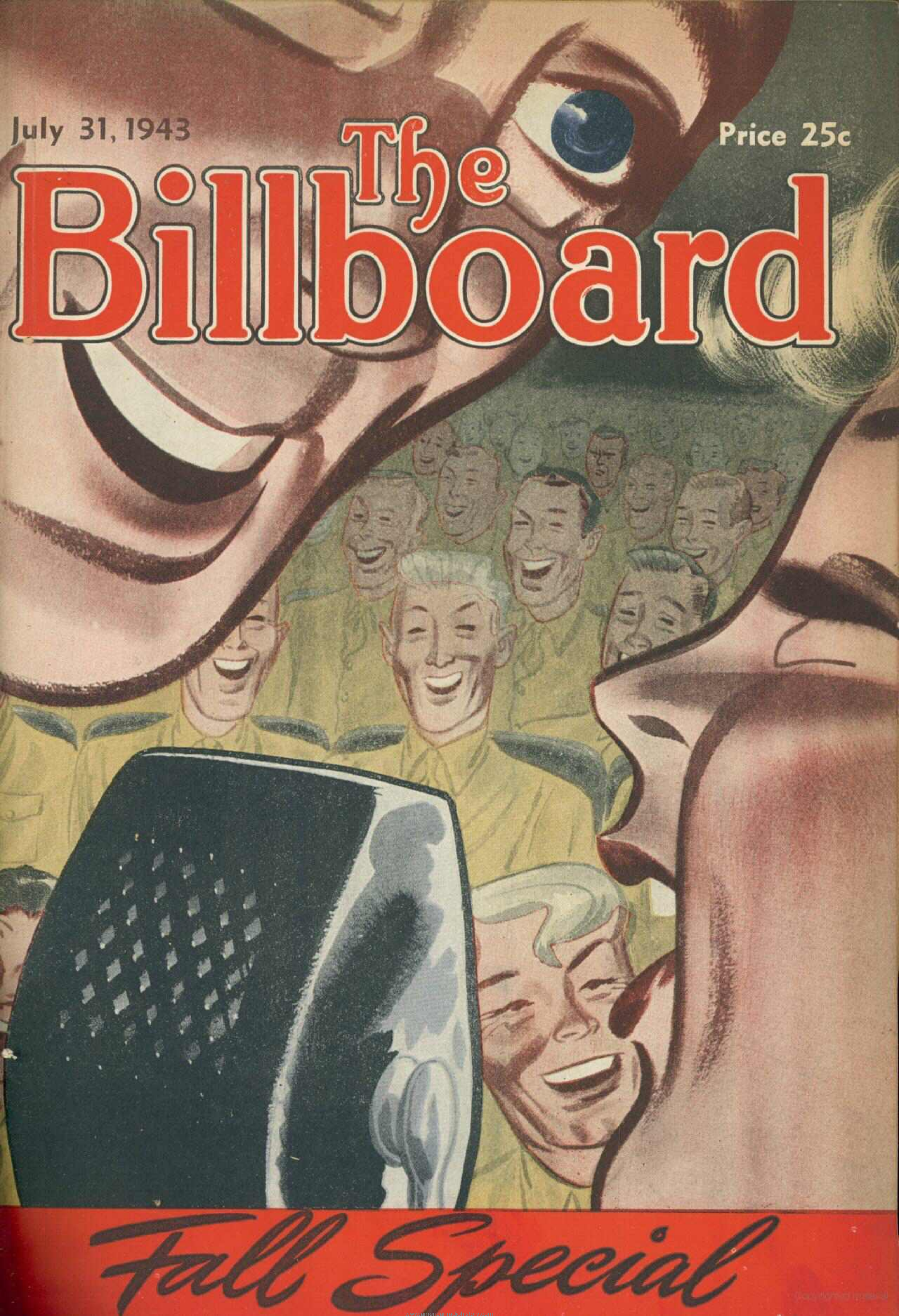


July 31, 1943

Price 25c

The Billboard



Fall Special

Champagne Music WELK-O-GRAM

WELK TO N.Y. CAPITOL IN FALL

Photo Glimpses . . .



Crowds throng the Trianon, Chicago's wonder ballroom, to greet Welk on his 11th repeat engagement in less than four years. Band has nine air shots a week over WGN-Mutual from the Trianon.



Lieutenant Commander Eddie Peabody welcomes Welk on his fourth trip to entertain the boys at Great Lakes Naval Training Station.



Welk interrupts his show for Camp Grant soldiers to introduce two of his former bandmen to their fellow messmates. L. to R.: Jayne Walton, "Little Champagne Lady of Song"; Pvt. Dave Kavitch, former Welk trumpeter; Welk, and Pvt. Jay Jackoskie, former Welk sax man.



\$17,000 in bond sales during the noon hour at Chicago's Treasury Center!—That was the record Lawrence Welk hung up recently. War Savings officials congratulate Welk at the conclusion of the program, which was also aired over WGN. L. to R.: Milt Wolf, Special Events Div.; John C. Gallaher, Regional Manager; Lee Bennett, WGN Announcer; Lawrence Welk; Kenneth Carpenter, Mgr. Information Division; Don McKiernan, Mgr. Special Events Division.

Eastern Theater Tour Follows Current Chicago Trianon Stand

NEW DECCA RELEASE

New recording of Lawrence Welk released by Decca Records during July is an all-instrumental tune entitled:

SOUTH
Decca No. 4420

Band Busy Playing Servicemen Dates

Like all of the nation's leading maestros, Lawrence Welk is "all out" for playing as many servicemen dates as his busy schedule permits.

