6th Avenue

New York

WE'LL RIDE
STARDUST
FAR BEHIND
A MOONBEAM
TO THE
LITTLE DIPPER

MUSIC IN THE NEWS

(Continued from page 62)
 who has passed 70, housewives, a well-to-do Michigan business man, factory workers. All are chasing the rainbow of musical fame, some for the money and some just for fun. There isn't a

thing he can do to help them, says Gayle.
 Only a handful of popular songs ever hit the million copy sale, among them *Chattanooga Choo Choo*, Dorsey's *There Are Such Things* and Harry James's *I Had the Craziest Dream*. And even among the ordinary successful tunes it

is unusual when the writer can repeat with another hit.

Gayle's advice to would-be writers is: The odds are too tough. Unless you write for fun, don't try it. If you must write, don't send your tunes off hopefully to a publisher. Unless he knows you, he probably hasn't even time to look at your tune.

An amateur's best bet, he says, is to get acquainted with a band leader, a singer or a radio musician. If he likes your tune and will use it, that's the best way to bring it to a publisher's attention.

MUSIC AT SEA.—The efforts of a professional long-haired musician to convert a group of amateurs to serious music rather than boogie-woogie were the subject of a recent essay in *The Chicago Tribune*. Lieut. Franklin Miner, former manager of the Indianapolis Symphony Orchestra, is the hero of the tale. About a year ago, in his new capacity as armed guard commander of a navy gun crew, he and his men went to sea. He practically sneaked aboard the ship a bat-

tered USO phonograph and a few sets of records which the Indianapolis orchestra's conductor, Fabian Sevitzky, had given him.

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POLISH records are prime favorites anywhere. Sparkling, lively tuneful melodies by the Polish Prince of Polkas, Ignacy Podgorski, and his Marvelous Merrymakers Dance Orchestra, as well as many others.

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OPERATORS spot these records in any location and watch them lure those coins into your cash boxes. They're a sure attraction that will run your business into new heights.

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 1328 Broadway New York City

STANDARD
 RECORDS

"TUNES THAT NEVER GROW OLD"

KEEP THE NICKELS FLOWING INTO
 YOUR CASH BOXES

Ask your local jobber for a complete
 STANDARD RECORD catalog, or write to

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 163 WEST 23RD STREET, NEW YORK 11, N.Y.

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WURLITZERS		SPEAKERS	
750E	\$475.00	From \$5.00 up, in Cabinets.	
800	395.00	WALL BOXES	
700	375.00	Seeburg Wireless ..	\$29.50
24A	129.50	Rockola Dial a Tune	22.50
616 (with Keyboard)	79.50	Rockola Bar Boxes ..	9.50
61 (with Stand) ..	89.50	Buckley 20 Play ..	27.50
SEEBURGS		Seeburg 30 Wire ..	9.50
8800, E.S.R.C.	\$389.50	Wurlitzer 320	29.50
Envoys, E.S.R.C. ...	229.50	Wurlitzer 331	19.50
Commander	299.50	Wurlitzer 5/10/25c	(New)
Vogue	215.00		42.50
Crown	149.50	Wurlitzer 120	32.50
Regal	149.50	Wurlitzer 125	37.50
Rex	139.50	Wurlitzer Bar Boxes	(Latest Model) ..
			42.50

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RECORD BUYING GUIDE—PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators



POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

NOTE

The only release brought out this week is an album of eight sides on the Brunswick label. Waxings are done by Benny Goodman, all instrumental jazz classics, none of the sides bearing titles that are familiar on coin machines. Columbia has nothing scheduled for the next couple of weeks, but Victor plans to bring out another entry on the already strong tune *All or Nothing at All*. Waxing is done by Freddy Martin and will probably be released some time this month.

One location tried slipping in the "longhair" Tommy Dorsey version of *Sleepy Lagoon* which Victor brought out a few weeks back and the disk went over big. Decca's waxings of *In My Arms* and *Wait for Me, Mary*, done by Dick Haymes, are getting heavy play in some areas, and should give the turntables a ride where ops have not yet tried them.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the Record Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinions of The Billboard's Music Department.

BLUE RAIN GLENN MILLER (Ray Eberle)..... Victor 20-1536

An old Johnny Mercer tune made by the old Glenn Miller band makes for a new release this week. It's the sweet style of the Miller band for a pleasant rainbow-follows-the-rain song with Ray Eberle as ever in the vocal romantic mood. It's a far cry from the musical style Miller later developed and polished so expertly, but the fact remains that music fans, particularly those gathering around the phonos, are still loyal to their favorite maestro. And on the strength of the Miller name alone, the side should bring fat dividends to operators. Plattermate is also effective for the phonos, an instrumental *Caribbean Clipper*, rumba jump tune that is still plenty foot-tingling.

GET ON BOARD, LITTLE CHILLUN FREDDIE SLACK (Ella Mae Morse)... Capitol 133

With operators still coming in with *Cow-Cow Boogie*, this encore side by the same combination is bound to create a fresh stampede of buffalo heads. Ella Mae Morse, who made history for everybody with the cow-cow singing, is back in the same groove with this swing spiritual, written by the same lads who created her initial hit. And with Freddie Slack giving instrumental support in keeping with the singer's groovy vocal mood, along with a vocal group blending with the band to heighten the spiritual swing effect of the side, it all makes for the phono needle wearing itself down in a hurry to the flat surface. Moreover, the brightness this side will inject into the phonos will prove just the right stimulant to many a faltering location where the machine is loaded up with dead-heads.

FROM TWILIGHT TILL DAWN CEELLE BURKE (Ceelle Burke, The Three Shades and The Four Dreamers)... Capitol 136

A smooth and romantic ballad offered up by a smooth band that is extra-rich in vocal talents makes this side an inviting number to capture the fancy of the phono fans. While the Ceelle Burke band has made its mark mostly on the West Coast, their record impression is designed to create enthusiasm all over the land. Employs the Tommy Dorsey technique of a celeste to sprinkle stardust over the voices of the rhythm choir, and it is mighty effective for this lush lullaby, which has already gained some circulation and should climb even higher on the strength of this side.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.



Location Troubles Begin To Show in Machine Cash Boxes During June

Changes in closing hours cut patronage in some areas—beer shortage and curfews reduce juke box play—majority of legislatures thru by July 1—hope for federal tax amendments still delayed—watch effects of economic trends

REPORTS from the various trade centers in June indicated the increased effects of location problems on the play of coin machines. Information from Southwest stressed the decrease in play because stores were either closing early or entirely on one or two days a week, and losing business because of shortages of merchandise and lack of help.

In Texas a shortage of beer kept taverns closed or led customers to stay away because they knew they couldn't get their favorite drink. This seriously cut the play of juke boxes in such locations. Operators fear that the condition is likely to continue for some time. With other difficulties such as a State curfew law and a shortage of records, operators feel they are really being hurt.

These location difficulties are added to a more paramount problem that has been growing steadily for some time due to the federal tax on coin machines. Operators have discovered that when a store closes, it means that a part or nearly all of the federal tax paid on machines in that location is lost. Operators not only lose the location, but they also lose cash paid for taxes. Time has proved this a very serious problem for operators.

July 1 is not only a midyear point but it also marks the beginning of new taxes and new laws that will affect the industry in many ways. Operators gave serious thought during June to the increased federal taxes due to start July 1. Threats of national inflation which will reduce spending by the public to a considerable extent also is becoming more serious. There were indications that OPA might be seriously crippled in its plans to hold prices down. The pay-as-you-go tax plan due to start July 1 is expected to reduce the public's spending. The coin machine industry has thru the years been able to meet practically every change in economic conditions and still maintain its popularity. But the trade was reluctantly looking to July 1, realizing that new trends were in the making which might cut down play of all types of machines. Time will tell, and reports from the trade during the next two or three months will be of interest.

Operators had been trying to get together to plead for amendments which would reduce the federal tax on certain types of machines, but Congress has delayed considering miscellaneous taxes. This gives op-

erators more time for organization, but on the last day of June there was no indication of just when the Ways and Means Committee might begin hearings on the coin machine taxes. Operators were going ahead with plans to enlist merchants in this plea to Congress. The Billboard published a tabulation of information available on the federal tax as it stood on July 1, the beginning of a new fiscal year. This resume of federal tax information appeared in the June 26 issue, page 78.

Some early reports from the trade indicated that operators were pulling in some free-play games and penny gaming devices rather than pay the increased fee of \$100 a year. Other reports during June indicated many operators would turn to gaming devices and operate fewer pinball games, for if they had to pay \$100 per year they would operate gaming devices because of their much greater earning power. Buyers were looking far and wide for payout games and slots wherever they could be found.

OPA Alarm

There was some agitation during the month that the Office of Price Administration was planning to investigate prices on used machines in the coin machine industry. This report was evidently circulated for a purpose and disturbed distributors in a few cities. However, the trade had been kept acquainted with the fact that OPA representatives had investigated machine prices in such cities as Chicago, Detroit and St. Louis earlier in the year, and the unofficial report was that the trade was in the luxury class and subject to too many conditions to try to apply ceiling prices at the present time. OPA officials in Washington stated definitely late in the month that they had no plans to investigate the trade and did not know why anyone would start such a report. There are probably three OPA price orders that could be applied to the coin machine trade, but even OPA officials seem to recognize that there would be difficulty in applying them to a trade subject to so many varying conditions.

Arcade progress was a bright spot during the month, and there was still more expansion in this field with the opening up of new arcades. Operators of such centers were still trying to buy as many good machines as they could get.

A big majority of the State Legis-

latures had come to an end July 1, and no new legislation of serious import had been passed during June. Florida passed a cigarette tax and dropped its coin machine bills. The Alabama Legislature had a bill to raise the tax on juke boxes. Otherwise, most of the State Legislatures seemed to be giving more attention to bingo than to amusement machines.

In the juke box field interpretations of L-265 seemed to be the biggest news. The order was issued in amended form on June 5, and in this new form definite reference was made to automatic phonographs. When the order was first issued a month earlier there were many questions as to how it applied to juke boxes. As actually written it was so broad in its terms that it could be applied to the juke box trade or any other industry. When automatic phonographs were definitely mentioned, then the trade had to take notice seriously. Some interpretations were obtained from manufacturers, and leaders in the trade also voiced their opinions, and The Billboard published an editorial interpretation in the June 19 issue, page 62. The War Production Board officials fully sympathized with the juke box trade and its special problems and seemed intent on conserving the supply of tubes as far as possible. Otherwise they did not intend to restrict the juke box trade any more

than was necessary to keep as many home radio sets in operation as possible.

Good publicity in newspapers and magazines continued to favor juke boxes thruout the month. There is no chance to tell how long such favorable publicity would continue, but men in the armed services were doing their part to keep it going.

Petrillo Meetings

Petrillo and the record ban were in the news at least twice during the month but not making the headlines (See MARKET REPORTS on page 70)

SALE

OR WILL SWAP FOR PIN GAMES
 1 Bally Club Ball, Used Only 3 Weeks (Orig. Crte)\$249.00
 1 Mills Blue Front, 5¢ (Rebuilt Crackle Finish) 138.50
 1 Mills Blue Front, 10¢, G.A. 128.50
 1 Jennings 5¢ Chief 74.50
 1 Jennings 10¢ Chief 84.50
 1 Mills 5¢ W. Fair (Overhauled, Repaint) 49.50
 2 Cigarolas, Straight 5¢ 47.50
 1/3 Cash Deposit With Order.
PARAMOUNT AMUSE. CO.
 1189 Franklin St. JOHNSTOWN, PA.

10 Universal Grip\$ 5.00 Each
 2 Pike's Peak 10.00 Each
 75 Toppers, Gum or Peanut 4.00 Each
 30 Northwestern Model 33, Porcelain, Gum 4.00 Each
 20 Famous Ball Gum Vender 2.50 Each
 25 1¢ Master Gum or Peanut ... 5.00 Each
 5 Advance Gum Vender 2.00 Each
BARRON & BRAHM
 109 Jenkins St. HOUSTON 3, TEXAS

MILLS AND JENNINGS SLOTS: REBUILT AND RECONDITIONED

1 Jennings Chief, SJP, 3/5 PO, 25¢ play, rebuilt and reconditioned ... @ \$ 85.00	1 Watling Gooseneck, 5¢ play, mystery payout @ \$ 40.00
1 Jennings Chief, SJP, 3/5 PO, 10¢ play @ 75.00	1 Watling Rotatop, 5¢ play, mystery payout @ 55.00
5 Mills Vest Pockets, green, no meters, 5¢ play @ 27.50	1 Watling Gooseneck, 1¢ play @ 30.00
2 Mills Bluefronts, SJP, 3/5 PO, club handle, 5¢ play @ 135.00	5 Mills Vest Pockets, Blue and Gold, with meters, 5¢ play @ 60.00
1 Mills Extraordinary, SJP, 3/5 PO, 5¢ play @ 80.00	25 U-Need-a-Pak Candy Machines with metal stands, 5¢ play @ 45.00
1 Mills War Eagle, 2/4 PO, 25¢ play @ 85.00	25 DuGreiner Pump Handle Candy Machines, 41 bar capacity, 5¢ @ 15.00
3 Mills 1¢ Q.T., orange front @ 35.00	11 Mills Panorams, equipped with wipers, not one over 8000 plays @ 250.00
2 Mills 5¢ Q.T., blue front @ 65.00	

COMPLETE LINE OF CIGARETTE MACHINES

X. L. SALES CO.

959 HOPE STREET (Tel.: Plantations, 0316) PROVIDENCE, R. I.

EXTRA SPECIALS—REAL CLEAN

Thorobreds and Long Acres\$525.00	Club Trophies\$325.00
Pimlicoos 425.00	Blue Grass 175.00
'41 Derbies and Keeney Fortunes .. 35.00	Dark Horse 160.00
	1940 1-2-3's 89.50

Wire 1/2 deposit with order for immediate delivery. Write for complete list of 5-Ball Machines.

AUTOMATIC SALES CO.

111-113 THIRD AVE., N. NASHVILLE, TENN.



HOME RUN
The New Outstanding Ball Gum Vendor — with the fascinating amusement feature that BATS THE BALL THRU THE AIR. 1 Home Run (with 25 lb. carton Ball Gum — includes winners) complete only...\$24.50.
Terms: 1/3 Certified Deposit, Balance C.O.D.
Size 11"x21"x15"

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

MERCHANDISE MACHINES

Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago 1, Ill.

Soft Drink Sales Increase as Heat Wave Wilts Coast

BALTIMORE, July 10.—The intense heat of the past few weeks, fluctuating between 90 and 98 degrees daily, boosted soft drink demands considerably and upped collections proportionately, according to Victor Rubin, manager of Dispensers, Inc., operators of bulk vending units in this territory.

Dispensers, Inc., has a substantial number of bulk vending units in key spots thruout the city. In some spots two or more units are in operation. Due to the shortage of coca-cola, Dispensers has found it necessary in some cases to substitute root beer and orange drink. Customers patronizing locations have come to like these beverages and often prefer them. Fully 75 per cent of the beverage sold thru Dispensers units is root beer.

Collections have shown a sharp gain over the corresponding period of last year, running well over 50 per cent. No doubt, Rubin said, the hot weather served to accelerate the demand.

Fla. Cigarette Tax in Effect

New 3-cent levy ups machine packs to 19 cents each

MIAMI, July 10.—The new cigarette tax stamps finally arrived and the 3-cent levy became effective July 6. This increased the cost about 20 per cent but smokers have stocked up and business will be on the decline for some time.

Each dealer has to affix a stamp to every package sold, and also has to pay a dollar a year for a permit. Retail outlets are charging 17 to 19 cents per pack, where the former prices were 14 to 16 cents. Vending machines are the only exception.

The cost of machine packs will be 19 cents where the former charge was only 15 cents. Companies who charged 15 cents uniformly, and absorbed the half-cent government tax, have decided to pass this on to the consumer. Inasmuch as the statute permits charging an additional cent where a half-cent sale is involved, vending machine operators are within their rights.

Purchasers will find they have to insert 20 cents in a machine and will receive the cigarettes, matches and 1 cent in return.

Baltimore Cigarette Vending Co. Moves Into New Quarters

BALTIMORE, July 10.—Baltimore Cigarette Company, cigarette service concern, has, because of the steady growth in business, found it necessary to take over larger quarters which offer better facilities.

The company was established in Baltimore more than two years ago by Louis Bogash, who came to Baltimore from New York, after having attained success in cigarette service operations there.

He opened at 604 West North Avenue, where quarters for his opening operations were deemed sufficient. Business grew to the point where the original quarters were found totally inadequate for the organization.

When the building at 844 Park Avenue became available Bogash secured the site. As a consequence the company has quarters 10 times larger than the original location, and operating facilities that are attuned to the needs of the firm.

In addition to the spacious main floor, the front half of which is designed for customer contacts and other business, a small service office is located about the middle of the floor. A mezzanine floor is used for general offices. The rear half of the main floor is for stock, both cigarette venders and cases of cigarettes. A basement which runs the entire length of the building provides ample room for additional warehousing stocks of both venders and cigarettes.

CIGARETTE VENDING MACHINES

• • •

U-NEED-A-PAKS
Slightly Used

#500, A and E Models
All Sizes
MODERATE PRICES

As we are distributors of the U-Need-a-Pak Machine PARTS, we stint neither on parts nor labor to make the machines 100% mechanically perfect.

UNEEDA VENDING SERVICE
195 Avenue O, Brooklyn 4, N. Y.

Cigarette Makers Saving Wrapping for Winter Use

RICHMOND, Va., July 10.—Tobacco manufacturers are taking steps to conserve cellophane wrapping material during the summer to assure an adequate supply for the winter when cigarettes are harder to keep.

Officials at local plants explained this week that the increased demand for cigarettes may make insufficient the cellophane allocated by the government for normal needs. For this reason, summer conservation is contemplated so that cigarettes stored in heated shops during the winter can be kept fresh.

Already one company is packing one pack of cigarettes in each carton without cellophane and has asked dealers and customers to use these cigarettes first. If the public complies with this and other conservation measures, assurance can be made that cigarettes will be properly packed next winter.

VENDER SUPPLY NOTES

CONFLICTING REPORTS — When President Roosevelt said recently that improved shipping conditions might mean the removal of coffee and sugar from ration lists, he seems to have started quite an argument in various quarters. The same is true in regard to observations that more cocoa might be obtainable for the same reason.

The coffee-sugar proposition is what might be referred to as "iffy." That is, coffee and sugar might be removed from rationing IF we can maintain the inflow of coffee at the present rate and increase it in the case of sugar.

More encouraging to the trade is the report that if sugar is freed from rationing, industrial users rather than householders will benefit. However, War Food Administration officials say such action is still several months away.

Shipping so far this year has been unusually good, these officials say, but they also point out that the War Shipping Administration has made no promises for additional shipping of sugar and that they have been unable to get space to bring all the sugar available in Cuba to the United States.

As for cocoa, representatives in that

trade say that manufacturers using this material will soon be allowed 70 per cent of their 1941 rate of use instead of their present 60 per cent. (This applies only to manufacturing for civilian use; there are no limitations on production for the armed forces.)

Immediately after that optimistic news, candy manufacturers in Chicago said that increased imports of cocoa will not necessarily mean correspondingly larger civilian candy supplies.

Several reasons are given by the Chicagoans for their belief. Among them are that sugar and corn sirup limitations will not permit a larger output. Further civilian quota limitations are not expected to be raised during the present quarter because the increased cocoa imports are to be used to build up a stockpile.

MARVELS OF SCIENCE — Electronic "eyes" are being put to use by soft drink manufacturers. Installed on bottling lines, they unflinchingly detect any thread, hair or piece of solid material that might be in the contents. They will even reject bottles with liquid of the wrong consistency. One "eye" manufacturer says he expects a big postwar

business because it will protect the beverage companies from costly damage suits by those who claim to have been injured by foreign particles.

TOBACCO QUOTAS — 1944 marketing quotas for burley and flue cured tobacco (See Venders Supply Notes on opp. page)

Make Money With a Route of Nut Vendors

Plenty of good locations are now available. Start now by buying a few machines. A route of nut vendors will earn a steady income for you.

SPECIAL SPECIAL
Just received 100 NEW SILVER KINGS, 16 all purpose vendors.

GET STARTED DEALS

- 1 Silver King, 30 Lb. Peanuts, \$12.95.
- 9 Silver Kings, 60 Lb. Peanuts, \$70.50.
- 1 Model V All Purpose Vendor, NEW, \$8.50.
- 5 Model V, 30 Lb. Peanuts, NEW, \$48.50.

VARIETY SHOPS — 5 column bulk vending machines, \$10.00 ea.; Stands \$2.50 ea.; less

In quantity. Shipman Postage Stamp Machines, 1 & 3¢, \$25.00 ea.

UNEEDA PACK — 5 column candy machines, complete with cabinet stands, \$48.50. Hundreds of other good buys, send for complete list. One-third deposit required on all orders—cash in full on small orders.

RAKE 2014 Market Street PHILADELPHIA, PA.

10 BALLY CUP DRINK VENDERS

Complete with carbonating unit. This equipment is ideal for factory or theater use. For sale as is at a sacrifice, complete . . .

\$2500.00

1/2 Deposit—Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE
2021 Prospect CLEVELAND 15, OHIO
Phone: PROSPECT 6316-7

Attention, Vending Machine Operators:

We have a limited supply of **SELFAST 5¢ NUT VENDERS** that we are offering at \$50.00 with 1000 packages of Blanched Peanuts for this Vendor. Will supply additional Peanuts for 3 cents per package. Package is very attractive with cellophane window. Your first purchase will return you your fifty dollars and your Vendor will be free. Contact us for your peanut requirements, both Blanched and Spanish types.

SPECIALTY SALES CO.
NORTH, S. C.

Cigarette Production Gains . . .

WASHINGTON, July 10.—Continued gains in cigarette production were reported for May, but the gain over the corresponding 1942 month was the smallest shown over the 29-month period from November, 1940, according to figures released today by the Department of Internal Revenue. May production was 18,476,252,800 units.

The increase over May, 1942, production was only 20,934,480 cigarettes, against gains of more than 1,000,000,000 cigarettes in all but three of the preceding 28 months.

Cigar production declined, it was reported, reflecting manufacturers' labor shortages. The month's output was 441,371,713 cigars, compared with 457,767,155 a year ago.

MARBLES

PERFECT 5/8 SIZE, GLASS ASSORTED COLORS. 20,000 to a Case.

\$39.50 per case
LIMITED SUPPLY.
Full Cash With Order.

SALTED PEANUTS

22c per pound. Packed 30 lb. cartons only. Full cash with order, NO C. O. D. Limit 210 pounds to order.

VICTOR'S FAMOUS MODEL V

Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise—or 1000 to 1200 balls of gum. Standard Finish Model V only . . . \$8.50 Each. (Porcelain Finish \$1.00 additional.)

Terms: 1/3 cash, balance C.O.D. (or send full amount and save C.O.D. charges).



TORR 2047A-SO. 68 PHILA., PA.

FOR SALE

50 Stewart-McGuffee and DuGrenier Candy Vending Machines, 12 column, capacity 72 bars per machine. Will guarantee machines to be in perfect condition.

A TO Z CANDY CO.
268 S. Connecticut Ave., Atlantic City, N. J.

ARCADE NEWS

Arcade Near Detroit Busy

Walled Lake Park, with nearly 100 machines, proves big attraction

DETROIT, July 10. — Penny Arcades, long an outstanding feature of amusement parks in this territory, are enjoying excellent patronage this season. Restricted to three months' operation out of 12, they must take in enough in that time to pay for idleness of the rest of the year.

At Walled Lake Park, 20 miles northwest of Detroit, there is the usual large arcade with close to 100 machines, which draws a steady crowd of patrons, with a larger percentage of younger players than is typical of many such spots. A probable explanation of this is that this park, with its relatively remote location, draws a good picnic crowd and many family parties.

Adjoining the arcade is a battery of six Skee Ball games, operated in conjunction with it, and also an important money-maker here.

More significant than the fairly conventional large arcade, however, is the dual installation in the skating rink, at the opposite side of the midway. A battery of eight Skee Ball alleys, of divergent lengths to allow the different tastes of players to be satisfied, is in operation there.

At the other corner of the arcade is a section open to the midway and closed in store-window fashion on the inside, used for a miniature arcade. About 30 machines are installed here, with a wide variety of types. A Kiss-O-Meter has proved one of the most popular. Several skill testers of both old and new types are used, and have a three-way appeal, an inspection of players shows—for the youngsters who can barely operate them, for the teen-agers who like to show off a bit, and the older patrons anxious to prove that they haven't quite lost their youthful prowess.

An especially important new department of this window-style arcade is the installation of a photograph machine which frequently has a line-up waiting to have their pictures taken.

It is the open style of construction and display arcade that seems to make the spot such a good draw.

Arcades in Detroit Slowly Recovering After Race Riots

DETROIT, July 10. — Detroit's three downtown arcades are slowly recovering from the aftermath of the recent race riots, which closed all of them for a week and seriously affected business since re-opening.

The arcades are located in a six block stretch along Woodward Avenue, just about covering the area that was the center of street fighting during the riots. With this background of excitement, some tension still exists. The city is still patrolled by the army and is operating under relaxed martial law.

Patronage of the arcades has been mixed—about half white and half colored, typically, at the new Sportland Amusement Center run by Mike Weinberger and Sol Schwartz. With the existing tension colored patrons have been reluctant to come back into the neighborhood and thus about half the normal trade has been lost up to now. Tension in a relatively open amusement place like an arcade appears to be stronger than in a theater in the same neighborhood, where

Gas for Vacations In East Brightens Operators' Outlook

BALTIMORE, July 10.—The pleasure-driving ban easement which will permit motorists to drive to the seashores for vacations, after July 15, has come as welcome news to operators of coin machines, especially arcades at resorts. With the restriction lifted on pleasure driving, operators of arcades feel that thousands of persons will drive to the resorts for their vacations, and as a result business will increase considerably.

The arcades will especially come in for a good flourishing business. Since the renewed ban on pleasure driving has been in effect, arcades, while doing a volume of business which under conditions was considered good, were far under normal.

Some of the larger arcade operators at summer resorts had set up arcades in the early spring. Some had enlarged their spots in anticipation of a good season. They had scoured the markets for equipment, which resulted in several sellouts by local distributors of all arcade machines.

Most of this equipment buying was done before the pleasure-driving ban was announced, altho the demand for arcade equipment continued strong.

While not happy over the present situation, operators now look for flourishing business to set in after July 15.

All in all it looks like the arcades and other spots should chalk up a substantial volume of business. Vacationists are, generally, well supplied with spending money and much of this is expected to find its way into the "slots" of coin machines. Business, some operators feel, should pick up at least 50 per cent.

Baltimore and gas rationing boards will be prepared to handle applications for permission to make vacation trips to the seashore on accumulated A gasoline coupons on July 15, when the present restrictions are relaxed, it was stated by Thomas W. Wilson, assistant head of the board, who added, "the easing of the ban is very fine, indeed."

Wilson further stated, "the system, as announced by Representative Hartley in Washington, is quite simple and should cause no difficulty at all. On or about July 15 we will set up a special section in each rationing board to handle applications for vacation driving certificates. We expect to be able to give motorists prompt action on such applications."

Wilson said relaxation of the ban on vacation trips should produce greater obedience for other restrictions.

"There is no question," he added "but that motorists have reacted against present restrictions. They believe the restrictions are unnecessarily harsh and some of them have been cutting corners. Once they are allowed to use their A rations for vacations, however," he said, "they undoubtedly will feel more friendly to the set-up and will try to obey the rules more closely."

S. B. Ramagosi To Operate Big Arcade in Philadelphia

PHILADELPHIA, July 10. — S. B. Ramagosi, veteran outdoor showman and arcade operator at seashore resorts in New Jersey and Florida, is the latest to enter the local amusement machine arcade fraternity. Currently occupied with the operation of his Casino Arcade Park on the Boardwalk at Wildwood, N. J., Ramagosi has leased the dark South Street Museum, in the downtown colored section of this city, which he will convert into a giant amusement machine arcade. Altho he makes his home here, this will be his first arcade venture in Philadelphia.

mixed audiences are again in attendance. Play of patrons in arcades, however, shows that they have money to spend, and that the arcades which have recently tripled in number, after years with only one on the "main stem," will draw trade.

Baltimore Arcades Report Satisfactory Holiday Patronage

BALTIMORE, July 10.—Despite the fact Baltimore celebrated its quietest Fourth of July in recent years, the arcades at amusement parks experienced satisfactory holiday patronage and business.

The overcast weather which reportedly affected attendance at the parks did not deter attendance at the arcades.

The managements had anticipated a record-breaking crowd to throng the parks, but the overcast weather, plus patriotic meetings, rallies and other scheduled events, is said to have cut down the crowds.

VENDERS SUPPLY NOTES

(Continued from opposite page)

baccos will be based on 1943 quotas, under the terms of a bill signed last week by the President.

ICE-CREAM PROSPECTS—In discussing the future for the ice-cream industry, The New York Journal of Commerce reports that altho allowance of only 65 per cent of total milk solids used last year has not seriously affected activities of ice-cream manufacturers, recent developments presage greater operating difficulties for the industry from now on. The closing of several important corn refining plants has raised the question of adequate supplies of sugar, since corn sirup is being used in extensive quantities as a substitute sweetening agent. Considerable discussion has also arisen as to the possibility of converting facilities to the production of frozen foods.

PEANUT CANDY UP—The Office of Price Administration has authorized price increases on six miscellaneous foods, including peanut candy, to enable manufacturers to offset higher raw material costs.

THE PEANUT SITUATION—Planting of the peanut crop has been completed in all sections of the country. Recent weather conditions have been favorable and the crop looks promising. The Southeast reports the most favorable prospects in a number of years. Trade reports indicate that planting in the Virginia-North Carolina area may not be as heavy as previously anticipated, largely due to the shortage of labor. In the Southwest it is also questionable whether the final acreage will greatly exceed that of last year.

Under an agreement between the Fats and Oils Branch of the Food Distribu-

tion Administration and the Commodity Credit Corporation the bulk of the remaining farmers' stock peanuts held by the Producers' Co-Operative Associations will be sold for crushing. This amounts to approximately 30,750 tons and is a part of the tonnage originally reserved for planting purposes. Approximately 25,000 tons are in the Southwestern area, 5,000 in the Southeastern area and 750 tons in the Virginia-Carolina area. Any stocks remaining after this sale will be sold for shelling, including approximately 1,000 tons of reclaimed seed peanuts, mostly in the Southeast. It is possible that some 5,000 tons may be returned from seed dealers to the association for sale to shellers. Offerings of these peanuts for crushing will be made next week.

In the report of June 29, issued by the Bureau of Agricultural Economics, parity prices on peanuts again showed a slight increase. As of June 1 parity was reported at 7.87 cents per pound, compared with 7.82 cents a month earlier and 7.30 cents on June 15, 1942. The average price received by farmers for peanuts on June 15 was reported at 7.01 cents per pound, the same as reported on May 15. The price on June 15, 1942 was 5.51 cents per pound, the average for the 5-year period, August 1909-July 1914, 4.8 cents.

SOUTHERN CIGAR TOBACCO PRICE—In advance of a regulation which will cover pricing of Florida and Georgia shade grown tobacco, OPA has announced a maximum weighted average price of \$1.23 a pound at the farm level.

It was explained that the regulation which is to be published shortly will contain details of the pricing of the tobacco and will list maximum prices for packers as well as at the farm level.

RECORD CHANGES—Wartime changes of materials in phonograph records are presenting a breakage problem to some manufacturers. Reduction of shellac to 20 per cent of former totals, and the large quantities of scrap used by the manufacturers result in records which are extremely brittle and easily broken in handling and shipping. Special containers have been devised to overcome this difficulty. More liberal provision is also being made for returns of broken records by dealers.

HAVE 100 ROLLS, 1 1/2 INCH, TO SELL OR TO EXCHANGE FOR PENNY ARCADE EQUIPMENT
BOX 446, Care THE BILLBOARD
1564 Broadway New York 19, N. Y.

RE-ORDERS POURING IN!

for the new exclusive



HOT-CHA GIRLS

Beautiful
8-Color
Reproductions
of
EARL MORAN'S
Famous Paintings
64
Different Subjects

Use One Section for Glamour Girls, One for Yankee Doodle Girls or All-American Girls, and One for Hot-Cha Girls. (Adjustable to sell 1, 2 or 3 cards for one coin.)

SELL THEM THROUGH THIS THREE SECTION CARD VENDOR!
... ONLY A FEW LEFT!
3000 CARDS FREE BRING IN \$75.
VENDOR COSTS ONLY \$60.
1/2 Deposit, Balance C. O. D.

... Better Order NOW Any Supplies You Need:

● GRANDMOTHER PREDICTION CARDS, HOROSCOPE CARDS AND CARDS FOR MACHINES OF SIMILAR TYPE.

● MUTOSCOPE REELS, STEREOSCOPIC VIEWS, VIEW-A-SCOPE FILMS, ETC.
● PUNCHING BAGS AND ACCESSORIES.

● Out of more than 40 different types of Arcade Machines we have only ten types left. Better HURRY if you want some. Write for list TODAY!

SEND FOR LIST OF NEW AND FACTORY RECONDITIONED EQUIPMENT. STILL AVAILABLE FOR IMMEDIATE DELIVERY.

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, Pres.
Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY 1, NEW YORK

MARKET REPORTS

(Continued from page 67)

as formerly. During the first week in June Petrillo and his board met with music publishers in New York, and Petrillo asked them to co-operate so that bootleg records could not be made. The publishers decided to deny this request because it might get them into a complicated situation. The United States Labor Conciliator was brought into the situa-

tion upon the request of transcription firms. At first Petrillo seemed inclined not to meet with the conciliator, but after some delay said that he would meet. This meeting was set for July 1 in New York.

By the end of June Petrillo extended his ban by asking vocalists not to make recordings without his approval. A lot of new records were appearing without musical accompaniment. These records were find-

ing big sales for the home and also for juke boxes. Reports indicated that some of the most popular vocalists would comply with the request because they feared the trouble Petrillo could cause them in the future.

The proposition which Musicraft Corporation had made to Petrillo was finally turned down again by the AFM leader.

In at least two trade centers during June ODT officials had taken steps to get music and vending machine operators to cut their routes as much as 40 per cent. This is a general plan that the ODT has been following in other lines of business. The plan seems to be to have operators in a trade area total the mileage of all their routes and then work out some common plan whereby this total mileage can be cut as much as 40 per cent.

Operators complained more seriously than ever during June about the requirements by some record manufacturers that one old record be turned in for each record purchased. This caused operators to buy records at retail stores rather than direct from distributors.

Music Heard

The Supreme Court of Arizona rendered an important decision on juke boxes during June. The high court decided that the playing of a record on a juke box is tangible property and hence the gross income of juke boxes is subject to the State sales tax. A statute specifically says that anything which appeals to the senses is regarded as tangible property; hence juke box music came under this statute.

One report in June specified that operators were finding a shortage in juke boxes, now that so many old machines have been broken up to obtain parts for repairs.

Legal news during June centered chiefly in attention being given to operators' programs for getting a reduction in the federal tax on coin machines. Los Angeles operators were leading the national plans, and it was also in that area that zoot-suit riots caused considerable trouble for coin machines as well as other business. A United Press dispatch to newspapers mentioned the fact that play in Penny Arcades and juke box patronage was cut considerably during the riots, which attracted national attention. The chief step taken in the operators' program during June was to initiate a petition which could be signed by merchants and location owners. It was felt that petitions signed by merchants would have much greater effect on Congressmen than the pleas of operators. Congress has paid a good deal of attention to the plight of small stores during the war, and a plea from the owners of such stores that coin machines would help them stay in business might have some effect.

The Florida Legislature adjourned June 4, and the only bill passed which affected the coin machine industry was the tax on cigarettes. At least three bills proposing taxes of various kinds or increased taxes on coin machines had been introduced in the Legislature, and the industry at large was watching these bills. One of them was a proposal to tax slot machines once again in the State, and the industry was watching this bill because it would have revived an issue in Florida that has been the cause of much political action in the past.

Free Play Wins

Perhaps the biggest legal news story during the month was a Court of Appeals decision in San Diego, Calif., favorable to free-play games. This decision was rendered on June 18 and was considered a real victory for free-play games. The decision had not been made available to the trade at the end of the month.

Reports from the various trade centers have increased attention to

vender news during June. While there were still reports of shortages of supplies, many of the reports began to be more optimistic about the vending trade. Cigarette venders still held up well, and beverage venders, where supplies could be had, were showing a pick up in business.

Among the important news reports in June relating to venders was that of the proposal suggested by a business group in Jacksonville, Fla., that the federal government make the new penny with a square hole in the center. The proposal has not yet attracted attention.

The Office of Defense Transportation held several conferences with vending operators in the Eastern States. Cigarette operators in the New York area approved the ODT plan for cutting routes by 40 per cent. Baltimore operators were asked to do the same thing, and they began steps to reduce mileage by that much. The first steps in this direction had been taken with music and vending operators in the Boston area. Whether the ODT will extend this request to operators beyond the Eastern States is not known.

A municipal court decision in Baltimore was that the State tax on beverage venders must be paid. A test case had been filed because manufacturers had been exempted from paying the tax on beverage venders. The court decided that operators were different from manufacturers and hence must pay the State tax.

The biggest news for cigarette operators was that OPA felt sure there

**ST. PAUL
DES MOINES
BUFFALO
PHILADELPHIA**

Four Offices To Serve You BETTER

Mr. Operator:

All Our Equipment Is Reconditioned by Factory Trained Mechanics and Ready to Put on Location.

Contact Your Nearest Mayflower Office for These Exceptional Buys.