Ever since Pearl Harbor the band has adopted the policy of devoting every free day to an engagement at some Army or Navy post, a bond rally, a veterans' hospital, USO's, Service Men's Centers, etc.

More than 100,000 servicemen have enjoyed the "Champagne Music" since the first of the year. Band is a favorite with the boys at the Great Lakes Training Center, where it has appeared four times. Three times it has packed them in at Camp Grant in Rockford, Ill. Among other camps visited have been Fort Snelling, Minneapolis; Jefferson Barracks, St. Louis; Fort Benjamin Harrison, Indianapolis; Bomber Base, Sioux City, Iowa, and Fort Crook, Omaha. Band has also made frequent appearances at Chicago's Treasury Center, Service Men's Centers and USO's.

Maestro is also planning to include as many camps as possible on his Eastern tour.

Champagne Music Zesty as Ever

More fortunate than some maestros, the war has not affected the long-established style of Welk's Champagne Music.

No key member of the band has been eligible for selective service as yet, as all are heads of families. Since Pearl Harbor only five men have had to be replaced.

Welk himself is the proud father of three budding accordionists.

Skedded to start November 1 after wind-up of band's 11th repeat in less than four years at Chi's Wonder Ballroom

Lawrence Welk and his Champagne Music will invade the East this fall for his first swing thru the Eastern Seaboard's leading theaters. Outstanding date in the tour will be skedded stand at New York City's Capitol Theater. Engagements are also being lined up by Frederick Bros. Music Corp. for leading theaters in Philadelphia, Washington, Baltimore and other seaboard cities.

Tour will begin as soon as Welk winds up Oct. 31 his current four-month stand at William Karzas' Trianon Ballroom in Chicago. Current Trianon date is the eleventh in less than four years for the Champagne Music Makers.

Consistent Top Grosser

Welk has long been in the forefront of Midwestern maestros—consistently hanging up greater grosses in ballrooms, theaters and one-nighters in the land west of the Alleghenies than some of the nation's top-moneyed bands.

Welk's following on the nation's juke boxes, plus his frequent airings over WGN-MUTUAL, have expanded his popularity to both coasts so that his "fans" no longer can be classified as dwelling only in the Midwestern area.

Top men in the music business already are predicting that Welk is a dead cinch to follow in the footsteps of many other maestros who came out of the West to become the "rage" of the East.

FAIRS SET VICTORY GOAL

Broadcasting To Be Sports Shy This Fall

NEW YORK, July 24.—Fall sports season shapes up as worst in many years, according to station and web sports directors as well as blow-by-blow men.

Radio sports broadcasting is in for an awful licking. Sponsors are keeping their wallets closed and conditions generally indicate a sorry season for the sports fan. He's in for a fast one-two. (See *Sports Shy Saturdays* on page 11)

Radio Spot Reps Doing OK Fall Station Biz

NEW YORK, July 24.—There's no middle ground for station reps this fall. They either have outlets in war industry centers and sell all the open time available or they have outlets in declining markets and can't give away time.

Naturally the spot reps for the nets all point to better business this fall. Murray Grabhorn, of the Blue, for in- (See *FALL NAT'L SPOT* on page 8)

Speed No Factor in Fall News Service Supremacy Battle

NEW YORK, July 24.—News transmission speed battle has ended with everyone concerned completely unconcerned. The two major news services, Press Association (AP) and United Press, in a white heat to be first to up their radio teletype service from 40 to 60 words a minute, publicized their intention to convert the machines to new speed, bal- (See *STATIONS PROFIT* on page 9)

Band Biz Shouts Hosanna

Shortage Produces Seller's Market; Finds All Agencies Up to Their Ears in Orders

Fall Season Expected To Be Best Ever

NEW YORK, July 24.—Band agencies are expecting fall to usher in the biggest season experienced in a long time. Over 20,000,000 persons more than normal are gainfully employed in steady jobs, jolting the national pay roll upwards by many billions of dollars. War jobs are strenuous, hours are long, and when the closing whistle blows, the majority of the working American public wants both relaxation and stimulation. Music

Fall Niter Biz To Establish Take Record

No Heat Letdown

NEW YORK, July 24.—The most prosperous fall and winter season in history is anticipated by night club and vaude house operators. Revenue since Pearl Harbor has been rising and will most likely continue for the duration and for some time afterward.

Indicative of the newly found prosperity is the fact that not a single center-city night club has found it necessary to shutter for the summer, whereas in former years, most closed at the first heat wave.

The fall season usually starts the (See *NITER BIZ BOOM* on page 28)

NEIC Swings Into Action; Industry Pool Plan Starts; No Big Exec Set-Up Planned

September Set As Starting Month With Heavy Dough

NEW YORK, July 24.—The National Entertainment Industry Council swung into action this week by setting its first and basic project — the industry-wide pool of all managerial craft and creative talent—in motion. Within the next few weeks a sample pledge based on the model proposed by Actors' Equity at the Waldorf-Astoria conference last week will go out to the executive heads of the 44 member organizations. Each group will be asked to adapt the pledge to the needs of its own membership and start the drive within its ranks for six weeks voluntary morale service (or

Food, Military Themes Rule 2d War Year Planning; Youth Activities in Prominent Spots

CINCINNATI, July 24.—The fair industry, with all its attention focused on the objectives of victory for the Allied Nations, has arrived at the eve of its second war year of operations replete with plans and programs which will best serve the war effort. Foremost themes in the minds of the men and women who have planned the programs for the several early-season fairs held in the States and Canada and those which are scheduled for 1943 run the gamut from increased livestock and agricultural production to the patriotic and military.