PAYOUT TABLES

Jockey Club	\$475.00
Race King	239.50
Fast Track	239.50
War Admiral	239.50
Challenger	239.50
Spinning Reel	99.50
1-2-3, F.P.	65.00
Owl, F.P.	75.00

ARCADE EQUIPMENT

Buckley Digger	\$ 89.50
Western Baseball	
DeLuxe	119.50
Bally Rapid Fire	209.50
Exhibit Rotary Merchandiser	139.50
Ten Strike	49.50
A.B.T. Targets	19.50
Big Game Hunt	19.50
Challenger	19.50
View o Scope	12.50
Gripper	11.50

RECONDITIONED SLOTS

5¢ Blue Front, Club Handle	\$179.50
5¢ Blue Front, Painted Gold, Club Handle	229.50
5¢-10¢-25¢ War Eagles, Club Handles, Painted Gold	175.00
Jennings 50¢ J.P.	129.50

Callie Club Console, 5¢-10¢	\$110.00
Pace Club Console, 5¢	99.50
Pace All Star, 5¢-10¢	75.00
Pace DeLuxe, 5¢-10¢	80.00
Pace Slug Proof, 5¢	90.00
Callie 5¢-10¢	40.00
Watling Rotatops, 5¢	80.00
Watling Rotatops, 10¢	85.00
Watling Rotatops, 25¢	150.00
Jennings Four Star	110.00
Red Skin	110.00
Bally Bell, 5-5	90.00
5¢ Jennings Silver Chief, S.P.	125.00
Jennings Triplex	90.00

CONSOLES

Four Bell, New Cab.	\$750.00
Three Bell	975.00
Four Way	820.00
Two Way	359.50
Super Bell	229.50
1939 Bang Tail	149.50
Bob Tail	129.50
Watling Big Game	99.50
Totalizer	129.50
Long Champ	49.50
Red Head Track Time	49.50
Race Mast Track Odds	159.50
Lucky Star	109.50
Silver Bell	99.50
Saratoga	65.00
Big Top, F.P.	99.50
Royal Flush	35.00
Royal Draw	89.50

Fast Time, F.P.	\$ 79.50
Jennings Multiple Race	49.50
Paces Pay Day	49.50
Flashing Ivory	99.50

USED COUNTER MACHINES

Marvel	\$ 6.50
Liberty	6.50
Chez, Pay Out	6.50
Sparks	8.50
Mercury	6.50

NEW COUNTER MACHINES

Marvel	\$12.50
American Eagle	12.50
Sparks	15.00
Liberty	12.50
Mercury	12.50

USED PHONOGRAPHS & EQUIPMENT

Rockola Windsor	\$110.00
Rockola Monarch	125.00
616 Wurlitzer	90.00
412 Wurlitzer	30.00
Buckley Wall Box	15.00
12" Speaker in Cab.	15.00
Steel Cab., Twin 12 Wurlitzer Adapter	110.00
Steel Cabinet Twin 12 Rockola Adapter	90.00

ONE-THIRD DEPOSIT, BALANCE C. O. D.

Mayflower Distributing Co.

2218 UNIVERSITY AVE.,
ST. PAUL, MINN.
1420 LOCUST ST.,
DES MOINES, IOWA

1427 N. BROAD ST.,
PHILADELPHIA, PA.
350 DELAWARE AVE.,
BUFFALO, N. Y.

WILL PAY CASH FOR

ROCK-OLA	Advise Quantity, Serial Number, Price and Condition.	WURLITZER	ONE BALL FREE PLAY GAMES
Supers Masters Deluxes Standards		500 — 750E 800 — 850	Thorobred Pimlico Longacra '41 Derby, etc.

FIVE-BALL FREE PLAY GAMES	ARCADIE MACHINES
\$19.50 Dixie Rox Vacation Pylon Sparky Dble. Feature	Keeney Submarine \$189.00 Chester Pollard Football 75.00 Football Machine 50.00 Slap the Jap, Rebuilt New 169.50 Crystal Gazer, 1¢ 15.00 Keeney Anti Aircraft, Blue 65.00 Keeney Anti Aircraft, Brown 65.00 Western Baseball De Luxe 94.50 Western Golfmore 75.00 50 Gottlieb Triple Grip, Long Base, Each 18.50 50 ABT Challengers 22.50 25 ABT Streamline Model F 22.50 Western Major League Baseball 130.00

5-BALL FACT REBUILT FREE PLAY	ONE BALL FREE PLAY
Gottlieb 5 & 10 \$175.00 Gottlieb Liberty 175.00 Exh. Second Front 150.00	'41 Derby \$365.00 Club Trophy 345.00 Dark Horse 185.00 Record Time 150.00 Mills Spinn. Wheels, PO 97.50

CONSOLES & SLOTS
Jenn. Silver Moon Totalizer \$115.00 Jumbo Parade 79.00 Mills Vest Pock., Blue & Gold, 5¢ 62.50 Mills Vest Pock., Blue & Gold, Meter 66.50

ARCADIE MACHINES
Tex. Mustang Spot Pool Majors of '41 Capt. Kidd Jungle Spot a Card

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

RED-WHITE-BLUE
ORIGINAL TICKETS IN CANDY BOX STYLE

The Fastest Deal for Complete Sellout in America.

1980 @ 5¢	\$69.00
Payout	\$1.00
Definite Profit	\$18.00
Each \$3.95	Dozen \$42.00
1930 Red, White and Blues	\$39.00
Dozen	\$350.00
Gross	

We have a large stock of Money Boards and other Ticket Deals. Write us.

25% Deposit with Order, Balance C. O. D.
FRIEDMAN-KLEIN SALES CO.
217 W. 9th St. KANSAS CITY, MO.

GET THESE BARGAINS 8c
100 HOLE 5c TRADE BOARDS

Game of Hand Baseball. 8 assorted numbers. ALSO in 300 hole in Cigarette and Candy Payout, 45¢ each. 5% cash discount. All boards guaranteed. Packed 100 in cartons.

HARRY G. MYERS
83223 Ridge Ave. Philadelphia 32, Pa.
Made by National Manufacturer

BAKER'S PACERS
Daily Double cash model, \$235.00 each. One-third deposit.

E. BECK
130 N. 14th St., Allentown, Pa.

would be no cigarette rationing in the future. At least, signs during the month indicated rationing of cigarettes would not be necessary. A number of conferences were held in Washington on the matter of cigarette prices.

OPA filed a suit against Mars, Inc., manufacturers of candy bars sold in vending machines. The charge was that Mars was placing candy bars on the market of reduced weight and still charging the same price as asked before price ceilings were set up.

The government also decided in June to buy the entire 1943 peanut crop, which may make nuts for vending purposes scarce before another crop is harvested.

Austin, Tex.

Federal Collectors Say Locations Gain in Area

AUSTIN, Tex., July 10.—Aided greatly by soldiers nickels, coin machine revenue continues to increase in this army camp studded section of Texas, with juke boxes leading the way.

One Austin operator, M. H. Blum, of the Austin Amusement Company, for example reported a 40 per cent increase in his phono business in the last six months, and satisfactory increase in his pinball operation, despite the closing of outlying locations, and the new practice of many in-town locations of closing one day each week.

Shortages so far haven't worried this operator a great deal because he laid in about \$3,000 worth of parts before the shortage began. Records are somewhat scarce but Blum reports he has been getting a sufficient supply so far.

"We bought \$500 worth of records in the last 30 days," he explained. "Our business is good, and we have all we can do to keep up with the calls."

Other operators in this area also are enjoying nice business, with soldier patronage credited with a great portion of substantial increases in the past few months.

Arcades (a new one opened here a month ago), are meccas for soldiers on leave from numerous military establishments in and around San Antonio. Soldier trade comprises at least 75 per cent of the local arcade business.

Progressively increasing coin machine tax revenue is also evidence of better business in Austin and other Texas cities, particularly those near military posts and war factories.

Federal revenue officials, who reported an increase in the number of new locations with each passing month, predict these increases will continue—with the possible exception of pay-out machines—in the new federal fiscal year.

Imposition of the new \$100 tax on devices classed by the government as gambling machines, will mean actually a loss of revenue instead of an increase, one official declared, explaining the doubled levy will "make tax law violators out of a lot of honest business men" who, instead of paying the high tax, will resort to tax evasion. Still others will drop the pay-out and operate the machines for amusement only.

Dallas

General Business Here Keeps Machine Play Up

DALLAS, July 10.—Business gains for the Dallas territory continued thruout June. Employment and production were on the upgrade. The local coin machine trade share with other lines in this upward swing. Music machines received a tremendous play in downtown locations and many of the highway spots got a good share of patronage.

June was a good month for Dallas

distributors, particularly in arcade equipment, slot machines and phonographs. Distributors had a big demand for phonographs with much equipment going to officers' clubs in the armed service camps of this area. Jobbers are selling every type of coin machine they can get their hands on. Large sales of rebuilt slots and marble tables are reported. Shortage of parts is becoming acute and operators are selling idle equipment or turning it in for replacements.

Arcades are still enjoying big play. Servicemen find the arcades an enjoyable place of amusement. Five-cent machines as well as the penny ones are getting a good play.

The record situation seems to have improved some, but is still bad, any many music operators are turning to their old records for relief. Popularizing of old tunes has become a habit and many of the old recordings are getting a fine play.

Vending machine trade has held up well. Merchandise venders are doing fair. Candy machines are filled with many new products as scarcity of nationally known brands becomes more acute. War plant locations continue to get the large share of merchandise and consequently the best play. Cigarette venders are nearer to normal than any of the vender lines with June an excellent month.

Drink venders are doing a good business the three to four days per week when beverages can be had. Warmer weather has increased the sale for ice cream venders, which are often short of that commodity.

Des Moines

Music Holding Well; Old Games Now Give Trouble

DES MOINES, July 10.—Coin machine business here for June held up well until the last few days of the month, when a police shake-up resulted in no liquor sales in taverns and operators pulled in counter and slot machines. This situation is local, however, and is expected to return to normal shortly.

Phonograph operators continued to report increased business, altho a drop was noted in some rural areas in the State. This was believed caused by the farmers staying in their fields night-and-day to plant crops.

In Des Moines the phonograph business was on the upgrade despite the record shortage, which gets more critical each month.

Pinball games until the end of the



We have a few more Rebuilt ROLL-A-TOPS left
We can still repair your machines and make them look like new

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.
Est. 1880—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

HARLICH

A NAME TO REMEMBER NOW MORE THAN EVER FOR SOUND PROFIT MAKING SALESBOARDS

For Victory—Buy War Bonds

HARLICH MFG. CO.
1413 W. JACKSON BLVD.
CHICAGO 7, ILL.

OUT THEY GO

- 3 Hi-Hands, F.P. or Cash (Clean) ... \$134.50
- 1 Jumbo Parade, F.P. (Perfect) ... 79.50
- 1 Galloping Dominoes (Good Condition) 84.50 (Crating \$5.00 Extra)
- 1 New Brown Front, 5¢ ... 395.00
- 1 Chrome 2-5 (Like New) ... 325.00
- 2 Blue Fronts, Dime (Very Good) ... 159.00
- 1 War Eagle, Dime (Perfect) ... 129.00
- 3 Blue & Gold Vest Pockets ... 52.50
- 1 Green V. P. ... 27.50

1 Velvet ... \$29.50
1 Scout ...
1 Wow ...
1 Sea Hawk ...
1 Silver Skates ...
1 Stratolliner ...
2 Formation ...

Three for \$85.00

1/3 Deposit With Orders.
Will buy Defenders—Rapid Fires—Sky Fighters.

BINGHAMTON AMUSEMENT CO.
BOB CHARLES
190 Main St. (4-1700) Binghamton, N. Y.

LOOK AT THESE MONARCH BUYS

New Cabinets for Mills 4 Bells ... \$ 25.00	New Cabinets for Jumbo Payout ... \$ 25.00
Packard Wall Boxes, Brand New ... 45.00	Wurlitzer 950 Phono ... 610.00
Seeburg 8800 Remote Control, E.S. ... 495.00	Wurlitzer 750-E Phono ... 495.00
Mills '41 Throne of Music, Adaptor ... 275.00	Wurlitzer 700 Phono ... 395.00

IMMEDIATE SHIPMENT FACTORY REBUILT 5 BALL FREE PLAY GAMES

United Grand Canyon \$175.00	United Arizona ... \$175.00	Gottlieb Liberty ... \$175.00
United Santa Fe ... 175.00	United Midway ... 175.00	Gottlieb 5 & 10¢ ... 185.00
Exhibit Jeep ... 145.00	Exhibit Action ... 145.00	Exh. 2nd Front ... 150.00

ONE BALL FREE PLAY GAMES

Bally Pimlico ... \$455.00	Bally '41 Derby ... \$390.00	Bally Club Trophy ... \$375.00
Bally Longacre ... 575.00	Bally Thoroughbred ... 575.00	Bally Dark Horse ... 190.00
Bally Blue Grass ... 190.00	Bally Record Time ... 175.00	Bally Sport Special ... 150.00
Western 7 Flashers ... 99.50	Bally Arrowhead ... 39.50	Exhibit Congo ... 45.00

AUTOMATIC PAYOUT CONSOLES

Keeney 4-Way Bell ... \$795.00	Keeney 4-Way Bell, 3-5¢ & 1-25¢ ... \$975.00	Keeney Twin Bell, 5¢ & 25¢ Coin Chutes \$375.00
Mills Three Bell ... 995.00	Mills Four Bells, New Type Coin Head ... 925.00	Evans '41 Bangtails with JP, Light Cab. 450.00
Mills Four Bell, 3-5¢ & 1-25¢ Chutes ... 875.00	Mills Jumbo, New ... 185.00	Evans '41 Domino, JP 395.00
Mills Jumbo Parade, Red & Blue Cab. ... 125.00	Bally Roll-Em ... 195.00	Evans '41 Royal Lucre 395.00
Watling '41 Big Game 140.00	Bally Royal Draw ... 95.00	Evans '41 Domino ... 395.00
Pace '41 Saratoga ... 120.00	Bally Ray's Track ... 125.00	Baker Pacer, Rebuilt 300.00
Paces Races, Brown ... 175.00	Paces Races, Black ... 110.00	Baker Pacer, DD, JP 350.00
Groetchen Sugar King 35.00	Paces Races, Oak ... 85.00	Jenn. Liberty Bell ... 80.00
Exh. Tanforan ... 35.00	Bally Clubhouse, 7 Coin 95.00	Bally Bells, 5¢ & 25¢ 95.00

COMBINATION FREE PLAY & PAYOUT CONSOLES

Keeney Twin Super Bell, 5¢ & 25¢ ... \$545.00	Keeney Twin Super Bell, 5¢ & 5¢ ... \$435.00	K'ney Super Bell, 25¢ \$295.00
Keeney Super Bell ... 220.00	Bally Hi-Hand ... 150.00	Bally Club Bell ... 220.00

AUTOMATIC PAYOUT TABLES

Bally Turf King ... \$550.00	Keeney Fortune, FP or PO, 1 or 5 Ball ... \$395.00	Bally Longshot ... \$350.00
Bally Jockey Club ... 550.00	Keeney Skylark, FP or PO, 1 or 5 Ball ... 375.00	Mills Spinning Reels. 125.00
Bally Sport Page ... 55.00		Bally Blue Ribbon ... 95.00
Mills 1-2-3 ... 50.00		Bally Hawthorne ... 65.00

FREE PLAY CONSOLES

Jenn. Silver Moon, 10¢ \$150.00	Watling '41 Big Game \$95.00	Bally Big Top ... \$95.00
Jenn. Silver Moon, 25¢ 150.00	Watling '40 Big Game 65.00	Jenn. Fast Time ... 50.00

WIDE VARIETY MILLS FACTORY REBUILT SLOT MACHINES.

Top Glass for Mills 3 Bells ... \$20.00	Backboard Glass for Jockey Club ... \$12.50
One Set of Five Glasses for 4 Bell ... 20.00	Backboard Glass for Longacre ... 9.25
Top Glass for Jumbo Cash, Fr. or An. ... 7.50	Backboard Glass for Pimlico ... 9.25
Top Glass for Jennings Silver Moon ... 7.50	Backboard Glass for Sport Event ... 9.25
New Cabinet for Four Bells ... 27.50	Backboard Glass for Jumbo Cash ... 4.50
Top Glass for Jennings Bobtail ... 7.50	Backboard Glass for '41 Derby ... 9.25
Top Glass for Jumbo Free Play ... 5.50	New Cabinet for Jumbo Cash ... 27.50

NEW MILLS SAFE STAND, ORIGINAL CARTONS, LIMITED QUANTITY ... 29.50

WE REPAIR BALLY OPEN TYPE MOTORS, \$5.00.
WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED.
TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

ARCADE MACHINES OFFERED FOR QUICK CASH SALE

- 1 Mutoscope Air Bomber ... \$280.00
- 2 Exhibit Rotaries, very clean, with around \$450.00 worth pre-war mds., mostly new, such as Evans Comb Cases, Ronson Lighters, Cameras, Compacts, Knives, Cig. Cases, Charms, etc. These machines not used for 2 years account city ruling. Will only sell machines and mds. together ... 750.00
- 1 Muto. Monkey Lifter, Like New ... 175.00
- 1 Muto. Career Pilot, Like New ... 175.00
- 8 Muto. Reel Picture Machines, Latest Style, Like New, One Reel and Base with Each Machine. Each ... 80.00
- 1 Beautiful Exhibit Mule in Mine, with 10,000 Gold Mine Cards ... 180.00
- 1 Exhibit Set of Cockeyed Circus with Base (Sultan, Harem and Fan Dancers), Like New ... 110.00
- 1 Exhibit Set of 3 Wagon Wheels with Base, Like New ... 110.00
- 1 Exhibit Knock Out Puncher ... 90.00
- 3 Exhibit Model E Light Up Top Post Card Machines, Each ... 22.50
- 1 Wurlitzer Style B.K. Electric Piano with Flutes, Drums and Triangle with 10 Extra Rolls ... 75.00
- 2 Chester Pellard Football Soccer, Original Walnut Finish, Like New. Each ... 125.00
- 2 Bally Basket Balls. Each ... 85.00
- 1 Exhibit Hi Ball ... 85.00
- 8 ABT Used 2¢ Coin Chutes. Each ... 4.50
- 10 ABT Used 1¢ Free Play Chutes. Ea. ... 1.50
- 10 ABT Used 5¢ Coin Chutes. Each ... 1.50
- 12 FIVE BALL FREE PLAY GAMES—12
- 2 Jeeps. Each ... \$80.00
- 1 Action ... 30.00
- 1 Defense ... 80.00
- 1 Gobs ... 80.00
- 1 South Paw ... 40.00
- 1 Sea Hawk ... 35.00
- 1 Sink the Jap ... 35.00
- 1 Home Run ... 35.00
- 1 Show Boat ... 35.00
- 1 Silver Skates ... 25.00
- 1 Blondie (Plastic Bumpers) ... 20.00

Will properly crate and ship upon receipt of cash in full.

MRS. A. N. RICE
Apt. 408, Shirkmore Apts. Wichita, Kans.

RAY-O-LITE GUNS
Equipment we offer has been thoroughly reconditioned and checked and cabinets newly refinished in beautiful attractive paint jobs. Complete with Console Bases and ready to set on locations.

SHOOT THE CHUTES, Equipped with Jap Targets ... \$179.50

CHICKEN SAM, Equipped with Hitler and Jap Targets ... 179.50

BALLY BULL, Equipped with Jap Targets ... 125.00

SPECIAL BARGAINS
BALLY ALLEY BOWLING GAME \$25.00
EVANS 10 STRIKE BOWLING GAME ... 35.00
One-Third Deposit Required With All Orders.

W. B. NOVELTY CO., INC.
1903 Washington Blvd. St. Louis, Mo.

FIVE BALL FREE PLAYS

- Gold Star ... \$35.00
- Follies ... 15.00
- Parade Leader ... \$20.00
- '42, formerly ... 30.00
- Drum Major ... 40.00
- Cadillac ... 25.00
- Formation ... \$20.00
- Big Chief ... 30.00
- Liberty ... 150.00
- Mills 1-2-3 ... 40.00
- 1938 ... 40.00
- ABO Bowler ... 45.00

SLOTS AND CONSOLES
Watling's Slot, 2-4 ... \$35.00
Paces Reel, 1940, with Brass Rails ... 45.00
1/3 Deposit With Order.

EXPERIMENT NOVELTY CO.
JONESBORO, GEORGIA

month held up in fair shape. Operators are having trouble keeping some of the older machines in order, however, with the shortage of servicemen adding to the problem.