The portion of the more than 2,000 fairs in the nation, which play to millions annually, and which are going ahead with their activities are confident

that in doing so they will play an even greater role of inspiring the people than the near-perfect record they set up in 1942. They are convinced that the continuance of the annuals, regardless of whether they operate at a profit or loss, is the only way they can make a real contribution of support of Secretary of Agriculture Claude R. Wickard's key slogan, "Food Will Win the War and Write the Peace."

As in 1942, plans to aid in the war effort include Victory Gardens, morale-building exhibits, civilian defense displays, booths for the sale of War Bonds and Stamps, emergency relief-fund raising, entertainment of armed forces, increased youth activities, booths for army, navy, marine corps and SPARS, WACS and WAVES recruiting and various other governmental agency exhibits where they can be obtained.

Altho some county and district fair cancellations have been added to the list of the score of the larger annuals which were called off in 1942, numerous boards have renewed activities this year with increased vigor after having been dormant for a year. Here, too, lies the feeling that only by continuing can their fairs play a part in the war effort. Among the great number who plan to operate (See *VICTORY THEMES* on page 57)

Legit Mgrs. Set Escapist Season For a War Fall

NEW YORK, July 24.—The opening gun of the 1943-'44 legit season will sound officially August 2 when Al Woods brings his modernized version of *Up In Mabel's Room* (first presented in 1919 by Woods) to Cort Theater under title of *Try and Get It*. From there on in Broadway will probably see a season like no other since World War I.

There will be remnants of Broadway-as-usual, of course. For example, cycles are already in evidence. Only this year there will be no Saroyan seance, Shakespeare strutting or Hollywood heavings. Trend will be geared to what showmen, having observed the box-office during the theater's first war year, think their audience, from carriage line to assembly line, wants.

Thus far look-see at what is already on books for next season shows continued operetta mania. Not only are a couple more revivals planned (*The Merry Widow* under the aegis of the New Opera Company; *Blossomtime* by the Shuberts), but a brand new one by Oscar Straus is also in the offing. *The Widow* will hit the (See *HEAVY FALL B. O.* on page 22)

Video '43 Fall To Have Its Wartime Aches

NEW YORK, July 24.—Despite sharp man-power pains, lack of new equipment and the absence of sponsors, television will move ahead this fall. Experiments will improve program technique, accelerate mechanical advancement and test medium's commercial possibilities. They're going to keep Video before the public and the advertiser, with the re- (See *FALL LOOK-IN SIGHTS* on page 6)

its equivalent in performances) in the various civilian and military entertainment projects to be cleared thru NEIC. These projects are intended to supplement and expand the work already carried on by such organizations as USO-Camp Shows, Inc.; American Theater Wing, Hollywood Victory Committee, Hollywood Writers' Mobilization, etc.

Orgs Educate Members

Member organizations are expected to educate their members to the nature and meaning of the pledges via general (See *NEIC SWINGS OUT* on page 23)

agency men were wondering where the whole mess was going to end.

Came demands for more music, came hope, came multitudinous offers, came juicy grosses, came smiles and a bright gleam in the eye.

The Band Market Today

Bands left in civilian life have been busier than they had been since the war began, and that goes not only for A and B name attractions, but C, D and so on down to W. Gone is the layoff. No more idling between this Sunday and next Thursday. Days off are taken at the band leader's discretion and only be- (See *Bands Shout Hosanna* on page 20)

Industry Okay of Program Research Fall Achievement

NEW YORK, July 24.—Radio program research has yet to reveal a commercial that can compete with entertainment portion of a broadcast program. The more plug stands apart from the show itself the more listeners, who are serving as critical guinea pigs, press the negative red button on the Lazarsfeld-Stanton (See *PROGRAM RESEARCH* on page 10)

See Index on Page 33

FSA Points to Home-Front Entertainment as Amusement Industry's No. 1 Fall Job

Recreation a 24-Hour Problem During Stress Time

War Workers' Canteens and Time Off To Enjoy Life Essential for Victory

WASHINGTON, July 24.—Camp shows, radio broadcasts from army camps, and other entertainment operations for men in uniform have placed heaviest emphasis of amusement industry on this field. Industrial workers have received scant attention in most areas, with the exception of scattered *Lunch-Time Follies* bookings, and this field, which up to now has been overlooked, is about to receive much more attention than in the past.

What may be the opening move in focusing attention on need for war worker entertainment was a statement issued this week by the Federal Security Agency, whose Recreation Division has for some time been trying to devise leisure-time entertainment activities for war workers. The statement, which accompanied a report entitled "Spare Time—A War Asset for War Workers," charged very bluntly that lack of recreation and amusement for war workers is a threat to production.

O.K. Industrial Entertainment

The statement is a full one—too full to be very specific, but it does serve to place the government's stamp of approval on the campaign for more amusement facilities for the industrial front soldiers. It supports the use of orchestral music in war plants, roller skating rinks in plants which can accommodate them, war workers' canteens, more theaters, and regular time off periods in which industrial workers may enjoy trips to amusement parks, pools, or picnic grounds. In other words, the statement says, recreation is an investment in human resources.

Just what effect the Federal Security Agency's statement will have on the entertainment business is hard to evaluate, but at least it will go a long way to dispel the feeling that attendance at war workers at night clubs, beaches, theaters, and other amusement spots is wasteful and unpatriotic.

"Wages are not the lone incentive needed to keep workers at the peak of production," according to FSA. "Even patriotism isn't enough. They must have some chance to be human beings, have places to go in their time off, to entertain and be entertained."