Arcades continue to do a good business. The arcade located in Riverview Park, Des Moines, has been doing nicely with rainy weather keeping the crowd around the machines. The spot is operated by Joe Epstein, who also operates Sportland in downtown Des Moines, one of the most frequented spots by the WAACS who have their training center here. WAACS can be seen in the arcade almost anytime of the day or night.

Detroit

Drop in Earnings Follows Race Riots in This City

DETROIT, July 10.—June was probably the lowest month in a long time for local machine operators as a whole, chiefly because of the total blackout of all amusements in the city last week following the race riots.

Music machines, usually the leaders of the industry, were most severely hit of all general types, as bars were closed and 4,000 boxes stood idle. Play up to that time was at its usual high level, and spot check after reopening showed that business seemed to have been restored with a rush.

Considerable activity in the Panoram field is reported in the past month locally.

Here, however, as with the music men, the biggest problem facing some operators is getting an adequate supply of merchandise—film in one case, records in the other, and various sources were being tapped for supplies.

Candy venders report no slump, if they are able to get any product at all, contrary to the usual seasonal trend. Nut venders show a fairly strong increase in play, largely as a reaction from the loss of candy sales.

Plans of operators for resort locations near Detroit are running normal. The 4th of July week-end will be the gauge of tourist and resort trends for this year.

Fort Worth

Early Closing of Spots Shows Up in Coin Machines

FORT WORTH, July 10.—Early closing of cafes, taverns and night spots because of the beer shortage has begun to have its bad effect on the thriving coin machine business of this section. The latter part of June found a real drouth among beer drinkers.

Lots of establishments that have a big beer trade and which are ideal coin machine spots, have adopted shorter hours for operations. Some places that had operated night and day for years are now open 10 to 12 hours daily.

"We can sell all the beer we can get in half the time it formerly took," one operator said. "So the other business,

without beer, does not warrant the longer hours, especially with the labor shortage and high salaries."

Unless there is some relief from the beer shortage, many places may have to close in the next 30 days. Of course, the demand for beer has been abnormal, partly due to the fact that most cities in this area are 25 per cent above their normal population. Also, the shortage of hard liquors has increased the consumption of beer.

With the early closing hours already in effect at most places, the new law stopping beer sales at midnight, effective August 10, will be little felt.

Havana

Employment Here Helps Play on Most Machines

HAVANA, July 10.—The demand for coin machine entertainment continues good thru the provinces. Coin machine operators believe phonos, shooting games, pinballs, bells, etc., are vital factors in the increased patronage by the public.

All forms of shooting games, and especially the anti-aircraft and anti-submarine designs, continue to attract men in uniform.

The Penny Arcades continued at a brisk pace until the stricter gas rationing program went into effect. Operators are not too hopeful for suburban locations unless the gas rationing program is eased.

Music machine operators have had much difficulties because of the scarcity of records. Amusement and novelty games are going along very well. Park arcade equipment is receiving nice play, due to good park patronage, especially on week-ends.

Merchandise venders continue to get a good play, especially those in war plant locations. Beverage machines are doing an excellent business and would reach a record volume if enough soft drinks were available. Ice cream and other food vending is going along nicely, but is confined mostly to industrial locations, where money is plentiful. Candy vender operators, who are always hard hit by the heat, see signs of a booming fall trade and are making ready.

The trend is toward bulk candies and nuts in vending machines, because the war tax has resulted in sizable cuts in the size of packaged candies. Potato chips, dulce and popcorn have been substituted in some machines for candies and gum.

Cigarette venders again showed a slight increase. Business in general in the city is booming, especially in the tobacco and sugar industries.

Philadelphia

Operators Plan To Face Growing Parts Shortage

PHILADELPHIA, July 10.—Most important development of the past month was the introduction of teen-age clubs in various sections of the city, sponsored for the most part by the YMCA and YWCA groups. With juvenile delinquency on the increase because of wartime conditions, the teen-age clubs, with the music machine providing entertainment for the youngsters to keep them out of mischief, resulted in more favorable publicity for the music machines than the industry has ever enjoyed.

Music operators, in particular, were most concerned over Order L-265. Tubes for the music machines were at a premium and operators are gravely concerned over replacement parts. Since the regular distributors cannot meet all the needs of operators, many have sought out the regular radio jobbers and servicemen in order to insure continued replacements of parts.

In order to meet the situation, operators are scrapping many machines to provide parts. To make up for the loss of so much equipment, which is beginning to run dangerously low here, operators and distributors are going to the smaller towns to search out additional equipment.

Dearth of new record releases has also hit the music machine operators. Collections in the music machines continued down during June as a result of the necessity of stocking the machines with a lot of "dead wood." The distributors, it seems, are providing first for the record retailers, and filling operator orders with what records are remaining. Moreover, operators are complaining because the

distributors are demanding more scrap records from them than the retail dealers.

Pinball Holds Own

Pinball machines continued to hold their own, with collections at the high levels of May. However, here again, operators are faced with the problem of equipment and ability to service the locations.

Vending machines, save for the cigarette machines, are virtually extinct. It is almost impossible to keep the ice cream, soft drink and candy machines stocked with the result that very few machines are left on location, except at the war plants.

The most encouraging note the past month was sounded by the arcades. While there were only a few new scattered arcades open, those in operation continued to enjoy big business. More equipment was added and collections are on the way up. There is an increasing tendency on the part of arcade operators to remove the penny machines since the play is mainly in the nickel direction. Also coming in for big play were the arcades at the outdoor amusement parks since the parks went into daily operation last month.

Richmond

Music Operators Elated By New Record Discovery

RICHMOND, Va., July 10.—All coin machine operations in this section have been

WHILE THEY LAST!

Evans' MARBLE PUSH

Greatest Counter Money Maker You Ever Saw!
An Ideal Substitute for Slot Machines
NO TAX! LOW COST!
WRITE!



Matching colored marbles determine winners.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

SPECIALS!

5c Jennings Bobtail Totalizer, F. P. \$ 79.50
10c or 25c Jennings Bobtail Totalizer, F. P. 99.50
Rotary Merchandiser, Claw Type 149.50
(Novelty Candy Vendor)

ARCADIE MACHINES

Chi Coin Hockey ... \$229.50
Batting Practice ... 129.50
Baker Line-a-Line ... 99.50
Evans Ten Strike, L.S. 59.50
'39 Western Baseball, 84.50
Western Baseball, DeLuxe, Brown ... 129.50
Tom Mix Gun ... 79.50
Bang-a-Deer ... 124.50
Casino Golf ... 39.50
Kirk Guesser Scale ... 124.50

CONSOLES

Watl. Big Game, P.O. \$139.50
Jenn. Silver Moon, P.O. 129.50
Jenn. Fast Time, P.O. 109.50
Jenn. Golfarola, Latest Model, Like New .. 139.50
Jenn. Cigarola, Model V 79.50
Jenn. Cigarola XXV .. 169.50
Mills Jumbo, P.O. ... 114.50
New Jumbo, F.P. 149.50
Mills Square Bell ... 89.50
Jenn. Liberty Bell Flat Top 49.50
Slant Top 59.50
Bally Royal Draw, P.O. 89.50
Bally Club Bells ... 225.00
Keeney Triple Entry .. 149.50
Pace Reels, 5c, P.O., Chrome Rollings ... 132.50

FINAL CLOSEOUT!
Your Choice of Reels:

1c CUB, Cig. } \$7.75
5c CUB, Fri. }
5c ACE, Poker } Each

1-BALL GAMES

Club Trophy, F.P. ... \$385.00
'41 Derby, F.P. 375.00
Mills Spinning Reels, P.O. 125.00

BELLS

Mills 6c Gold Q.T., Factory Rebuilt .. \$139.50
Mills 1c Q.T. 59.50
Mills 1c Smoker Bell. 59.50
Pace 1c Blue Comet. 89.50
Pace 10c Blue Comet. 89.50
Pace 25c Comet. 119.50
Jenn. 5c, 10c or 25c Gooseneck. 59.50
Jenn. 5c 4 Star Chief. 119.50
Gretchen Columbia, Wide Cig. Reels, Goncoaled P.O. Latest Mod. 89.50
ALSO GENUINE FACTORY REBUILT MILLS BELLS.
Write for Prices!

PARTS

Title Strips, 2000 ... \$.50
Curved Ten Strike Glasses 2.50
Jackpot Glasses ... 1.25
Gears for Exh. Bicycle. 10.00
Toggle Switches for Chicken Sam 2.00

2051 TUBE \$2.55 Ea.

CASE OF 4 \$30.00

PLEASE ADDRESS YOUR MAIL TO CHICAGO 47, ILL.
TERMS: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

FRIENDLY PERSONAL SERVICE

STANDOUT VALUES

Jennings Silver Moon or Bob Tails, Free Play Totalizer \$119.50
Bally Sun Ray Console 159.50
Jungle Camp 89.50
Jennings Mint Vender, Free Play Slot 89.50
Jumbo Parade, Free Play 89.50

"WRITE FOR NEW LIST NOW OUT."

★

SOUTHERN AUTOMATIC MUSIC CO.

540-42 S. 2nd St., Louisville, Ky.
531 N. Capital Ave., Indianapolis, Ind.
312 W. Seventh St., Cincinnati, Ohio.
425 Broad St., Nashville, Tenn.

OLIVE'S SPECIALS FOR THIS WEEK

FREE PLAY GAMES Each

1 Bowlaway \$45.00
2 Broadcast 27.50
1 Fishin' 72.50
1 Home Run 1940 20.00
1 Miami Beach 32.50
1 School Days 30.00
2 Snappy 47.50
1 Strat-o-Liner 37.50
1 Texas Mustang 52.50

FACTORY REBUILTS

1 Action Write
1 Midway Write
1 Five & Ten Write

1 BALL FREE PLAY GAMES

1 Big Prize \$75.00
1 Jumbo Parade 75.00
2 1940 1-2-3 85.00
2 Victorious 1943 Turf Champs ... Write

SLOTS

1 Jennings 25¢ 2-4 Payout \$125.00
Terms: 1/3 Deposit, Balance C. O. D.

OLIVE NOVELTY CO.
2825 LUCAS AVE., ST. LOUIS, MO.
(Phone: Franklin 8620)

"UTMOST Security!"

ASSURED!
with this
"ACE" of All Locks

U. S. PAT. NO. 2141 748



the famous, patented **CHICAGO ACE LOCK**

Note unique 7-Pin Tumbler construction. Only the properly notched "ACE" ROUND key will properly engage ALL 7 tumbler to open this "ACE" of all locks. Can be keyed alike. Remember — there's a CHICAGO lock for EVERY purpose and all insure "UTMOST Security!" Write for catalog complete line.

CHICAGO LOCK CO.
2024 N. Racine Ave., Dept. 67, CHICAGO



**RED, WHITE AND BLUE JAR DEALS
FOUR LEAF CLOVER**

Break Tab the Ticket.
IT SWEEP THE COUNTRY.
2160 TICKETS TO A DEAL
5¢ Sale DEFINITE PROFIT \$36.00.
10¢ Sale \$72.00 DEFINITE PROFIT.
WE HAVE JAR LABELS FOR BOTH.
\$3.50 per refills
25% Deposit, Balance C. O. D.
Jobbers, write for large quantities 1000 or more.
We have a limited quantity. This is your last
opportunity to stock up, as you know the
present conditions.
MID-WEST NOVELTY COMPANY
6409 N. Bell Ave. CHICAGO, ILLINOIS

MONEY CARDS
and
Merchandise Cards
Our money cards include 100-Hole, 150-
Hole, 200-Hole, 240-Hole, 600-Hole and
800-Hole Bookboard. Our merchandise
cards include Seal cards with Girls' Names
in all sizes up to 150 Holes, plus 1-29
thru 1-99 cards with or without Seals
at the tops.
You can get cards here with which to
continue to make good profits. We have
especially large stocks, including money
cards, such as our 600-Hole and 800-Hole
Bookboard, both with protected numbers.
Write us today.
W. H. BRADY CO.
Manufacturers
EAU CLAIRE, WISCONSIN
"The Push Card House"
BUY WAR BONDS TO SPEED VICTORY

OUTSTANDING BUYS
IN CIGARETTE VENDING MACHINES
Just because these Machines are being sold at
these Low Prices does not mean they are not
in A-1 operating condition. Every one of these
Machines is in operative condition or else is
operation at the present time. If you need Ma-
chines do not hesitate to purchase these, as they
are really a steal at the prices quoted below.
We are cutting down the extent of our operations
and for that reason are offering them at these
prices.
7 Col. STEWART-McGUIRE, MODEL "8"
(15¢ and 20¢ operation)
\$20.00 Each in Lots of 10.
Single Machines, \$25.00 Each.
8 Col. U-NEED-A-PAKS
\$20.00 Each in Lots of 10.
Single Machines, \$25.00 Each.
6 Col. ROWE IMPERIALS
\$22.50 Each in Lots of 10.
Single Machines, \$25.00 Each.
8 Col. ROWE IMPERIALS
\$27.50 Each in Lots of 10.
Single Machines, \$30.00 Each.
9-30 NATIONALS
\$45.00 Each in Lots of 10.
Single Machines \$50.00 Each.
1/3 Deposit, Money Order or Cashier's Check,
Balance C. O. D., F. O. B. St. Louis.
**AUTOMATIC
CIGARETTE SALES CO.**
2208 LOCUST ST. ST. LOUIS, MO.

25 Columbias, Cigarette Reef, Gold
Award, New, Never Uncreated ... @ \$112.50
65 Holly Grip Scales, New, Never Un-
created @ \$19.50, Lots of Five ... 17.50
12 Holly Grip Scales, Slightly Used @ 13.50
6 Watling Big Games, F.P., S.U. @ 69.50
8 Jumbo Parades, Cash P.O., S.U. @ 79.50
2 Mills Slots, Q.T.'s, 5¢, S.U. ... @ 49.50
1 Mills Q.T., Glitter Gold, 5¢ Slot,
A-1 Condition ... 79.50
1 Slot Watling One Cent Double J.P. 49.50
Will Trade Dollar for Dollar Value for Wurlitzer
750 or 800 on Rockola Standard or DeLuxe.
All Machines Guaranteed as Represented.
1/3 Cash, Balance C. O. D.
S. R. MONTCALM
P. O. Box 392, Bastrop, La.

JAR DEAL TICKETS
1836 Count ... \$3.50 Each
2280 Count with 50 Seal Card ... 4.50 Each
2520 Count with 50 Seal Card ... 5.00 Each
1/3 Deposit, Balance C.O.D. Supply Limited.
AUTOMATIC AMUSEMENT COMPANY
633 Mass. Avenue INDIANAPOLIS, IND.

WE RE-BUILD— Your old run down "CHICKEN SAMs" and
RE-CONDITION— "JAIL-BIRDS" and convert them into
RE-FINISH— "SHOOT THE JAP" Ray Guns.
For **\$59.50** F. O. B. Chicago
We pride ourselves in turning out the most thorough and neat Ray-Gun-
Conversion in the U. S. A.
Above price includes re-conditioning of the Amplifier—Clean and Repaint
entire Cabinet and Gun Stand with lasting lacquer—New Scenery is hand-
painted by well-known artist—Tubes, Photo Electric Cells and all
Mechanism will be thoroughly tested by factory trained mechanics before
being shipped.
WE WANT YOUR BUSINESS and naturally our charges for any replace-
ment of missing or defective parts of a mechanical and electrical nature
will be at nominal charges.
Ship us your run-down "CHICKEN SAM" or "JAIL-BIRD" via Motor
Truck and receive in return a "SHOOT THE JAP" Ray Gun that will
give you a steady income for at least 5 more years.
"SEEBURG RAY GUNS ARE A LASTING INVESTMENT."

Chicago Novelty Company, Inc.
1348 Newport Avenue Chicago, Ill.

H. Z. SHIPS THE GOODS...

SALESBOARDS
1M Hole Jackpot Charley. Avg. Profit ... \$51.88..\$2.65
1800 Color Board. Definite Profit 24.00.. 3.50
1800 Lu Lu Board. Definite Prof. 18.00.. 3.50
1800 Red, White & Blue. Definite Profit 18.00.. 3.50
2000 Lu Lu Bells. Definite Profit \$23.00..\$3.75
1050 Ranger Board. Avg. Profit. 26.54.. 4.00
850 Charley Horse. Avg. Profit. 41.65.. 3.50
1900 Du Du Board. Avg. Profit. 23.20.. 3.50
Red, White & Blue Original Jar o Do Tickets, Baseball Tickets, Tip Tickets.

CONSOLES
10 Kenney Super Bell Comb. Ea. ... \$210.00
2 Bally Club Bell, Ea. ... 185.00
10 Jennings Silver Moon & Bobtails, F.P. Ea. ... 90.00
10 Mills Jumbo Parades, Comb. Ea. ... \$150.00
10 Mills Jumbo Parades, F.P., Rebuilds. Ea. ... 100.00
1 Evans Lucky Lucro, 5¢ Shutter ... 210.00

SLOTS
10 5¢ Mills War Eagles, 5¢, Rebuilds. Ea. \$110.00
2 5¢ Jennings Silver Chiefs, S.P. Ea. ... 160.00
1 5¢ Master Chief, S.P., Like New ... 175.00
1 5¢ Pace Comet, Red Cab., S.P., Like New ... 100.00
1 10¢ Pace Comet, Red Cab., S.P., Like New ... \$110.00
2 5¢ Bonus Bells, Ea. ... 170.00
10 1¢ Q.T. Blue Fronts, Like New. Ea. ... 50.00
10 5¢ Blue & Gold Vest Pockets, New Cabinet, Rebuilds. Ea. ... 55.00

"IF YOU NEED PIN GAMES, WRITE US; WE HAVE THEM." WRITE, WIRE OR CALL.
H. Z. VENDING & SALES COMPANY
1205 DOUGLAS STREET At. 1121—Wa. 8428 OMAHA, NEBRASKA
"NEBRASKA'S LARGEST DISTRIBUTORS"

RED, WHITE AND BLUE TICKET DEALS
2040 RWB TICKET DEAL
SPECIAL OFFER
DOZEN **\$36.00** IN DOZEN
LOTS **\$3.00** LOTS ONLY
GROSS **\$400.00** IN GROSS
LOTS **\$40.00** LOTS ONLY
LESS THAN DOZEN, \$3.50 EACH.
Can Make Immediate Shipments. Conditions Being So Unusual We Still Will Not Be Undersold.
WISCONSIN DELUXE CORP. 1902 N. THIRD ST. MILWAUKEE, WIS.

SPECIAL BARGAINS
40 Brand New 7 Column U-Need-a-Pak Cigarette Venders, \$97.50 Each.
Brand New 5¢ Milco Checks, \$12.00 Per Thousand.
24 Junction Air Cooled Rectifiers for Genco Games, \$4.75 Each.
Bally Ball Ejector Castings or Gauge Finders for Thorobreds, etc., \$1.50 Each.
#CE23-D Photo Electric Cells for Chicken Sams, Etc., \$2.50 Each.
#T61/2 Mutoscope Sky Fighter Bulbs, Red or Blue, 20¢ Each; Clear, 15¢ Each.
Mills-Free Play Fiber Gears for 1-2-3's and Jumbo Parades, \$2.00 Each.
We carry the most complete stock of Parts in the South. Wire or mail your orders immediately.
AUTOMATIC SALES CO.
111-113 THIRD AVE., N. NASHVILLE, TENN.