Sound Safety Device

Calling entertainment and recreation "one of the soundest safety devices there is," the FSA report notes that a fatigued worker is more likely to have accidents and, in addition, a tense worker does poor work.

"People working at the intensive tempo of war plants," the report continues, "and living too often in crowded quarters, and in towns that may be alarmed by the problems strangers bring—traveling long distances to and from work, seek and need release from tension at the end of the work shift."

Another question brought up by the report is one which has been causing furrowed brows on heads of many showbiz operators in crowded war centers, and that is problem of what can be done to provide entertainment facilities for late shift workers. In some areas, especially those on the Coast where shipyards have brought in crowds of war workers, operators have been experimenting with late movie showings and all-night night clubs.

The FSA report says, "Many departures from ordinary regulations are nec-

essary to make amusement places meet 24-hour-a-day demands of war workers and to extend hours to meet the needs of workers on all shifts."

In some war plants, the report stated, music is being used as an antidote to fatigue and boredom and is found to be an actual aid to production. Surveys have shown that music, by relieving the tension of monotonous work, is an aid to the worker. Moreover, music reduces accidents and ups output from 8 to 11 per cent where it is in regular use. More and more war plants, FSA says, are providing music for their workers in one form or another.

One Skating Rink Wanted

In one West Coast shipbuilding plant the workers on the swing shift put in a request for a roller skating rink, the report stated.

"The demand for paid amusement far outstrips the supply in many war production areas," the report pointed out. "Stand in line" is the order of the day at ticket windows and entrance gates. Few new enterprises can be started during the emergency. Entertainment for odd-shift workers—still a problem child on the recreation doorstep—is one of the

The New National Wartime Morale and the NEIC

By ANITA GRANNIS, Secretary Co-Ordinating Committee NEIC

THE war approaches its most crucial stage. Daily our armed forces are being augmented and sent to all parts of the world front. Daily, new demands are being made upon our civilian population. With the imminent invasion of the European continent, with increased taxes, food shortages, inevitable casualty lists, the whole matter of morale—civilian as well as military—becomes a major one. Guns, ships, airplanes and munitions are all important factors in victory, but without morale they become meaningless. That is the most significant lesson the war has taught.

Thus the entertainment industry—which for many years went along not taking itself too seriously, convinced that its chief function was to amuse the American public—has found itself in a key position as one of the nation's chief creators of morale.

NEIC Fills Need

Out of such a situation, it was inevitable that some such organization as the newly founded National Entertainment Industry Council should develop. A need existed, and the Council came into being to meet that need for the countless organizations working independently in the field, all doing outstanding individual jobs, but in many cases out of touch with each other.

Two Functions—Negative and Positive

As it develops and works out its problems, the Council will—according to those closest to it—develop two functions, one negative, the other positive. The negative function is fairly obvious. Every agency in the field of war enter-

Plans To Combat Infantile Paralysis Spread in South Hit Amusement Box Offices

Eighth Service Command Holds Sectional Conference

NEW ORLEANS, July 24.—Growing concern in North Louisiana and much of Texas over rapid spread of infantile paralysis (polio) is already bringing stricter regulations against gathering of younger people. In about a half dozen communities, including Shreveport, La., and Beaumont, Port Arthur, Houston and Dallas in Texas, authorities are considering closing down all entertainment spots or at least banning entrance to anyone under 16 to 18 years of age. A third death since the first of the year was reported Wednesday in Houston by Dr. Austin Hill, city health director, with total cases within the city reported at 34. Dr. Hill reported that for the week ended July 10, new cases were reported from 26 counties in the Lone Star State, including 10 in Dallas County; 10 in Lamar, 11 in Harris and eight in Tarrant. For the entire State, over 340 cases

have been reported thus far this year, Dr. Hill said.

5 Southern States Confer

At Dallas, a conference of the Eighth Service Command brought out plans for combating the epidemic in five States where the polio spread is said to be "widely spread out." Col. K. E. Miller, U. S. Public Health Service liaison officer between service and civilian health officials, said recommendations included precautionary measures for emergency training of people to treat patients.

State authorities claim the spread is still in the mild stage but rigid rules are ready for immediate release if necessary and that means theaters and all places of public amusement.

Industrial areas is low because it has been neglected. I feel that we can find sufficient resources, enough talent, to spread ourselves out so that we can do a good job in morale building for the industrial worker without in any way neglecting the army and the navy.

"Unless something is done by those interested to improve the morale of the industrial worker, we are going to have a breakdown in the civilian population before long."

The prevalence of this feeling among Council members was one reason for the adoption of the projects program which contains, in addition to plans for stepped-up entertainment to men in uniform, various civilian projects for workers in production plants and in isolated backward communities.

As sifted out of the many projects presented to the Projects Committee headed by Philip Loeb, the following are the main points on the approved program which will challenge the full ingenuity and co-operation of NEIC's member organizations.

1. The creation of a national pool for talent, facilities and resources, covering motion pictures, stage, screen and radio (a) to uncover additional resources for projects and (b) to eliminate abuses and indiscriminate demands for volunteer service in wartime entertainment.

2. The organization of a Pledge Week on a national basis for the entire industry to enlist talent in all fields, talent, technical, employer and employed.

3. The dramatization of this Pledge Week thruout the country by means of a large mass rally at midnight in a New York theater, with newsreels and radio broadcasts, supplemented by concurrent rallies if possible in Chicago and on the Coast.

4. An extensive projects program in which members of NEIC will participate, including specific projects approved in substance by the Council at the July 14-15 meeting, as follows.