BINGO TICKETS
IMMEDIATE DELIVERIES—WHILE THEY LAST
60¢ PER SET OF 1000 TICKETS (Minimum Order 50 Sets)
50¢ PER SET OF 1000 TICKETS (In Lots of 128 or More)
Tickets are Unsealed and Loose but are punched and creased, with gummed slots enclosed for
easy sealing. Come packed 4 Sets in Box. 128 Sets to Case.
Universal's Original Dangling Ducat, 1000 refills on Sticks, \$1.50 each (in lots of 50). Gay
Games Lucky Bingos, 1200 tickets with jackpot boards. Deal takes in \$80.00, pays out
app. \$40.00. \$3.00 each (in lots of 50).
Terms: One-Half Deposit With Orders, Balance C. O. D. All Prices F. O. B. St. Louis.
DAVIES NOVELTY CO. 3148 OLIVE ST. ST. LOUIS, MO.

BARGAINS
1 25c Mills Blue Front, Rebuilt and
Refinished by Mills, Ser. 391294 \$250.00
3 Keeney Submarina, Clean ... 225.00
1 Mountain Climber, Like New,
2c or 5c Slot ... 200.00
1 Exhibit Punching Bag, Perfect ... 225.00
1 Bally Defender ... 200.00
1 Bally Alley ... 45.00
1 Seeburg Hockey ... 80.00
1 Chicago Coin Hockey ... 210.00
1 Chicago Novelty Co. Jap Gun
Conversion; New ... 175.00
10 Watling Guesser Scales, Latest
Model, Like New ... 125.00
1 Bally King Pin, Like New ... 210.00
1 Scientific Batting Practice ... 110.00
1 Skeeballette, 2c or 5c Slot ... 65.00
1 Ten Strike, 2c or 5c Slot ... 45.00
1 Bingo, with Metal Stand ... 20.00
1 Exhibit Strike It, with Base ... 25.00
5 Large Kirk Guesser Scales, Perfect
#2051 Tubes ... 100.00
34 Jennings Ciga-Rolas ... Write

PINBALL MACHINES
1 Lucky ... \$ 19.50
1 Double Feature ... 14.50
2 Anabel ... 19.50
3 Majors of 1941 ... 24.50
1 Score Card ... 19.50
1 Keep 'Em Flying ... 159.50

PEANUT VENDORS
10 NEW Columbus Model
ZM, porcelain finish,
1c vendors, 2 vice grips
each, 5 pound globes. **\$100.00**
11 Same as above, slight-
ly used. **FOR LOT**
7 Same as above, slight-
ly used, Model M.
1/3 Deposit Must Accompany Order
W. E. EASTBURN
Care Camp Exchange, Camp Shelby, Miss.

**ALL GAMES CLEAN,
SCRAPED AND READY
FOR LOCATION**

Jinko Defense (like new) \$89.50	Sparky ... \$24.50
Victory (like new) ... 84.50	Stratoliner ... 32.50
Now Champ ... 59.50	Sara & Suzy ... 24.50
Champ ... 35.00	League Leader ... 29.50
Pan-American ... 32.50	Polo ... 24.50
Flicker ... 29.50	Holdover ... 24.50
Red, Wh., Blue ... 24.50	High Stepper ... 32.50
Anabel ... 19.50	Trailway ... 24.50
Wow (like new) ... 29.50	Silver Skates ... 29.50
Target Skill ... 27.50	Play Ball ... 29.50
Dbie. Feature ... 19.50	High Hat ... 44.50
Score-a-Line ... 24.50	Bally Beauty ... 17.50
Rockola Table Model Outside Speaker ... 65.00	Fox Hunt ... 19.50
6 Column National Cigarette Machines ... 25.00	Fermentation ... 29.50

1/3 Deposit, Balance C. O. D.
R. K. SALES CO.
265 South 60th St. PHILADELPHIA, PA.

SLOTS
1 Pace Console, 25c, practically
new ... \$225.00
3 Pace Comets, 25c, like new ... 175.00
1 Mills Skyscraper, 50c, 20 stop
2-4 pay ... 250.00
5 Jennings 5c Escalators, 3-5 pay,
Triple J-P, perfect condition ... 79.50
2 Jennings Chiefs, 10c, Four Star,
perfect ... 139.50
Large Stock of Watlings, Paces and Single
J-P Slots.
1/3 Cash, Balance C. O. D.
J. J. HIGHTOWER
805 So. Beacon St. DALLAS, TEXAS

SALES BOARDS
While they last, Harlich's Original Jackpot
Charley, 1000 Hole, 30 Hole Jackpot, 25¢ Play,
\$3.90 each; also 5¢ and 10¢ Play 1000 Hole
Jackpot Boards, \$3.90 each. Terms: One-third
cash with order, balance C. O. D.
NEW DEAL MANUFACTURING CO.
411 North Bishop DALLAS, TEXAS

Three Satisfied Advertisers

\$14 AD BRINGS \$4,250 WORTH OF BUSINESS

This advertiser listed 45 arcade machines—20 of one kind and 25 of another—and sold out all of the equipment with but one insertion of a two inch \$14 advertisement. What better response could you ask for than that?

Actually this is a mild statement as you will agree after reading the reports in the three boxes on this page. They tell all there is to tell about The Billboard's influence and its ability to produce immediate far-reaching results!

\$50,000 ROUTE SOLD DAY AFTER BILLBOARD IS OUT

This operator was amazed at the quick action secured thru his advertisement in The Billboard. 276 machines of different types, 2 trucks, 10,000 records, spare parts and other merchandise and equipment were sold the day after The Billboard went on sale.

Phenomenal results should not be expected from every advertisement published in The Billboard, but it is safe to assume that any message of importance will receive attention and get the quickest, possible action.

PAGE AD SELLS ALMOST \$30,000 WORTH OF MACHINES

Market possibilities for rebuilt and converted machines seem to be unlimited as shown by the results received by this company whose announcement of a new type amusement machine sold 150 at the last accounting with orders still coming in.

Are You Benefiting From The Billboard's Wide Coverage?—It's Influence and Acceptance by the Entire Trade?

Now is the time to advertise in The Billboard not only for immediate sales but to improve your position in the trade and have a following for the prosperity period expected to come with final victory!

FALL SPECIAL

Prepare an advertisement now for the big, important FALL SPECIAL NUMBER dated July 31. Extra circulation and special editorial features guarantee wide coverage and good attention for your message. Take advantage of this big issue to sell or buy machines, service, parts, etc. Time is short—so act now.

MAIL YOUR COPY TODAY—FORMS GO TO PRESS JULY 21

The Billboard Publishing Company

25 Opera Place

Cincinnati 1, Ohio

Copyrighted material

↑ SUPER BUYS! ↓

- 1 MILLS 50c GOLD CHROME... \$595.00
 - 2 MILLS 25c CHROMES, 2-5... 349.50
 - 1 MILLS 25c CHERRY BELL, 3-10, Knee Action... 285.00
 - 1 MILLS 25c CLUB BELL, Like New... 435.00
 - 1 MILLS 10c CLUB BELL, Like New... 345.00
 - 4 MILLS 5c BROWN FRONTS, C. H. Knee Action... 199.50
 - 3 MILLS 10c BROWN FRONTS, C. H. Knee Action... 237.50
 - 4 MILLS 25c BROWN FRONTS, C. H. Knee Action... 275.00
 - 3 MILLS 5c BLUE FRONTS, C. H. Knee Action... 189.50
 - 5 MILLS 10c BLUE FRONTS, C. H. Knee Action... 225.00
 - 6 MILLS 25c BLUE FRONTS, C. H. Knee Action... 245.00
 - 5 MILLS 5c WAR EAGLES, 3-5 payout... 99.50
 - 3 MILLS 25c WAR EAGLES, 3-5... 165.00
 - 2 JENNINGS 50c CHIEFS... 395.00
 - 5 PACE 5c COMETS, Double JP... 69.50
 - 4 PACE 10c COMETS, Double JP... 79.50
 - 11 BLUE & GOLD VEST POCKETS, Like New... 59.50
 - PROGRAM STRIPS, in 5,000 Lots, \$2.65 M.
 - 2 SEEBURG FACT'Y ROLAWAYS... \$345.00
 - 1 SEEBURG GEM... 149.50
 - 1 WURLITZER 16-Rec. ROLAWAY, with Buckley Adapter and 8 Wallboxes... 155.00
 - 1 WURLITZER 16-Rec. ROLAWAY, with Buckley Adapter and 7 Wallboxes... 145.00
 - 2 WURLITZER 24... 115.00
 - 3 WURLITZER 61... 89.50
 - 1 WURLITZER 41... 125.00
 - 4 WURLITZER 616 LIGHT UP... 89.50
 - 6 WURLITZER 412... 49.50
 - 2 ROCK-OLA '39 DELUXE... 195.00
 - 1 ROCK-OLA ROLAWAY, with Rock-Ola Adapter, 20 Dial Wallboxes, 2 Bar Boxes and 1 Spectravox Speaker... 424.50
 - 2 JAP CONV. CHICKEN SAMS... 149.50
 - 1 SKY CHIEF... 149.50
 - 2 KNOCKOUTS... 99.50
 - 1 HOME RUN, '42... 69.50
 - 1 BIG PARADE... 129.50
 - 25 SEEBURG WALL-O-MATICS... 29.50
 - 15 SEEBURG 3-Wire WALLBOXES... 34.50
 - 15,000 USED RECORDS, Popular, Hillbilly and Race, 12c Each Assorted
- WE CARRY A COMPLETE LINE OF MILLS PARTS**
- Terms: 1/3 Certified Deposit, Bal. C.O.D.
- STERLING NOVELTY CO.**
- 669-671 S. Broadway, Lexington 20, Ky.

affected by the current shortage of gasoline.

With the pleasure driving ban making added thousands dependent on street cars and busses for transportation, the city transit system carried a record load of 6,277,804 passengers during June, according to figures announced in the monthly business review of the Richmond Chamber of Commerce.

This situation accounts definitely for the fact that collections from in-town locations have reached a new high, while rural routes have in general shown a decline during the past 30 days.

Music machine operators have found an entirely new and unexpected source of record supply in the Brunswick Collector's Series, from which albums, such as the Calloway and Ellington disks, individual sides are grossing more money than current hit tunes.

All distributors in this trade area are doing an excellent volume of business on reconditioned machines of all types. The demand is high and it is not unusual to walk into the showroom of almost any distributor in this vicinity and find every machine on the floor marked "sold."

Absorb Tax

Business with the cigarette venders remains at a high level, due primarily to the fact that operators are still absorbing the tax and selling smokes at 15 cents a pack while over-the-counter sales go for 16 cents. There is an ample supply of cigarettes of all brands.

Apparently the gum venders have found a new source of supply. Machines which had been reportedly empty during the greater portion of the past few months, came to life with a reasonable supply of merchandise. Candy machines, however, have not shown any sign of their opera-

WANTED

SLOT MACHINES

Highest cash prices paid for late model Slot Machines of all makes. Any model, any condition. Now is the time to get those machines out of storage. Help win the war by getting them into circulation. Uncle Sam will get \$100.00 per year for every machine put into operation, and you can use the proceeds to buy War Bonds.

Write, wire or phone! Tell us what you have.

BAKER NOVELTY CO.

1700 W. Washington, Chicago 12 (Phone MONroe 7911)

WANTED FOR CASH

Bally Defenders, Rapid Fire, Mutoscope Drivemobiles, Ace Bombers, Evans Super Bomber, Air Raider, Air Defense, Night Bomber, Sky Fighter, Chicken Sams, Western Baseball, K. O. Fighters. Also any other Machines suitable for Penny Arcade, including Photomats.

MIKE MUNVES

520 W. 43rd St., NEW YORK
Bryant 9-6677

WANTED MECHANIC for ARCADE

6 DAY WEEK. GOOD PAY. Pleasant surroundings. Give detailed information in letter.

GEORGE PONSER CO.

763 South 18th St. NEWARK, N. J.

There is no substitute for Quality

Quality Products Will Last for the Duration

D. GOTTLIEB & CO.

CHICAGO

WANT TO BUY BALLY ROLL-EMS

State Quantity You Have, Condition and Cash Price Wanted.

WE BUY, SELL AND EXCHANGE

3147 Locust St. ST. LOUIS, MO. **MR. CALL NOVELTY CO.**

Get Them While They Are Still Available

Brand-new Mills 5/10/25/50c Brown Fronts. Also 5/10/25c Mills Gold Chromes and Copper Chrome. Also Mills 5c Emerald Hand Load Jackpots. All Mills Slots are equipped with Moseley's Special Disks and Reels and are factory rebuilt. Guaranteed brand new.

REBUILTS, SLIGHTLY USED AND FLOOR SAMPLES

ORIGINAL CHROME, 5c, Like New \$375.00	COLUMBIA BELL, GA... \$ 52.50
ORIGINAL BROWN FRONT, Rebuilt Like New, 5c 250.00	MILLS CHROME, 10c, #449113 to #488132 355.00
MILLS MELON, 5c, #425020 to 435000 225.00	MILLS BROWN FRONT, 10c 275.00
MILLS CHERRY, 5c, #419887 to #457287 225.00	MILLS BLUE FRONT, 10c, #44200 200.00
MILLS BLUE FRONT, 5c, #378100 to 452997 225.00	MILLS BROWN FRONT, 25c, #369371-#475655-497682 350.00
MILLS WAR EAGLE, 5c, Reg. 2-4 Payout, #362581 99.50	MILLS MELON, 25c, #430597 350.00
MILLS LION HEAD, 5c, #389701 150.00	MILLS BLUE FRONT, 25c, #360857, Like New 325.00
MILLS 5c FUTURITY, #381558 125.00	MILLS 25c GOOSENECK, #219841 200.00
MILLS 5c FRONT VENDER 89.50	MILLS GOLD CHROME, 50c, Like New 750.00
WATLING ROLATOP, 5c, Baseball Reels, #87983-88713 50.00	PACE CONSOLE, 5c, #RF43147M 150.00
JENNINGS CENTURY, 5c, #116733 39.50	PACE CONSOLE, 10c, #RF48688M 160.00
WATLING TWIN JP, 1c, #L63891 30.00	PACE CONSOLE, 25c, #RF48689M 225.00
CALLE CONSOLE, 10c 95.00	PACE CONSOLE, 5 & 25c Comb. 275.00

ONE-BALL

'41 DERBY, F.P. \$450.00	FORTUNE, Cash, Like New \$350.00
BLUE GRASS, F.P. 195.00	CONTEST, F.P., Floor Sample 149.50
CLUB TROPHY, F.P. 450.00	PREAKNESS, Cash 20.00
KENTUCKY, Cash 450.00	SPINNING REEL, Cash 90.00
SANTA ANITA, Cash 250.00	MILLS 1-2-3, Cash 65.00

SPECIALS

SUPER TRACK TIME, #7200 Up \$325.00	BANG TAIL \$150.00
PASTIME 225.00	LUCKY LUCRE, 5-5-5-25-25c Play.. 350.00
KENTUCKY CLUB 150.00	MILLS JUMBO PARADE, FP, 5c 99.50
SUPER BELL, 5c 225.00	BALLY HIGH HAND 135.00
SUPER BELL MINT VENDER, 5c 235.00	JUMBO PARADE, Free Play, 5c, Convertible Mint Vender 189.50
SUPER BELL TWIN, 5-5c 350.00	SUPER BELL 5c Mint Vender, Brand New 299.50
GALLOPING DOMINO, Cash, Dark Cab., J.P., Factory Rebuilt 225.00	SUPER BELL, 5c Play, Brand New 299.50
GALLOPING DOMINO, Ch. Sep., Dark Cab., Factory Rebuilt 235.00	SUPER BELL, 25c Play, Brand New 325.00
GALLOPING DOMINO, Cash, Light Cab., Like New, Jackpot 375.00	Jumbo Parade, Cash Pay, Brand New 159.50
GALLOPING DOMINO, Ch. Sep., Light Cab., Jackpot, Like New 385.00	JUMBO PARADE, Convertible, Mint Vender, Brand New 179.50
GALLOPING DOMINO, 25c, Dark Cab., Factory Rebuilt 250.00	GLASS FOR JACKPOT SLOT MACHINES, Each \$1.25; LOTS OF TEN, Each \$1.10

1/3 Deposit in the Form of Post Office, Express or Telegraph Money Order Must Accompany Order, Balance Will Be Shipped C. O. D. Write and Ask To Be Put on Our Mailing List. Above Prices Effective July 17, 1943, and Subject To Prior Sale and Change in Price Without Notice.

MOSELEY VENDING MACHINE EX., INC.

00 Broad St., Richmond, Va. Phone—Day, 3-4511, 3-4512. Night, 5-5328

WHY WAIT

IMMEDIATE DELIVERY

TICKETS

2160—RED-WHITE-BLUE \$2.95

TAKES IN \$108.00
YOUR PROFIT \$29.00

PER SET IN DOZ. LOTS IN GROSS LOTS — \$396.00

***1040—BINGO (IN BAGS) \$1.50**

TAKES IN \$52.00
YOUR PROFIT \$12.00

PER SET IN DOZ. LOTS IN GROSS LOTS — \$201.60

*BINGO CAN BE USED ON STAND OR IN JAR

LABELS FURNISHED WITH ALL DEALS

25% DEPOSIT ON ALL ORDERS, BALANCE C. O. D.

DOUBLE SERIAL NUMBER—STITCHED TICKET

Operators everywhere are happy with this ticket because it carries a double serial number and is stitched the right way. Operators are reordering in larger quantities every day—PLACE YOUR ORDER NOW.

JAY-BEE SALES CO. NOT INC.

4554 BROADWAY CHICAGO, ILL.

MARKPEPP VALUES

SLOTS & SAFES

5c MILLS CLUB BELLS, Over 400,000, Factory Rebuilt, Like New \$425.00	5c JENN. SILVER CLUB CHIEFS 189.50
25c MILLS CLUB BELLS, Over 400,000, Factory Rebuilt, Like New 625.00	10c JENN. SILVER CLUB CHIEFS 199.50
5c CHROME BELLS, 2-5 P.O. \$275.00	5c B. & G. VEST POCKETS 49.50
25c CHROME BELLS, 2-5 P.O. 349.50	Single Safe, Double Door 49.50
25c BROWN FRONTS, 440,000 275.00	Double Safe, Single Door 39.50
MILLS SAFE STANDS 15.00	
Single Safe, Single Door 22.50	

CONSOLES & FREE PLAYS

SUPERBELLS, Comb. F.P. \$219.50	KENTUCKY CLUBS \$ 79.50
TWO-WAY SUPERBELL, 5-5c 359.50	BIG TOPS (CASH) 99.50
5-10-20s, A-1 119.50	BIG PARADE 99.50

ARCADE EQUIPMENT

MAJOR LEAGUE BASEBALL \$149.50	Genco PLAYBALL 209.50
DELUXE WESTERN BASEBALL 94.50	ChicoIn HOCKEY8 59.50
TOM MIX RIFLES 59.50	TEN PINS, High Dial 49.50
EX RAY POKERS 89.50	TEN PINS, Low Dial 119.50
BATTING PRACTICE 104.50	POKER & JOKER, New 119.50
KICKER & CATCHER 17.50	ANTI-AIRCRAFT GUN, Light Cab. 69.50
CALLE LOW BOY SCALE 49.50	Pace LOW BOY SCALE 49.50

Half Certified Deposit With Order.

THE MARKPEPP COMPANY

3808 CARNEGIE AVE. Henderson 1043 CLEVELAND 15, OHIO

OPERATORS...

Hold up buying expensive, second-hand LONGACRES and THORBREDS until you have heard of our new, low-cost refurbishing, rebuilding and conversion of BALLY 1-BALL FREE PLAY

**BLUE GRASS • SPORT EVENT
SPORT SPECIAL • DARK HORSE**

See your Distributor. If there is no Distributor in your territory handling our products, write us Direct.

SULLIVAN-NOLAN ADV. CO.

527-529 W. Chicago Ave. Chicago 10, Illinois

BUY WAR BONDS AND STAMPS

tors having been able to overcome the shortage of confections. Nut vendors could continue to operate at normal if it were not for the man-power shortage, since there is an ample supply of nuts in this territory.

WPB Order L-265 has resulted in all distributors complying with the rule that no parts be delivered without a written order accompanied by a used part or a certificate stating that the part is not available. No telephone or wire orders will be accepted in this territory. Distributors have gone into the rubber stamp business and are supplying all consumers with a stamp bearing the customer's certification at a nominal charge.

Favorable employment conditions in wartime Richmond are reflected in a total of 1,251 employment service placements and a drop in relief and service households to 2,614.

Salt Lake City

Location Troubles Cut Play of Most Machines

SALT LAKE CITY, July 10.—The hot weather slump in business in the Salt Lake City area took its grip on things in mid-June. But this year the downward curve of business is deeper and sharper, and is not compensated by an upward turn in business in suburban spots, which are also serviced by Salt Lake City operators.

Operators are definitely not receiving the returns they were led to expect because of the scads of new money, the booming growth of the area and the influx of uniformed men. Wartime shortages are taking their toll both directly and indirectly from all operators.

Taverns and inns within the city are operating only on a part-time basis due to lack of beer. That means a definite loss to the operators. For instance, in one city block, almost door-to-door are the Fair Inn and the Silver Dollar, two taverns, both of which did a rushing business from 9 a.m. to 1 a.m. Now they divide all the beer they can get

and the Fair Inn operates until 4 p.m. The Silver Dollar opens at 4 p.m. and operates until the day's beer supply runs

MILWAUKEE MASTER BUYS

MUSIC

Singing Picture Speakers, New	\$ 18.50
Rockola Rhythm Master 18	49.50
Imperial 18	59.50
Imperial 20	69.50
Wurlitzer G18 with Grill	74.50
G1 with Stand	89.50
800K	225.00
Seeburg 12 Rac. Keyboard	59.50
Playboy	29.50
2 Packard Plamor Steel Cabinets (New) for Burred Jobs, Ea.	39.50
Wurlitzer G16, Complete with 2 Seeburg 30 Wire Boxes and Cable	125.00

LEGAL EQUIPMENT

Daval Charm, Excellent for Arcade	\$ 89.50
Target Skills & Big Game Hunters	18.50
Gottlieb Grippers, 3 Way	16.50
Ten Strike	49.50
Ten Strike, High Dial	64.50
Skeeballette	49.50
Bally Alley	29.50

ONE BALLS

Just Off Location—in Excellent Condition!

Club Trophy	\$340.00
'41 Derby	350.00
Fortune	335.00
Skylark	315.00
Sport King	285.00
Record Time	145.00
Dark Horse	155.00
Thistle-down	65.00
Fleetwood	29.50
Fairgrounds	29.50

COUNTER GAMES

Cubs, 1¢ & 5¢	\$ 4.95
Aces, 5¢	4.95
Liberty, 1¢	6.95
American Eagles (Used), 1¢	6.95
Daval 21 (New)	6.50
Daval Keep 'Em Bombing (New)	5.95
Lucky Smokes (New)	9.95

SLOTS

MILLS

War Eagles, newly gold chromed, completely rebuilt mechanisms, club handles, all the qualities of a new machine, 5¢	\$179.50
10¢	189.50
25¢	224.50

War Eagles, brown crackle, completely rebuilt mechanisms, club handles, 5¢	149.50
--	--------

2-5 or 1 Cherry P.O. \$7.00 add'l, Blue Fronts, completely refinished, club handles, new cabinets, 5¢	189.50
10¢	199.50
25¢	239.50

2-5 or 1 Cherry P.O. \$7.00 add'l, 25¢ Cherry Bell, late, like new	279.50
--	--------

Jumbo Parade, F.P., completely rebuilt, late type head	89.50
--	-------

1-2-3 F.P., '39 model, completely rebuilt by Mills	79.50
Owl, F.P., new, in original crate	149.50

Extraordinary, original silver crackle finish (1 set), 5¢	200.00
10¢	225.00
25¢	250.00

Mills Folding Slot Stands	2.95
---------------------------	------

JENNINGS

Four Star Chief, 5¢	99.50
10¢	119.50
Club Special, 5¢	189.50
10¢	179.50
Silver Chief, 5¢	149.50
25¢	225.00

WATLING

Roi-a-Top, 3-5, 5¢	79.50
10¢	94.50
Hand Load (like new), 5¢	129.50

COLUMBIA Convertibles, late style, cigarette reels	89.50
--	-------

PAPE

Comot, 3-5, 5¢	69.50
10¢	84.50
DeLuxe, Sluggproof (like new), 5¢	99.50
10¢	114.50

Rocket, Sluggproof, 5¢	109.50
10¢	119.50

DeLuxe (cannot be told from new) 5¢	109.50
10¢	119.50

OATLE Commander or Playboy (exceptionally clean), 5¢	89.50
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CONSOLES

1938 Banglalls, 7 Coin Head	\$ 79.50
Buckley Track Odds (Old Head)	99.50
Buckley Track Odds (New Head) Serial #11124-11502	439.50

Pace's Reels, 5¢	94.50
Pace's Races, Rebuilt, black cabinet	99.50
Saratoga, 5¢ with Rail	94.50
Jennings 4 Coin Multiple, brand new Used	89.50

Jennings Liberty Bell, Flat Top Slant Top	24.50
Derby Day, Flat Top Slant Top	24.50
Jennings Totalizer, P.O. (fl. sample)	169.50
Jennings Triple Entry	124.50
Jennings Fast Time, F.P.	69.50

Keeney Red Seven Coin Head Track Time	69.50
Keeney Kentucky Club	89.50
Bally Tanforan	39.50
Bally Ray's Track, Serial over 4300	94.50
Bally Long Champ (Large)	49.50
Bally Solitaire Flicker	39.50

Exhibit's Chuck-a-Lette (7-Coin Head)	39.50
Exhibit's Races, 7-Coin Head	49.50
Galloping Dominos	59.50
Stoner's Zippers	34.50
Bally "The Favorite," 9 Coin Head	39.50
Sugar King, P.O. (Floor Sample)	169.50

1/3 Deposit — Balance C. O. D. State Distributor for Seeburg Phonographs and Accessories

MILWAUKEE COIN MACHINE COMPANY

3130 WEST LISBON AVENUE MILWAUKEE, WISCONSIN

WHILE THEY LAST!

Bally Long Shot, Like New	\$345.00
Cherry Bell, 3-10	255.00
A. B. T. Challenger	27.50
Rotary Merchandiser	229.50
Keeney Submarine	189.50
Brand New Electric Shockers (in 5-Foot Cabinets)	59.50
World Series	89.50
Texas League, De Luxe	49.50
View-a-Scopes	29.50
Skill Jumps	52.50
Vitalizer	79.50
Radio Rifles	89.50
1 Shoot the Chutes	129.50
Jennings Lo-Boy Scale	89.50
2 Exh. Card Machines	35.00
Square Bells	99.50

Jennings 25c Golf Ball Venders \$89.50

IMPS, Brand New	\$7.70
WINGS, Brand New	9.90
YANKEES, Brand New	9.90
MERCURY	11.50
LIBERTY	11.50

1/3 Deposit With Order.

GERBER & GLASS

914 Diversey Blvd., Chicago

GOTTLIEB GAMES WANTED!

Will Buy Any of the Following Gottlieb Games:

Bowling Alley, Big Show, Score Card, Summertime, O'Johnny, Drum Major, Convention, Border Town, Trapeze, Score-a-Line, Three Score, Gold Star, Paradise, Champ, School Days, Sea Hawk, Horoscope, Hi-Dive, Miami Beach, Belle Hop.

Advise immediately, stating quantity you have ready to ship and price wanted in first letter.

D. GOTTLIEB & CO.

1140 N. Kostner Ave. CHICAGO 51

(Tel.: Albany 2640)

SPECIAL—5c-10c-25c BLUE FRONT, 433,000 SERIES, the set \$645.00 SPECIAL—NEW SUPREME GUN, \$330.00

ARCADE EQUIPMENT, GUNS & MISCELLANEOUS	
Viewscope & Extra Films, Stand	\$ 39.50
Advance Shockers	18.00
Skill Jump, with Base	49.50
Radio Rifle & Film	79.50
Ex. Strength Test Lifter	49.50
Gott. 3-Way Grippers	17.50
Jap Chicken Sams	159.50
Shoot the Chutes	139.50
Ex. Card Vender, Floor Model	34.50
Mills World Horoscope	69.50
Heart Beat Tester	139.50
1939 West, Baseball	94.50
Ten Pins	65.00
Hoot Mon Golf	74.50
Exhibit Hi-Ball	84.50
Exhibit Baseball	79.50
Genco Play Ball	189.50
Kicker & Catchers	19.50
Chester Pollard Golf	84.50
Mills Punching Bag	124.50

GRAND CANYON, \$175.00—NEW 5-10-20, \$169.50—ARIZONA, \$175.00

SECOND FRONT AND ACTION, \$145.00 — NEW MIDWAY, \$175.00

WE REPAIR BALLY 1-BALL AND 5-BALL OPEN MOTORS, \$5.00—SEALED, \$12.50

SLOTS	ONE BALLS	CONSOLES
5¢ Chromes, 2-5 P.O., 1 Cherry	\$325.00	'41 F.P. 1-2-3 \$ 89.50
5¢ Blue Fronts	159.50	25¢ 4-Star Chief 195.00
5¢ Goose-neck, 3-5 P.O., C.H.	275.00	5¢ Silver Chief 169.50
5¢ Jenn. Chief 4 Star	139.50	'41 Derby 375.00
Jumbo Parade, Cash Model, Latest	119.50	Keeney Fortune 385.00
Jumbo Parade, Free Play, High Hand	89.50	Keeney Sky Lark 295.00
High Hand Combination	144.50	Exhibit Congo 34.50
Jenn. Silver Moon, F.P.	144.50	Arrow Head, One-Ball F.P. 34.50
Latest Jenn. Galfarola	129.50	Club Trophy 365.00
5¢ Green Vest Pockets	39.50	Kentucky, Cash Payout 395.00
3 Longacres, Like New	595.00	Sport King, Cash Payout 345.00
Keeney Contest	136.50	5¢ Blue & Gold Vest Pocket 49.50
Sun Ray, Floor Sample	184.50	Santa Anita 245.00
		Jockey Club, A-1 465.00

PIN GAMES	
Wild Fire	\$39.50
Big Chief	39.50
All American	34.50
League Leader	29.50
Broadcast	37.50
Dixie	29.50
Hi-Boy, Reb. Metro.	39.50
Play Ball	39.50
Velvet	39.50
Stratolliner	\$39.50
Sport Parade	39.50
Band Wagon	39.50
Four Roses	44.50
Air Circus	114.50
Jungle	54.50
Horoscope	47.50
Snappy	49.50
Shangri-La, Like New	149.50
Liberty, Like New	\$169.50
Sea Hawk	44.50
Twin Six	54.50
Knock-Out	109.50
Big Parade	109.50
Topic	84.50
Sky Blazer	69.50
Sky Chief, Like New	169.50
Capt. Kidd	49.50

WANTED TO BUY—GUNS AND ALL TYPES OF ARCADE EQUIPMENT. EXHIBIT SUNBEAMS, WEST WINDS AND DOUBLE PLAY.

ONE-HALF WITH ORDER, BALANCE C. O. D.

EMPIRE COIN MACHINE EXCHANGE 2812 W. North Avenue, Chicago 47, Ill.

Phone: Humboldt 6288

BARGAINS!!

1 Rapid Fire \$189.50	1 Gun Club \$49.50
1 Chicken Sam 105.00	1 Snappy 45.00
1 Jenn. Roll	1 Legionsaire 40.00
1 Barrel 110.00	1 Four Roses 35.00
1 Ten Strike, HD 49.50	1 Stratolliner 30.00
1 Chicce Hockey 189.50	
Give top offer for the entire lot.	

JULES OLSHEIN, 284 S. Allen, Albany, N. Y.

WILL PAY CASH

For late Wurlitzer and Seeburg Phonographs, Pin Games and Gums. Give quantity and best price wanted in first letter.

AMERICAN COIN MACHINE CO.

557 Clinton Ave., N. ROCHESTER, N. Y.

\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$

**WE'LL GIVE YOU
TOP \$
FOR YOUR
ROUTE or any
ARCADE
EQUIPMENT**

**Top Cash Prices for Any Route—
No Matter Where**

We're ready, willing and able to make you a profitable offer for any make or model Phonograph, all types of Arcade Machines, Pin Games, Consols, Free Play and Payouts, Slots, Night Bombers, Defenders, Sky Fighters, etc., etc.

**WHAT HAVE YOU TO OFFER? . . .
WRITE, WIRE OR PHONE AT ONCE**

Full Details and Price

ROYAL DISTRIBUTORS

409 No. Broad St. Elizabeth, N. J.

out, usually about 10 p.m. Other taverns close at least one and some two days a week, others open at noon—all are patching up their service some way.

Cut Play in Half

In the cited instance, Fair Inn and Silver Dollar each have juke, pinball machines and venders which once were in constant use. Now the play on those machines is cut in half. Similar conditions exist in other spots.

Combined with chaotic conditions in the city is a definite curtailment of suburban business. Saltair and Lagoon resorts are closed. They are the largest in the territory. Hideaway amusement spots failed to open. Two beaches, one with an arcade and both with juke box dancing, are the most important in the area operating as usual. Both are doing good business—Black Rock better than normal. Near-by niteries are doing capacity—but everything else is off.

Lack of candy for venders, records for the juke, beer for the taverns and resorts, and curtailed soft drink production for the beaches makes the outlook gloomy.

Spokane

**Wave of Burglaries End
When Police Catch Gang**

SPOKANE, July 10.—Despite having nearly 50 of their machines hi-jacked by juvenile burglars within the month, Spokane operators report June as another banner month. Only dissenting vote is voiced by Nick Rego, who lost \$1,500 in pinball and phonograph parts to a burglar who broke into his shop last week. Most of the missing equipment can't be replaced.

Police rounded up an even dozen young thieves, who had jimmed coin boxes in some of the better spots. Losses in money alone were estimated at more than \$800 within two weeks.

Servicemen continue to be the best source of nickels, operators report. No new or rebuilt machines have been introduced, but regulars are holding their own. Changes on pinballs have upped receipts in several places. There have been no personnel changes.

Merchandise machine operators are having difficulty in getting supplies and several theaters have taken out their bar and gum dispensers. Ball gum machines are getting heavy patronage and Boston bean and penny nut machines are doing well in grocery stores.

*The Guiding Light
for Thousands of
Salesboard
Operators!*
SUPERIOR



**FREEDOM IS
OUR CHERISHED
INHERITANCE --**

**BUY MORE WAR
BONDS REGULARLY**

SUPERIOR PRODUCTS
14 N. PEORIA ST. CHICAGO, ILL.

WANT TO BUY

SEEBURG PHONOGRAPHS, R. C. SPECIALS, WIRELESS WALL-O-MATICS AND OTHER ACCESSORIES. Quote lowest prices and quantities ready for immediate delivery in first letter.

**W. B. NOVELTY
CO., INC.**

917 Broadway Kansas City, Mo.

SPECIAL

2 Club Trophy, \$360.00 Each.

200 Slot Machines, All Makes,

Jack Pots, 2-4 Pays, \$50.00 Each.

**MONROE COIN
MACHINE EXCH.**

124 E. Front St., Monroe, Mich.

REAL BUYS

Won't Last Long

SLOTS	
Mills 5¢ Brown Fronts	\$199.50
Mills 10¢ Brown Fronts	224.50
Mills 25¢ Brown Front	299.50
Mills 5¢ Blue Fronts	178.50
Mills 10¢ Blue Fronts	199.50
Mills 5¢ Gold Chromes	269.50
Mills 10¢ Gold Chromes	289.50
Mills 25¢ Gold Chrome	349.50
Mills 5¢ Silver Chromes	209.50
Mills 10¢ Silver Chromes	289.50
Mills 1¢ Blue Q.T.	52.50
Pace 5¢ Comet	89.50
Pace 10¢ Comet	99.50
Pace 1¢ Chrome (NEW)	119.50
Jennings 5¢ Chief, Four Stars	129.50
Jennings 10¢ Chief, Four Star	139.50
Jennings 25¢ Chief, Four Star	224.50
Jennings 5¢ Chrome Chief	179.50
Jennings 10¢ Chrome Chief	189.50
Jennings 5¢ Club Special	159.50
Jennings 10¢ Club Special	169.50
Jennings 5¢ Red Skin	159.50
Jennings 10¢ Red Skin	169.50
Jennings 5¢ Big Chief	129.50
Jennings 10¢ Big Chief	139.50
Watling 5¢ Rol-a-Top	89.50
Watling 10¢ Rol-a-Top	99.50
Watling 25¢ Rol-a-Top	199.50
Groet, Columbia, can be used in 1¢, 5¢, 10¢, 25¢ Play, including all parts to make changes	69.50
PHONOGRAPHS	
Mills Empress	\$189.50
Mills Throne of Music	149.50
Rockola DeLuxe	169.50
CONSOLES	
Mills Jumbo Parade (Cash)	\$ 99.50
Mills Jumbo Parade (F.P.)	99.50
Keeney Triple Entry	169.50
Bally Club Bells	249.50
Bally High Hand	149.50
Bally Royal Flush	89.50
Bally Royal Draw	89.50
Baker's Pacer, Daily Double	275.00

SICKING, INC.

1401 CENTRAL PKY., CINCINNATI, O.
927 E. BROADWAY, LOUISVILLE, KY.

CORRECTION

In our July 10th ad copy on ABT Coin Chute should have read . . .

ABT Coin Chutes, 1c, 5c (New) Ea. \$2.95

MIKE MUNVES

520 W. 43rd Street NEW YORK CITY

**ONE BALLS
WHILE THEY LAST!**

Longacre, Club Trophy, '41 Derby, Pimlico, Kentucky,
Jockey Club, Sky Lark, Long Shot, Sport King,
Spinning Reels.



Al Sebring

WURLITZER PHONOGRAPHS

Models 950—700—600—71—41

ARCADE EQUIPMENT

Western Baseball	Ten Strike	A-B-T Targets
Club Bells Mills 4 Bells Sugar King	Jumbo Parades Jenn. Totalizers Ray's Track	Cherry Bells Melon Bells Blue Fronts
GRAND CANYON ACTION Belle Hop Topic Miami Beach	5-10-20 MIDWAY Champ High Hat Sea Hawk	SHANGRI-LA SANTE FE Four Roses Majors '41 Southpaw

Write, Wire or Phone for Complete List and Prices

BELL PRODUCTS CO.

2000 N. OAKLEY

CHICAGO, ILL.

**WANTED: MANAGER
FOR OUR PARTS DEPARTMENT**

Must know all pin game parts.
Good proposition for good man.

BELL PRODUCTS CO., 2000 N. OAKLEY, CHICAGO

The most thorough and complete "CHICKEN SAM"—
Change-over to "JAP" Ray Guns—in the U. S. A.

"SHOOT THE JAP"

RAY-O-LITE GUNS

\$179.50 1/3 Deposit, Balance C. O. D. \$179.50

The most thorough and complete "CHICKEN SAM" Change-Over to "JAP" Ray-Guns in the U. S. A. "SHOOT THE JAP" Ray-O-Lite Guns. A MONEY-MAKER right from the start. Appearance and performance equal to a brand new machine. Our "Jap" Ray-Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C.O.D. charges, or \$60.00 with your order—balance of \$119.50 C.O.D.