Legitimate Theater

Project 1—The establishing of contact with the chairman of the Aircraft Division of the National Association of Manufacturers for general over-all approval of the project for lunch-time entertainment in the factories with the co-operation of management.

Project 2—Enlistment of the facilities of the War Advertising Council in analyzing our problems and working out campaigns along lines of advertising research.

Project 3—Expansion of the run of successful Broadway plays for six weeks at the close of the regular run to cover camps.

Project 4—Expansion of shows, like *It's Up to You*, recent Department of Agriculture show, including stimulation of projects for other government agencies along similar lines, and the making available of those scripts for production groups thruout the country.

Project 5—Arrangements to take (See War Morale and NEIC on page 14)

situations to be faced. The problem is mainly one of adapting as well as possible those enterprises that exist."

The report cites one unusual experiment now being conducted in a movie house across the street from a large munitions plant in an Eastern city. In co-operation with the local recreation committee, it is serving workers in the plant. A noon program is run with a 10-cent admission charge. Workers can come and eat their lunch while they watch the screen, and do—going back to the job refreshed.

tainment knows what bottlenecks can arise, how many unjustified calls there can be upon its members. To create national, rather than the present regional set-ups to correct and prevent abuses will, however, be only a single phase of the NEIC's program.

NEIC's positive and more important function will be to help its member organizations make the greatest possible contribution to upbuilding the spirits of our troops at the various front and on American soil, and—perhaps even more indispensable—to binding together the home population in unassailable unity. Council members have not forgotten Gardner Cowles Jr.'s remarks at the June meetings in Times Hall, when he pointed out that psychological unity in America was never so important as it will be in the coming year.

People Need Inspiration

"Not only do people need to be better informed about the war, they need to be inspired," he said. "Not only their minds but their wills need to be re-enforced. We need enthusiasm, not just acquiescence. No one knows so well how to solve this problem as does the entertainment industry."

Members of the Council have on many occasions expressed the opinion that while a very adequate job is being done thru entertainment for the armed forces, more attention and thought need to be devoted to the civilian and the production front.

William Feinberg, secretary of Local 802 of the Associated Musicians of Greater New York, commented at one of the Council sessions, that in his opinion the entertainment industry has neglected the question of morale insofar as industrial workers are concerned.

"One of the reasons for the race riots which we have gone thru in this country in the past couple of months," Feinberg further said, "is due to the fact that the morale of the population in the

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Eastman Anti-Convention Blast No Showbiz Help

Cancellation of War Conventions Urged

WASHINGTON, July 24.—Renewal this week of ODT Director Eastman's request for cancellation of conventions and similar group meetings was seen here as another possible blow to showbiz, which has always flourished in convention cities.

Convention travel, according to Eastman, interferes with military and essential war business travel, and the passenger transportation problem has now become so serious that even those organizations whose conventions would be devoted to war matters contribute more to the war effort by canceling their meetings.

Night Spot Ops Watch Convention

In the past operators of night clubs, theaters and other amusement spots always kept close watch on convention schedules in their cities, as these dates invariably spelled heavy dough. Booking agents also kept close records of conventions in order to sign additional talent to take care of convention crowds. Even road shows, carnivals and circuses have found convention crowds free spenders.

Some cities known as traditional con-

vention spots, like Atlantic City, Atlanta and Chicago, made special efforts to provide good entertainment for convention delegates. Often the quality of amusements in these cities was unusually high because of frequent conventions.

WLB Asked To OK Raises for "Boys" Chorus

Richmond and Todd Sign

NEW YORK, July 24.—Michael Todd, producer of *Something For the Boys* and *Star and Garter*, yesterday signed War Labor Board applications, together with Ruth Richmond, executive secretary of Chorus Equity, for \$5 wage increases for all members of the chorus of both shows receiving \$45 per week. Action was precipitated by the "mass" resignations turned in last Monday (12) by the ensemble of *Boys*. Walkout was rescinded Wednesday (21) when a spokesman for Todd told the chorines that the producer had been making inquiries to the board on his own hook to find out if increases were permissible.

Todd, out of town during most of the ruckus, returned Thursday (22) and was immediately contacted by Miss Richmond, who persuaded him to sign the application forms, not only for the *Boys* dancers, but also for those in *Star and Garter*. Under WLB regulations, requests must be made jointly by the employer and the union. Some members of the two choruses who, because of extra chores, are getting \$50 and upwards, will not be affected by the increase. Union minimum is now \$40, but the prevailing average scale for line hoofers along the stem is considerably above that.

A separate Chorus Equity case is now in the hands of a WLB referee to decide whether the union can up the base pay from \$40 to \$46, in accordance with the Little Steel formula of 15 per cent to cover increased cost of living.

Miss Richmond denied emphatically that the *Boys* chorus used the withholding tax as its bargaining point in threatening to quit. "Their demands were based only on increased living costs," she said. "The withholding tax idea must have come from the management."

Vicky Vickee Changes Handle for Build-Up

NEW YORK, July 24.—Vicky Vickee, former Blue Network sustaining singer, has apparently tired of the monotony in that name. Its been changed to Linda Richards.

The Bernie Shubert Office, with whom she recently signed a management contract, will attempt a publicity build-up prior to returning her to the air.

D.C. Longhair Pull Starts Capitol Showbiz Thinking

Robeson Pulls 22,000 at Water Gate Concerts

WASHINGTON, July 24.—Results of the Water Gate concerts, which came to a close this week, have opened the eyes of showbiz operators here who didn't think the longhair stuff could do it. Here's what it did:

Attendance at the concerts, staged outdoors on the bank of the Potomac, was roughly double that of last year.

Advance sales of season tickets was three times that of last year.