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

WRITE
WIRE
PHONE
VISIT

MILLS

for coin machine information

VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

MILLS NOVELTY COMPANY 4100 Fullerton Ave., Chicago, Ill.

SIGN THIS SEND WITH ORDER

CONSUMER'S CERTIFICATE

I hereby certify that the part(s) specified on this order are essential for presently needed repair of electronic equipment which I own or operate.

Date Signature

HARD-TO-FIND RADIO TUBES

Table listing various radio tubes with their net prices, such as 6A8, 6B5, 6N7GT, etc.

PHOTO ELECTRIC CELLS (#CE-23) \$2.50 EA. (Can be used on "CHICKEN SAMs," "JAPS," "CHUTES," "RAPID FIRES" and other Ray Guns)

PHOTO ELECTRIC CELLS FOR BALLY "DEFENDER" RAY GUNS—Best Quality—Perfect Cells (#CE-20) \$2.95 EA.

BLACK-COATED GUN CABLES (5 Wire) 8 FOOT LENGTHS—Each Wire Rubber Covered. Very Fine Gun Cable. SPECIAL \$1.90 Each.

Chicago Novelty Company, Inc.

1348 Newport Avenue Chicago, Ill.

FOR SALE

On Account of Labor Shortage

- 1—8-Car Whip in Running Order \$550.00 Without Motor \$450.00
1—Heyday in Running Order \$625.00 Without Motor \$525.00

Will Also Sell 1 1940 "Moon-Rocket". Now Operating, in Excellent Condition.. \$8,250.00

All of the above are good investments for permanent locations. Terms are Cash.

Please do not answer unless you are really interested and have the Cash.

MILLER AMUSEMENT ENTERPRISES

La Grange, Ill.

P.S.—Have good location for First-Class Roller Rink, season or permanent.

FOR SALE

Four Mills Blue Front Mystery Bells, 25¢ play, serials above 400,000, knee action, club handles, all original machines; one Mills Four Bells, 5¢ play, ash trays, Serial No. 2404; one Mills Goose Neck Bell, 25¢ play, Serial No. 253670; one Watling 25¢ Play Roll-o-Top, Serial No. 86447; one Pace Comet Bell, 10¢ play, Serial No. FB45910M; one Mills brand-new Q.T. Bell, 1¢ play, Serial No. 22311; one Stanco Console with late Mills mechanism; five Baby Grand Counter Payout Bells, 5¢ play; fifteen 1¢ Play Counter Model Cigarette Machines, which includes Penny Packs, Ex-Rays, Liberty Bells, Marvels, etc. All machines clean and in perfect working condition. Must see this group to appreciate it. Complete deal \$2800.00. Two Five-Cent Mills Gold Chrome Bells, Serials 471793 and 472937; one Mills Gold Chrome Bell, 10¢ play, Serial No. 473663; one Mills Copper Chrome Bell, 5¢ play, Serial No. 471733; \$1000.00 takes the four machines. Must have deposit with order.

PALMANTIER SALES CO. 1108 12th ST., N. E., CANTON, OHIO

CENTRAL OHIO QUALITY BUYS

BUY NOW! PRICES ON COIN-OPERATED EQUIPMENT ARE SKYROCKETING. OUR EQUIPMENT IS FULLY RECONDITIONED, FULLY GUARANTEED OR MONEY BACK, READY FOR LOCATION. WE PACK AND CRATE OUR GAMES SO THAT YOU RECEIVE THEM IN FIRST-CLASS CONDITION.

"There Is No Substitute for Quality"

MUSIC

- 4 WURLITZER 750E's, A-1 \$475.00
2 WURLITZER 850's, A-1 575.00
2 WURLITZER 950's, A-1 605.00
1 WURLITZER 780E, A-1, Colonial 450.00
1 WURLITZER 800, with Wireless Adaptor, 3 Boxes.. 585.00
5 ROCK-OLA 1939 DELUXES, Look Like New 179.50
3 ROCK-OLA 1939 STANDARDS, Look Like New 169.50
3 ROCK-OLA 1940 MASTERS, Look Like New 235.00
1 ROCK-OLA 1940 COUNTER MODEL & STAND, Speaker. 129.50
2 SEEBURG CONCERT GRANDS, New Marble Glo 219.50
1 WURLITZER 61's, A-1 79.50
6 PANORAMS, Late Serials, Like New 299.50
2 WURLITZER 616's, A-1 Shape 79.50



Wolf Solomon

Attention

All Phonographs are thoroughly reconditioned and safely crated.

CIGARETTE VENDING MACHINES

- 50 NATIONALS, 9-30 \$79.50
4 NATIONALS, 9-50 105.00
5 UNEEDA-PAK, 15 Col., 1940 85.00
5 UNEEDA-PAK, 12 Col., 1939 \$72.50
3 UNEEDA-PAK, 9 Col., 1939 69.50
5 ROWE ROYALS, 8 Column 78.50

ARCADE EQUIPMENT

- SEEBURG RAYOLITE GUN, Clean \$99.50
SKY FIGHTER, A-1, Late 325.00
KEENEY SUBMARINE GUN 205.00
CHESTER POLLARD GOLF, 1¢ \$99.50
TEN STRIKES, Low Dial 55.00
KICKERS & CATCHERS 22.50

CONSOLES

- 2-WAY SUPERBELLS, C.P., 5¢-5¢ \$399.50
2-WAY SUPERBELLS, C.P., 5¢-25¢ 415.00
JUMBO PARADES, C.P., Latest Serials 119.50
JUMBO PARADES, C.P., A-1, Clean 99.50
JUMBO PARADES, C.P., A-1, Clean 89.50
25¢ SUPERBELL, Comb., F.P. 299.50
STANCO BELLS, 5¢ Mills Unit 119.50
2 CHARLI-HORSES, 5¢-5¢, C.P. 149.50
BALLY HIGH HANDS, Late Serials \$139.50
BALLY CLUB BELLS, Late Comb., F.P. 299.50
BALLY BIG TOPS, F.P., A-1 89.50
WATLING BIG GAMES, F.P., A-1 89.50
25¢ BALLY CLUB BELL 299.50
SILVER MOON TOTALIZERS, F.P. 109.50
GALLOPING DOMINOES, Brown Cab. 139.50
EVANS JUNGLE CAMPS, F.P. 89.50

SLOTS

- 5¢ BLUE FRONTS, Over 400,000, Knees, Club Handle \$195.00
10¢ BLUE FRONTS, Over 400,000, Knees, Club Handle 235.00
25¢ BLUE FRONTS, Over 400,000, Knees, Club Handle, Crackle 315.00
5¢ VICTORY CHIEF, 1 Cherry P.O. 245.00
5¢ CHIEFS, Four Star 109.50
5¢ CHIEFS, One Star 79.50
5 SINGLE SAFES 49.50
5¢ CHERRY BELLS, 3-10 P.O., Club Handle, Knees \$235.00
10¢ CHERRY BELLS, 3-10, P.O., Club Handles, Knees 245.00
5¢ BROWN FRONT, 3-5 P.O., Club Handle, Knees 225.00
5¢ CHIEF, Club Console 189.50
10¢ CHIEF, Club Console 199.50
5¢ COLUMBIAS, Cig. or Fruit 55.00
10 SAFE STANDS, Like New 22.50

CENTRAL OHIO COIN MACHINE EXCHANGE, INC.

514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

H. R. "HANK" MASER

LARGEST STOCK ON PACIFIC COAST

MILLS, JENNINGS, PACE AND WATLING

- Mills Original Chrome Bells, 5-10-25-50¢
Mills Gold Chrome Bells, 5-10-25-50¢
Mills Blue and Gold Vest Pockets, 5¢, NEW (Original Cases).
All Above Machines New or Factory Rebuilt.
Mills Four Bells, 5¢
Mills Floor Type Machines, 20th Century Deweys for Clubs, 5-25¢.
Mills Jumbo Parades, F.P., 5¢.
Above Machines Factory Rebuilt.

- Pace All Star Comets, 5-25¢
Pace Reels Jr., 5¢
Pace Saratoga Skill, 5¢
Paces Races, Brown Cabinets, 5¢
Jennings Silver Moons, 5-25¢
Jennings Cabinets for Wired Music.

PHONOGRAPHS—NEW and Factory Rebuilt.

- Wurlitzers, 750-E, 800, 850
Wurlitzers, Colonials, 780-E
Mills Empress
Mills Throne of Music
Seeburg 8800
Rock-Ola Commandos

WALL BOXES AND SPEAKERS: Buckley, Packard.

- "Shoot the Jap" Guns
Phonograph Needles, Phonograph Tubes, Slot Stands, Repair Parts for All Make Machines.

Write, Wire or Phone for Prices, or Come in and Look Over Our Machines

H. R. MASER MUSIC COMPANY

1337 Mission Street Phone Klondike 2-0828 San Francisco 3, Calif.

6 REASONS WHY YOU SHOULD SEND US YOUR

BLUE GRASS SPORT SPECIAL

DARK HORSE RECORD TIME

WE WILL REVAMP INTO "WHIRLAWAY," A BEAUTIFUL NEW CONSOLE TYPE ONE-BALL FREE PLAY

- 1. BUILD UP JACK POT TO \$45.00
2. A.B.C.D. FAN FEATURE
3. FIELD LIGHTS
4. BEAUTIFUL NEW BACK GLASS
5. NEW PLAYING FIELD BY LEADING DESIGNER
6. LUXURIOUS NEW CABINET DESIGN

HUNDREDS ON LOCATIONS! EARNING TOP MONEY!

ROY MCGINNIS COMPANY

2011 MARYLAND AVE. BALTIMORE, MD.

- Mills 5¢ Futurity Bell, #381,000 \$175.00
Mills 5¢ Melon Bell, #436,000 210.00
Mills War Eagle 120.00
Mills Wolf Head 75.00
Skyfighter 320.00
Keeney Air Raider 220.00
Seeburg Ray-o-Lite 95.00
Genco Magic Roll 75.00
Keeney Alley \$110.00
5 Panorams, Late Model, Like New, Ea. 275.00
2,000 Ohm 10 Watt Resistors, Ea. .45

WRITE FOR COMPLETE TUBE PRICE LIST

1/3 Deposit With All Orders, Balance C. O. D.

ATLAS VENDING CO.

410 N. BROAD STREET ELIZABETH, N. J.

WHILE THEY LAST

**FACTORY RECONDITIONED AND REFINISHED
MILLS BLUE FRONTS, LIKE NEW, CLUB HANDLES**

5c\$159.50 | 10c\$189.50 | 25c\$239.50
Add—\$15.00 for Knee Action

REF. GOLD	BROWN FRONTS	VEST POCKETS
Glitter Q. T.'s	Club Handle—Knee Action	Ref. Gold Glitter
1¢ LATE MODEL .. \$45.00	5¢, LIKE NEW .. \$225.00	1¢ \$42.50
5¢ LATE MODEL .. 85.00	10¢, LIKE NEW .. 250.00	5¢ 60.00
1¢ EARLY MODEL .. 35.00	25¢, LIKE NEW .. 275.00	5¢ Jack Pot 62.50

**SPECIAL REBUILT MILLS CLUB CONSOLES
CANNOT BE TOLD FROM NEW**

5c\$325.00 | 10c\$350.00 | 25c\$400.00

MILLS—BUYS

5¢ BONUS BELL, #416728 .. \$225.00	5¢ WAR EAGLE, Ref. Blue or Brown Crackles, 3-5 Payout .. \$125.00
5¢ FUTURITY, 3-5 PAYOUT .. 125.00	10¢ WAR EAGLE, Ref. Blue or Brown, 2-4 Payout .. 75.00
10¢ FUTURITY, 3-5 PAYOUT .. 150.00	5¢ CHERRY BELL, KNEE ACTION, Club Handle, Latest #461237 .. 250.00
5¢ MELON BELL, LIKE NEW .. 175.00	5¢ ORIG. CHROME 1 Cherry, 2-5 PO 350.00
50¢ BLUE FRONT, DRILL PROOF, CLUB HANDLE .. 450.00	10¢ ORIG. CHROME, 1 Cherry, 2-5 PO 375.00
25¢ DIE MACHINE, AUT. PAYOUT .. 75.00	
5¢ LIONHEAD or SKYSCRAPERS .. 50.00	

**SPECIAL REFINISHED GOLD GLITTER WAR EAGLES
BLUE FRONT MECHANISMS, CLUB HANDLES**

5c 3-5 PAYOUT, 20 STOP \$129.50

JENNINGS CHIEFS

5¢ Century, D.J., 2-4 \$45.00	5¢ SILVER CHIEFS \$159.50	5-10-25¢ TRIPLEX \$119.50
10¢ Century, D.J., 3-5 75.00	5¢ MASTER SILVER 169.50	5¢ SKY CHIEF .. 159.50
25¢ Century, D.J., 2-4 75.00	5¢ SILVER, S.P. .. 169.50	5¢ REDSKIN CHIEF 139.50

REFINISHED GOLD GLITTER FOUR-STAR CHIEFS

5c\$129.50 | 10c\$149.50 | 25c\$199.50

WATLING ROLATOPS, 3-5 PAYOUT

5c \$69.50 | 10c\$79.50 | 25c\$129.50

5c.....\$125.00 — CLUB CONSOLES—LIKE NEW — 10c.....\$150.00

GROETCHEN	PACE COMETS, 3-5	CALLE
COLUMBIA	1¢ COMET, 3-5 .. \$35.00	ROUND DBLE. JACK POT
CRACKLE, D.J. .. \$49.50	5¢ COMET, 3-5 .. 57.50	RED ENAMEL
CHROME, D.J. 89.50	5¢ DELUXE, S.P. .. 89.50	5¢ 9-5 PAYOUT .. \$45.00
CRACKLE, G.A. 39.50	25¢ ROCKET, SP5J 165.00	10¢ 3-5 PAYOUT .. 55.00

ALL STAR BLUE FRONT COMETS, 3-5 PAYOUT

5c.....\$65.00 | 10c.....\$75.00 | 25c.....\$145.00

CONSOLES—PAYTABLES—MISCELLANEOUS		
BUCKLEY SEVEN BELLS .. \$275.00	THREE BELL, A-1 \$850.00	REVOLVE AROUND Double Safe Stand \$100.00
RIVIERA .. 225.00	TURF KING .. 550.00	MILLS DOUBLE SAFE STAND .. 45.00
FLASH'G IVORIES 225.00	JOCKEY CLUB .. 500.00	MILLS STEEL BOX STANDS .. 15.00
EVANS '41 LUCKY LUCRE, 5-5¢ Play 275.00	BALLY HI-HAND .. 129.50	O.T. BOX STANDS 10.00
SARATOGA, Aut. Pay, Skillfield .. 85.00	ROYAL DRAW .. 100.00	
	'38 TRACK TIME .. 69.50	
	JENN. GOOD LUCK 39.50	

1/3 Deposit, Balance C. O. D. Write, Wire, Telephone.

TWIN PORTS SALES CO., 723 E. Superior St., DULUTH, MINN.

5 BALL FREE PLAY PIN BALL GAMES

Blondie Red Hot Big Six	Follies Lancer White Sail	O'Boy Flagship Triumph	Conquest Short Stop Follies	Yacht Club Supercharger Roxy 1-2-3-4-5-6
Landslide Dixie	Home Run, '40 Crossline	Power House Bally Beauty	Big Town Speedway	Dude Ranch On Deck
Big Chief Barrage Showboat	Play Ball Crystal Majors, '40	Sport Parade Formation	League Leader Boomtown	Fleet Red, Wh., Blue
Legionnaire Majors, '41	Star Attraction Doughboy, Plastic Bumpers	High Hat Entry		

CONSOLES—EXHIBIT LONGCHAMP, \$59.50; DOMINETTE, \$37.50; EUREKA ONE BALL, F.P., \$35.00; GENCO 9 FT. BOWLING ALLEY, \$69.50.

Terms: 1/2 Cash With Order, Balance C. O. D.

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AVAILABLE IN REASONABLE QUANTITIES
JOBBER—OPERATORS—DEALERS

Write for Quantity Prices and Information Concerning Deliveries.

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A-1 MERCHANDISE—READY FOR LOCATION

ABC Bowler .. \$42.50	Bowling Alley .. \$12.50	Speed Ball .. \$49.50
Action .. 92.50	Champ .. 34.50	Stratoliner .. 39.50
Baker Defenis .. 32.50	Knockout .. 94.50	Wild Fire .. 29.50
Big League .. 14.50	Silver Skates .. 39.50	Wow .. 22.50
Bolaway .. 47.50	Silver Spray .. 49.50	Zig Zag .. 37.50
Bally Sun Ray .. \$139.50	Bally Club Bells .. \$225.00	
Marvols (Like New) .. \$12.50	Seeburg Jap Gun .. \$129.50	

TERMS: 1/3 Deposit, Balance C. O. D. Phone: Linden 6903.

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1823 RANKIN AVENUE, N. S.

PITTSBURGH, PA.

ATTENTION, ILLINOIS OPERATORS

1 New Three Bells, #928, In Original Crate, Never Opened .. \$1000.00	40 Late 1941 Pace Saratogas with Rall
1 New Bally Jockey Club, Original Crate, Never Opened .. 500.00	40 Mills Blue F., 5-10-25¢
4 5¢ Mills Cherry Bells, 3-10 Payout .. 135.00	10 New Mills Glitters, 5-10-25¢
1 10¢ Jennings Chief 4 Star, Like New .. 125.00	20 Mills Q.T. Many Other Machines.
2 25¢ Watling Rol-a-Tops .. 150.00	For Prices Write or Come In.

Send 1/3 Deposit.

P. & H. DISTRIBUTING CO.

220-222 N. FIFTH STREET

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**LOWEST PRICES IN THE U. S. A.
"COIN MACHINES OF MERIT"**

THE FOLLOWING EQUIPMENT IS THE CLEANEST AND FINEST YOUR MONEY CAN BUY! EVERY MACHINE GUARANTEED REGARDLESS OF PRICE OR YOUR MONEY REFUNDED! ALL MACHINES COMPLETELY CHECKED AND IN A-1 OPERATING CONDITION! HURRY!

PERFECT PIN GAMES (Used)
10% Discount in Lots of 5 or More.