A new attendance record of 22,000 was set by Paul Robeson, topping by 2,000 the previous high mark set by Andre Kostelanetz and Lily Pons last summer. This amazing b.o. record was set de-

spite lack of convenient public and private transportation, despite possibility of quick summer storms and absence of shelter, and despite possible air raid alarms.

Altho Washington has been a good symphony city for some time, public reaction to the Water Gate concerts exceeded anything of the past and has set entertainment operators here to thinking.

Variety is generally credited with packing much of the b.o. wallop which the Water Gate concerts have shown. Not only symphonic music but such guest stars as Jessica Dragonette, Argentinita, and Robeson, have rounded out the concerts so that practically all tastes were served.

Sleeper or not, the Water Gate developed into the best showbiz venture of the year in Washington.

Rehearsals for New Henie Show Start Late Sept.

CHICAGO, July 24.—The new Sonja Henie ice show is due to go into rehearsal the last week in September and opens November 18 in Indianapolis. This year the show will play three weeks in Chicago and two-to-three weeks each in Detroit and New York.

Uncle Sam has the big say in making the new show's chorus an all-girl aggregation, and will loom large in the choice of Sonja's new partner. Wirtz, v.p. of Chicago Stadium Corporation, show producer, declined to name the possible partner at this time, but stated that two were in the running and that a call to active service for one of them will determine who will squire Sonja this fall.

Universal to Post Russe-Hurok Bond

NEW YORK, July 24.—Universal Art, Inc., owner of the *Ballet Russe de Monte Carlo*, now seeking \$120,725 damages from Solomon Hurok and the Hurok Attractions, Inc., for alleged breach of contract, was ordered by Federal Court Judge Simon H. Rifkind last Thursday (15) to post a bond to defray costs in the event of an award favoring the Hurok interests.

Elias Lieberman, defendants' attorney, made the move for the money deposit.

Universal alleges that it had an exclusive booking contract with Hurok and that the latter tried to ruin its business by exploiting other ballet companies, thereby violating the agreement.

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CAPABLE LECTURER WANTED!

High-class Man capable of addressing intelligent group meetings. Must be well educated, well dressed and accustomed to doing business with top-notch executives. This is a remarkable opportunity for a man with experience in group selling either as a med or health lecturer to engage in a very high type of group selling where the income will far exceed any previous effort and where permanency is assured. Must be a first class, high type promoter. This is not an experiment, but a well established sound business proposition. State all in first letter. Photos will be returned and interviews will be arranged. Replies are invited from any locality, as final decision will depend on investigation and interview. Can also use capable Woman in same capacity. This is an essential business and as such will entitle successful applicant to supplementary gas allowance.

BOX D-108, CARE THE BILLBOARD, CINCINNATI 1, OHIO.

STOCK TICKETS

One Roll\$.75
Five Rolls 3.00
Ten Rolls 5.00
Fifty Rolls 17.00
100 Rolls 30.00

ROLLS 2,000 EACH.
Double Coupons,
Double Price,
No O. O. D. Orders.
Size: Single Tkt., 1x2".

Yankee steel will force a squeal boisterous Beelzebub that will be heard around the world.

TICKETS
of Every Description,
Manufactured by
THE TOLEDO TICKET CO.
Toledo (The Ticket City) 2, Ohio

SPECIAL PRINTED
Cash with Order. Prices:

2,000\$ 4.29
4,000 4.83
6,000 5.87
8,000 6.91
10,000 7.15
30,000 10.45
50,000 13.75
100,000 22.00
500,000 88.00
1,000,000 170.50

Roll or Machine Double Coupons. Double Price.

Fall Look-In Sights Up

GE, NBC and Dumont Continue Television Experimentation; It's Post-War Biz Baby No. 1

Problems Great But Future Dough Eggs on Industry

(Continued from page 3)

sult that the industry's post-war plunge will not be too icy.

In the minority are television companies that are sitting pat and just using advertising to keep their names alive at victory time. Some have in the past carried on extensive experimentation, and because of difficulties involved are idle now. Others cannot do anything about it at the moment. For example, Farnsworth Television, which states that its "entire facilities, research, development and production are now devoted to the needs of our armed forces."

General Electric, however, despite its great wartime production has WRGB, Schenectady, adding operettas to its musical programs and continues to present string music and vocal programs. They're developing a Video-musical technique.

GE is organizing a "Little Theater" group which will, within the next few weeks, regularly give plays. Just as they were the first to present the theater on the air over WGY, they're going to pioneer the Video drama.

The GE station will conduct make-up experiments in an attempt to eradicate major bugaboo that haunts every television studio. In addition to organizing and experimenting with a variety of short commercials, they will try out methods of presenting news—analysis, spot news and map talks with topographical maps.

Video audience participation programs, quiz and game shows will be undertaken, and they plan to scan boxing, archery, rifle target shooting and gymnastics.

Philco Video Studioless

WPTZ, Philco's Philadelphia television studio, operating without a regular studio, which was lost to war production when its new transmitter was set up last year, will work out program ideas just the same. At the moment it's televising motion picture films.

Naturally, Philco's entire plant is converted to war work, but WPTZ will, in the coming months, expand its program schedule and will televise the University of Pennsylvania football games. Philco sponsored the broadcast of the games for the first time last season with WPTZ televising the pigskin action. They used the regular broadcasts for voice and made no attempt to synchronize the pictures.

Philco hopes to be able to re-broadcast, as in the past, Monday evening programs from WNBT, NBC's tele station in New York. Since the new transmitter was erected WPTZ has been experimenting with re-broadcasts and has now ironed out the problem of the New York station being too close to Philco's transmitter. No relay station will be used for the re-broadcasts. The NBC program will be picked up on the one long hop of 82 miles and then fed thru the Philadelphia transmitter.

Because of the absence of a studio, live programs are out for the duration. Regardless of this, Philco hopes to give set owners better program service, and maintains a large crew of engineers for technical experimentation.

CBS Plans Nil

CBS states frankly they have no plans for programs that deviate from the set pattern of four hours of movies per week. That schedule is maintained in compliance with the Federal Communications Commission ruling. In order to retain their license. They point out that theirs was probably the youngest staff in the business, and their boys were taken en masse in the first draft. Present staff consists of Stage Director Worthington Minor and his secretary.

Mr. Minor looks forward to making the most of color technique invented and

experimented with by their engineer, Peter Goldmark.

NBC Keeps Going

Altho NBC plans no expansion in the immediate future, it keeps an administrative and program staff of four on full time and has nine men in television engineering, one day a week. At present, two of its four air hours are devoted to air raid warden lectures, which will be continued. Its film policy will be altered, however, by the dropping of a number of commercial films and the addition of strictly entertainment feature films.

Spot News Televising Expected

Radio engineers, intrigued and challenged by post-war television's potentialities, are, in many instances, experimenting on their own. Others in radio are deeply interested in the new medium. For example, Bernard Estes, WHN's special events man, believes that the televising of spot events is a logical post-war step. Mobile units, costing around \$7,000, trucked to the site of action, can effectively exploit Video this way, he states.

Dumont Takes Lead

Station W2XWV, local outlet of the Allen B. Dumont Laboratories, which has taken the lead for the past year in program experimentation, has, since the first of 1943, enlarged its activities by branching out into the testing of commercial ideas. It now plans to enlarge on that phase.

Tuesday night shows are called commercial research programs and are presented in co-operation with advertising agencies that want to make use of the television facilities to experiment with the new medium.

WOR Ties In

Wednesday evenings, 8:30-10 p.m., WOR and the Dumont outlet pool talent and technical forces for the purpose of developing experienced personnel and exploring untried Video entertainment ideas.

Dumont station's regular Sunday night show will not change its format which

NAB Reps Seek Congressional Investigation of FCC Powers

CINCINNATI, July 24. — Representatives of District 7 of the National Association of Broadcasters, at a special meeting in Hotel Netherland Plaza here yesterday, resolved to petition Congress to review sympathetically the recent Supreme Court Federal Communications Commission decision as it affects the radio industry and to revise and enact remedial legislation to the end that radio may continue to serve the American people to its fullest possibilities. The resolution further stated that, "It is the desire of the broadcasting industry to keep this medium free, democratic, vigorous and with full latitude for continued development."

Nathan Lord, manager WAVE, Louisville, and NAB district director, presided at the meeting, which was arranged by WLW, under direction of James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting. Neville Miller, NAB president, also was in attendance.

Clarence J. Brown, Blanchester, congressman from the Seventh Ohio District, told delegates to the meeting that "It has never been the intent of Congress that the government run the radio business, and I believe Congress was as much shocked as were you men at the

Cradle Robbers, Inc.

WILLMAR, Minn., July 24.—Lake-land Broadcasting Company, owner of KWLM here, is robbing the cradle in an effort to solve man-power situation.

Newscasts off the teletype, advertising spots and control-room program announcements are being handled, starting this week, by Jack Stanley, of Minneapolis, scarcely 17 years old.

consists of variety and films.

Radio station owners from all parts of the country have been invited to visit W2XWV to study television programs, equipment and operations. Allen B. Dumont, president of the firm, having pioneered television since the days of the mechanical scanning disc, believes that the medium will come into its own as a great entertainment, educational and commercial force shortly after peace is restored.

Wash. Station Soon?

Dumont intends to continue expanding and plans the erection and operation of a television station in Washington. His firm formerly held a license for Washington telecasting. Intention now is to obtain renewal so that equipment can be installed and broadcasting begun at the first possible moment.

Television set owners are at present faced with a very real possibility that repairs cannot be made because lack of tele-trained mechanics and engineers, as well as new parts for the sets. After the war, however, they can expect to enjoy the benefits of this trial-and-error period thru which television is now passing.

Sets will sell from \$200 up, according to Radio Corporation of America which foresees a landslide of set buying as soon as they are made available to the general public.

Television's fall '43 isn't the brightest in the world, but it could be a whole lot worse.

50-KW for Corpus Christi

CORPUS CHRISTI, Tex., July 24.—Baylor University and Carr P. Collins are planning to move the equipment of XEAW at Reynosa, Mexico, across the border to this city to operate a 50-kw. station on 1010 wave band with the approval for this power and transmitter by the FCC. Collins is the principal owner of the organization which operated XEAW under a Mexican permit with a studio in Dallas.

recent Supreme Court decision affecting radio."

Brown said he believed Congress would do something about it and added that he hoped that the NAB would have the courage to stand on its hind feet and tell Congress what kind of law the broadcasters want and should have. "Then," Brown said, "we'll write that kind of law, trying to use the yardstick of common sense."

"In view of the Supreme Court decision, the answer is for Congress to rewrite the FCC act so the Supreme Court can understand it and the decision of May 10 thereby be made meaningless." Brown said that the decision was a strong blow against freedom of speech and the press, and added that the FCC's actions indicate its desire to reach out for more and more power.

"That's not a good precedent," the congressman concluded. "It may be followed by other governmental agencies. The FCC and other commissions make every effort to grab more power and that is not good for the country. We are right on the verge of the greatest expansion of radio and communications and we don't want this expansion hampered."