ABC Bowler .. \$34.50	Monicker .. \$79.50
All American .. 24.50	Mr. Chips .. 19.50
Bally Beauty .. 19.50	Mystic .. 19.50
Bandwagon .. 24.50	Pals .. 19.50
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Big Chief .. 19.50	Pick 'Em .. 19.50
Big Six .. 19.50	Play Ball .. 24.50
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Bola Way .. 54.50	Pursuit .. 34.50
Broadcast .. 32.50	Red Hot .. 19.50
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C. O. D. .. 19.50	Salute .. 22.50
Crossline .. 19.50	Scoop .. 19.50
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Dixie .. 19.50	Silver Skates .. 24.50
Double Feature .. 19.50	Skyline .. 19.50
Dude Ranch .. 19.50	Sky Ray .. 24.50
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Fleet .. 24.50	Sport Parade .. 29.50
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Follies .. 19.50	Spot Pool .. 44.50
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Mascot .. 24.50	Ump .. 19.50
Metro .. 29.50	Variety .. 19.50
Mills 1-2-3 '39 29.50	Wild Fire .. 34.50
Mills 1-2-3 '40, Like New .. 99.50	Wow .. 22.50
Miami Beach .. 19.50	Yacht Club .. 19.50

NEWFIED GAMES (Rebuilt Like New)

Action .. \$139.50	Hi-Boy .. \$119.50
Alert .. 129.50	Jep .. 139.50
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ARCADE EQUIPMENT

Battling Practice, Late Model, Like New \$ 99.50
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"Coin Machine Exchange"

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Watling Big Game, Animal Reels, F.P. \$ 89.50
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Bally Big Top, F.P. 109.50
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Jennings Fast Time, Free Play .. 49.50
Mills Jumbo Parade, Animal Reels, F.P. 69.50
Paces Reels, Combination F.P. & P.O.
Mint Vendor .. 229.50
Paces Reels Jr., P.O. 139.50
Paces Saratoga, Combination F.P. & P.O. Mint Vendor .. 219.50
Paces Saratoga Jr., P.O. 109.50
Jennings Silver Moon, F.P. Totalizer .. 119.50
Jennings Bobtail, F.P. Totalizer .. 129.50
Keeney Super Bell, 5¢, Combination F.P. & P.O., NEW .. 339.50
Keeney Super Bell, 5¢, Combination F.P. & P.O., Like New .. 259.50
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Keeney Super Track Time .. 369.50
Keeney Fortune, Combination F.P. & P.O., One Ball .. 339.50
Bally Grandstand Automatic, One Ball 79.50

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Cent-a-Mint Vendors, Candy, NEW, 5 Col., .. \$ 5.50
Saratoga Sweepstakes, Brand New .. 14.50
Mills Vest Pocket Bells, 5¢, Reconditioned 49.50
Marvels, 1¢, A-1 .. 5.50
Mercury, 1¢ .. 5.50

MUSIC

Buckley Adapter for 618 .. \$ 24.50
Buckley System—Twin 12 Wurlitzer with 7 Wall Boxes, 3 Pedestals and Cable—Complete .. 189.50
Gabel (Kuno), 1940, Like New .. 229.50
Mills Throna .. 149.50
Rockola 1940 with Adapter and 4 Dial-a-Tune Wall Boxes—Complete .. 339.50
Seeburg Major .. 269.50
Seeburg Major, E.S., R.C. 329.50
Wurlitzer P12, A-1 .. 49.50
Wurlitzer 61 .. 69.50
Wurlitzer 61R .. 69.50
Wurlitzer 24 .. 119.50
Wurlitzer 600R .. 189.50
Wurlitzer 700 .. 319.50
Wurlitzer 800 .. 399.50
Seeburg Power Supplies .. 7.50
Wurlitzer 350 Speaker .. 24.50
Singing Picture Speakers, Complete .. 24.75
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Will pay highest cash prices for Arcade Equipment, Consoles, Slots, Phonographs, One-Balls and Late Model Pin Games. Give quantity and price in first letter.

DO NOT SACRIFICE YOUR ROUTE OR EQUIPMENT

IF you are leaving for Uncle Sam's Armed Forces, or if you are forced out of business for ANY reason, CALL OR WRITE US IMMEDIATELY. We will pay HIGHEST PRICES for your equipment or operate your route on a fair percentage basis. We are ready to move fast.

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PIN BALL BUMPER STEM REPAIR SLEEVES
"Made of Silver But Worth Their Weight in Gold"
Thousands In Use.
BECAUSE THEY END BUMPER TROUBLE



Just slip in place and squeeze. No solder needed. Reduce coil burnage and out-of-order calls. Give new life to your tired games for the duration. Mail \$1.50 for each package of 15. 25¢ for sample. MONEY-BACK guarantee. Deal for distributors. Immediate Delivery Guaranteed.

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Now Available!!!

We are molding UNBREAKABLE Top Corner Plastics in Red or Yellow for the STANDARD, MASTER and SUPER ROCK-OLA MODELS. Price \$17.50 Per Corner. Sheet Plastic and Plastic Replacement Parts also available for all WURLITZER Phonographs.

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WE WILL PAY!

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Save time and expense. No need to write or wire, just ship your machine to us C. O. D. or sight draft through First Trust Company of Albany.

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		Derby Winner
		Sport Special
		Derby Winner
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WPB has granted an extension to August 15 to manufacture Boards. We have huge stocks on hand for immediate delivery. Can fill all size orders. We are not holding Boards back for higher prices.

- 400 Hole Win a Fin, 50c Jumbo Thick. Take-in is \$200.00. Definite payout \$120.00. Definite profit \$80.00. Price \$1.65 each.
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- 500 Hole Charley Board, 25c. Take-in is \$125.00. Definite payout \$85.00. Definite profit \$40.00. Price \$1.28 each.
- 1000 Hole Charley Board, 25c. Take-in is \$250.00. Definite payout \$200.00. Definite profit \$50.00. Price \$1.65 each.
- Same, Thick, \$1.95 each.
- Same, Jumbo Thick, \$2.45 each.
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IF INTERESTED IN PLAIN HEADING BOARDS, TELL US QUANTITIES AND SIZES YOU ARE INTERESTED IN AND WE WILL QUOTE PRICES.

1/3 deposit with order. Write for our latest circular on Salesboards. In this line over 20 years.

A. N. S. CO.

312 CARROLL ST., ELMIRA, N. Y.

"TRUE VALUE" BUYS FOR OPERATORS

WHO ARE CONVERTING

- SEVEN-UP TO SINK THE JAPS
- STRATOLINER TO SLAP THE JAPS
- GOLD STAR TO HIT THE JAPS
- TEN SPOT TO SMACK THE JAPS
- KNOCK-OUT TO KNOCK-OUT THE JAPS

THERE IS PLENTY OF ACTION, THRILLS AND SUSPENSE WITH THE NEW SCORING PRINCIPAL FEATURING JAP BATTLESHIPS, PLANES AND BOMBS ON THE NEWLY DESIGNED AND COLORFUL BACK GLASS AND THE NEW GIANT SIZE BUMPER CAPS THAT LIGHT UP, IN COLOR, WITH THE FACE OF AN UGLY BUCK-TOOTH JAP. TRANSFORMS THAT OLD GAME INTO A NEW, LIVELY, PATRIOTIC AND TIMELY MONEY MAKER. CHANGE-OVER CAN BE MADE RIGHT ON LOCATION IN LESS THAN FIVE MINUTES. NO TOOLS REQUIRED. NO PLAYING TIME LOST.

ORDER YOUR CONVERSIONS TODAY

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We still have a few brand-new Machines, such as BALLY LONGSHOT, 4-Coin Multiple P.O.; BALLY SPORT KING, 4-Coin Multiple P.O.; BALLY KENTUCKY, 4-Coin Multiple P.O.; MILLS CLOCKER, 1 Ball P.O. All the following brand-new MILLS BELLS—BROWN FRONT, 5-10-25c Models; GOLD CHROME, 5-10-25c Models. These machines are brand new as made by the Mills Co. and not revamped, refinished or rebuilt. Our stock is limited of the above numbers.

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- LATE MILLS 3 BELLS
- LATE MILLS 4 BELLS
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Also we can use all the 1940 Home Runs that you have. If you have any laying around, let us hear from you. We will come down with our truck and pick these machines up. No crating and shipping headaches for you. Name your own price—cash on the line. Write or wire—do not call.

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ALL GAMES CAREFULLY CHECKED AND PACKED

Victory	\$84.50	Evans Ten Strike	\$ 59.50	Master Rockola	\$199.50
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Super Chubbie	40.00	Skeeballotto	89.50	Wurlitzer 716	89.50
Horsoscope	39.00	Rapid Fire, Recon-		Seeburg Baromatic,	
Show Boat	39.00	diltioned	219.50	5-10-25 Wireless	39.50
Wild Fire	32.50	Rotor Tables	84.50	Wallomatic, 5¢ Play,	
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All Our Games and Phonographs are carefully checked and packed. "Buy With Confidence."
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We will pay
HIGHEST CASH PRICES
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- ★ WEST WINDS

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SEEBURG'S "CHICKEN SAM'S"
"JAIL-BIRDS"

\$95.00

\$95.00

\$10.00 less without bases. Ship C. O. D. or Sight Draft.
Write us description and quantity before shipping.

We are not particular about the appearance of the equipment or if the cabinets need some repair work. The machines must be complete with all working parts, such as Amplifiers, Trigger Assemblies, Gun Chambers and Sights, because it is very difficult to buy these parts today. If the Main Cable is in bad shape or, in fact, if the Gun Cable is missing entirely, we will not complain. We have an ample supply of Toggle Switches, so if this is "hay-wire" it won't make any difference. We do not like to buy machines that have been too badly neglected and that require too much attention. In other words, do not expect us to pay for "junk."

Chicago Novelty Company, Inc.

1348 NEWPORT AVENUE

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ARCADE EQUIPMENT	Combination Grip Tester \$12.00	Keeney Cowboy \$14.95
Keeney Anti-Aircraft \$45.00	Grip Tester 8.00	Paradise 32.50
Chicken Sam (Converted to Mussolini and Hitler) with Base 125.50	Skill Shot (on Stand) 17.50	Formation 28.00
Sink-a-Jap Games 5.95	Golf Game (in Glass Case) 8.00	Ten Spot 38.00
Seeburg Ray-o-Lite Duck Gun 60.00	Kicker & Catcher (with Stand) 22.00	Dude Ranch 27.50
Evans Ton Strike 50.00	Pingo (with Stand) 15.00	Big Chief 25.00
Bally Alley 29.50	Weighting Machine and Astrology with Cards 50.00	Sports 23.50
Battling Practice 95.00	Electric Target Skill 35.00	Broadcast 25.00
Texas Leaguer 38.00	Target Skill 18.00	Merry-Go-Round 20.00
Pikes Peak 15.00	PIN GAMES	Dandy 25.00
What's My Weakness (on Stand) 19.00	Lucky Strike \$15.00	Pylon 25.00
Mutoscopes (with Reels) 25.00	Border Town 22.50	Sun Beam 19.50
Mills Musio Box (Do Pay Me) 41.50	Barrage 27.50	Duplex 22.50
Penny Horse Races, Large 35.00	Red, White & Blue 26.50	Band Wagon 29.50
Penny Horse Races, Small 20.00 (These Penny Horse Races are on Stands and are real Money Makers.)	Strat-o-Liner 32.00	Knock-Out 85.00
	Zombie 30.00	MISCELLANEOUS
	Anabel 24.50	Bally Sports Special \$140.00
	Glamour 19.50	5 Peanut or Gum Machines, Ea. 3.50
	Fifth Inning 14.95	3 Fluorescent Lights, Double, 40 Watts 22.50
	Champion 17.95	National Cash Register, 1¢ to \$3.00 45.00
	Three Score 29.00	
	Dough Boy 32.50	

Terms: 1/3 Cash With Orders, Balance C. O. D. When Ordering State Second and Third Choices.
WESTERN NOVELTY CO. 215 WEST 8TH ST. KANSAS CITY, MO.

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OUR SENSATIONAL . . . NEW . . . PROFIT-SHARING . . . PANORAM DEAL!!
AVAILABLE TO RELIABLE OPERATORS
Wherever you are located, in whatever State, here's the big deal of '43. Here's the most unusual opportunity for you to cash in with Mills Panoram—on a PROFIT-SHARING BASIS!! The Headache of BIG INVESTMENT IS REMOVED . . . YOU HAVE THE OPPORTUNITY YOU HAVE ALWAYS BEEN LOOKING FOR TO MAKE MONEY ON SOMEONE ELSE'S INVESTMENT! GET IN TOUCH WITH US TODAY!
THE GEORGE PONSER CO.
763 South 18th Street NEWARK, N. J.
We still have a number of PANORAMS FOR OUTRIGHT SALE Write today for prices!

WE PAY HIGHEST PRICES FOR COMPLETE PHONO ROUTES OR ANY OTHER EQUIPMENT

For "Quick Action" Give All Details in First Letter

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BEN LUTSKE, Manager

4th Floor, 530 So. Dearborn Street

Chicago

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SPECIAL MILLS FOUR BELLS BRAND NEW CABINETS GENUINE FACTORY REBUILT SERIALS AROUND 2200 **\$795.00**

BRAND NEW MILLS FOUR BELLS LATE COIN HEADS, SERIALS AROUND 3,000 **WRITE**

RECONDITIONED CONSOLES AND SLOTS

Mills Three Bells (Late) Write	New Baker's Pacer Daily Double Write
Keeney Super Bells, 4-Way, 3-5, 1-25 Write	New Evans Galloping Dominos, Jackpot Write
Keeney Super Bells, 2 Way Write	New Buckley Track Odds (Daily Double) Write
Evans Lucky Lucre \$225.00	Used Baker's Pacer Daily Double \$325.00
Bally Club Bells (Late Serials) 225.00	Used Bally Roll'Em (Refinished) 189.50
Mills Jumbos (Late, Like New), P.O. 149.50	Keeney Super Bells (Refinished) 249.50
Mills Jumbo (Refinished), F.P. 89.50	Pace Reels Sr. (Late Model), P.O. 149.50
Pace Races (Black Cab.) 89.50	Pace Saratoga (Roll Model), P.O. 149.50
Mills Golf Ball Vender 189.50	Bally Hi Hand (Refinished) 129.50
New Mills 4 Bell Cabinets 49.50	Mills Jumbo (Late Combination) 195.00
Evans Lucky Lucre, 3-5, 2-25¢ 425.00	Jennings Fast Time, P.O. 89.50
Jennings Chiefs (Rebults), 50¢ 395.00	Jennings Ciga-Rola (Late) 89.50
Jennings Chief (Rebults), 5¢ 129.50	Mills Blue Fronts (Rebults) Write
Mills Q.T. Glimmer Gold 119.50	Mills Q.T. (Rebults) 79.50
Mills V.P. Blue-Gold (Rebult) 59.50	Mills V.P. Chrome 89.50

RECONDITIONED PHONOGRAPHS

4 Seeburg 9800, R.C. Write	12 Rock-Ola Commando (New) Write
7 Seeburg 8800, R.C. Write	2 Rock-Ola Commando (Used) Write
2 Seeburg Colonel, R.C. Write	2 Rock-Ola Premier (Used) Write
5 Wurlitzer Model 850 Write	2 Rock-Ola Super (New) Rock-o-Lite Write
3 Wurlitzer Model Victory, '42 Write	6 Rock-Ola De Luxe (New) Rock-o-Lite Write
4 Wurlitzer Model 750E Write	1 Rock-Ola Master (New) Rock-o-Lite Write
2 Wurlitzer Model 700 Write	3 Rock-Ola Standard (New) Rock-o-Lite Write
1 Wurlitzer Model 800 Write	1 Seeburg Mayfair (New) Rock-o-Lite Write
2 Wurlitzer Model 500 Write	2 Seeburg Regal (New) Rock-o-Lite Write
7 Wurlitzer Model 618 Write	1 New Rock-Ola Glamour Write
3 Rock-Ola Playmasters Write	5 Rock-Ola Spectravox Write

WALL BOXES AND SPEAKERS

Seeburg Bar-o-Matic, 5-10-25¢ \$ 49.50	Pla-Mor Model 800 Speaker \$ 79.50
Packard Pla-Mor Boxes 32.50	Rock-Ola Tone-a-Lier (New) 54.50
Seeburg Wall-o-Matic 29.50	Rock-Ola Moderne 59.50
Buckley 1942 Illuminated Boxes 19.50	Used 30-Wire Cable 25¢ Foot
Seeburg Select-o-Matic 9.50	New Shielded 2-Wire Cable 12¢ Foot

RECONDITIONED ARCADE EQUIPMENT

Mutoscope Punch-a-Bag (Like New) \$295.00	Mutoscope Ace Bomber (Like New) \$395.00
Test Pilot (Refinished) 249.50	Skyfighter (New, Refinished) 395.00
Evans Play Ball (Late Model) 249.50	Drive Mobile (New, Refinished) 350.00
Chicago Coin Hockey 225.00	Keeney's Submarine 225.00
Bally Rapid Fire 225.00	Genco Playball (Lite Up Model) 225.00
New Axis Rats, Chicken Sam, Refinished, New Marbotte 179.50	National O.K. Fighter (Refinished) 189.50
Seeburg Shoot-tho-Chutes, Refinished, New Marbotte 179.50	Mutoscope Thigh-o-Graph 189.50
Solentiffo Batting Practice 129.50	Groetchen Mountain Climber 169.50
Exhibit Card Venders 39.50	Western De Luxe Baseball (Refinished) 129.50
Groetchen Zooms (Like New) 19.50	Kirk's Guesser Scales (Refinished) 125.00
Hollywood View-o-Scope 29.50	Exhibit Vitalizer (Refinished) 89.50
Bally Torpedo 225.00	Groetchen Pike's Peak 19.50
Keeney Texas Leaguer 39.50	Keeney Air Raider 249.50
Bally Racer (Refinished) 89.50	Gottlieb 3-Way Gripper 19.50
Lighthouse Grip 119.50	Fishman Chinning Machine 149.50
Exhibit Knockout Puncher 179.50	Bally Bull with New Jap 119.50
Exhibit Oracle Fortune 19.50	Exhibit Striking Clock 119.50
Evans Tommy Guns 189.50	Globe Ball Grip 119.50
Exhibit Bowling Alley 89.50	Callie Push and Hug 119.50
	Western Giant Gripper (New) 49.50
	Bally Eagle Eye 119.50

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Keeney 1941 Skill Time 110.00	New Pace Reels Sr. 260.50
Keeney Kentucky Club 90.00	Bally High Hand 145.00
Watling Big Game, F.P. 75.00	Evans Rollette Jr. 55.00
Jennings Fast Time, F.P. 80.00	Mills Jumbo, F.P. 77.50
Jennings Silver Moon, F.P. 110.00	Mills Jumbo Payout 97.50
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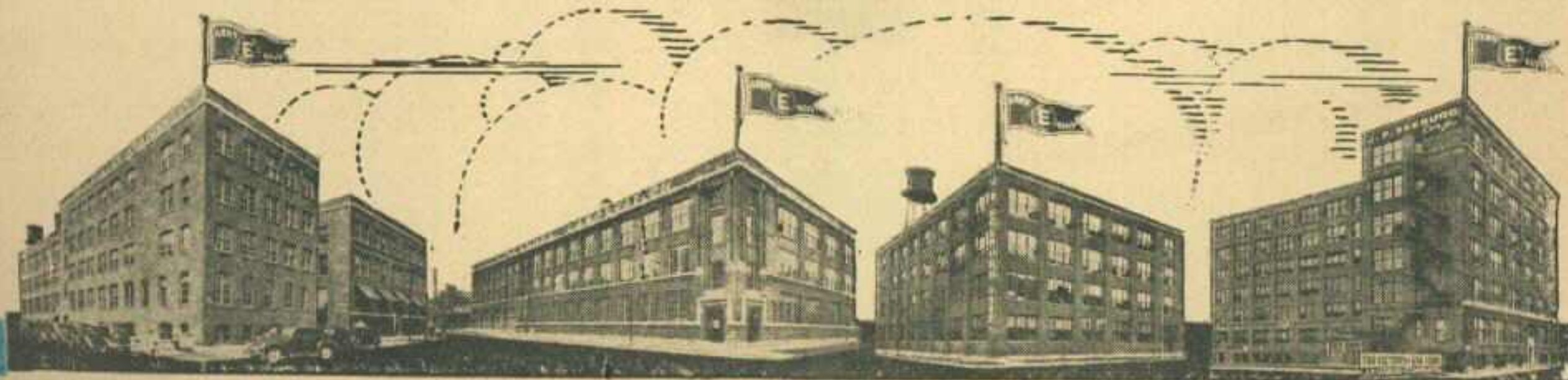


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