Radio Educational Acceptance Built By Westinghouse

PHILADELPHIA, July 24.—Westinghouse Radio Stations and their member station here, KYW, is co-operating with the Board of Education in providing a series of lectures on radio to be presented thruout the summer in the auditorium of the KYW Building.

Gordon Hawkins, program supervisor of WRS, has charge of the course designed to acquaint the school teachers with all phases of broadcasting and with the idea that the teachers in turn will then be prepared to utilize and promote education by radio in the schools during the winter semesters. Hawkins will specialize in lectures on script writing and will invite other execs of the headquarters group and of KYW to talk on subjects in their particular field.

WDSU to Stephens; Mutual's Weber Set as Manager

NEW ORLEANS, July 24.—Sale of Radio Station WDSU to E. A. Stephens, local auto dealer and an active figure in State politics, and associates, has been announced by Joseph H. Uhalt, president and principal owner of the station. Purchase price was said to be "in excess of \$250,000." The sale is contingent upon FCC okay. WDSU, founded by Uhalt as WCOB in 1923, was once a CBS affiliate and is now currently Blue Network outlet with one kw. on 1280.

In a formal statement Stephens states that when the transfer is approved by the FCC he will become president of WDSU, Inc., and H. G. Wall, now president of Station WIBC, Indianapolis, will become vice-president. Fred Weber, now general manager of Mutual Broadcasting System, will become secretary and executive director. Weber will come to New Orleans to take over active management of the station, Stephens reported. Wall is due to stay in Indianapolis.

No WCCO Strike

MINNEAPOLIS, July 24.—Strike notice filed by International Brotherhood of Electrical Workers (AFL) July 16 on behalf of six radio players at WCCO has been set aside until August 11 thru the terms of a temporary agreement. Notice was filed while contract negotiations were on between IBEW and A. E. Joscelyn, WCCO general manager.

Point in dispute concerns clause inserted by IBEW which would tie WCCO announcers' contract in with union contracts covering technicians at the eight Columbia-owned stations.

"Inasmuch as we have no jurisdiction over union contracts signed by other Columbia-owned stations," said Joscelyn, "and no hand whatsoever in their management, it is not within the WCCO management's power to make an agreement or sign a contract involving other CBS-owned stations."

Agreement is now awaiting okay of IBEW office in Washington, as well as of legal departments of WCCO and CBS.

CBS Makes It Legal

NEW YORK, July 24.—Joan Lanedax, who as far as everyone in radio is concerned, has been Trade News Editor at CBS since early this year, is now burdened with that title because Columbia this week got around to making it official.

When Ralph Gleason, then T.N.E., left for the army this spring, Miss Lanedax took over under the designation "Acting Trade News Editor," after having been Gleason's assistant since last September.



THE POWER OF *Habit*

Ever stop to think how you tie your shoe? You don't think about it. The habit is so strong you do it automatically—unconsciously.

16 people in Southern New England, tuning in to WTIC is a habit as firmly fixed as tying their shoes. Because WTIC has been the leading station in this market for more than 18 years.

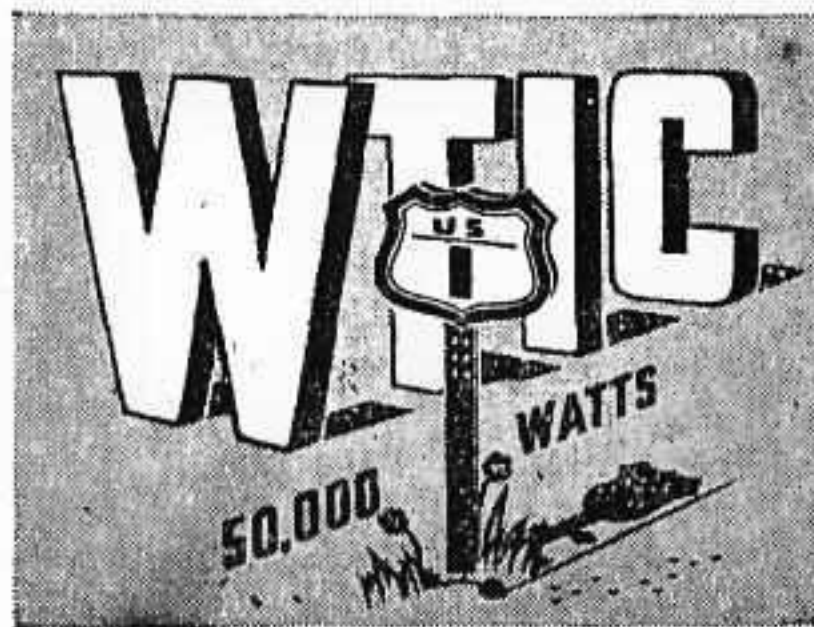
The importance of this to advertisers is obvious. Your message over WTIC enjoys the added power of being associated with an established listening habit. In this rich area it reaches more people—

more quickly — and at lower cost per thousand. What is more, the income of WTIC's listeners is far above the national average. They have the buying power to translate sales suggestions into sales action. The best way to cover one of America's best markets is to use WTIC.

WTIC gratefully acknowledges an award from THE BILLBOARD in recognition of "an amazingly thoro job of public service programing that blanketed every phase of civic effort and war activity."

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

FALL NAT'L SPOT LIFE BELT

Station Reps Ahead of '42; Nat'l Biz for War Industry Areas Picks Up Retail Slack

Food, Drugs and Cosmetics Fair-Haired Spot Children

(Continued from page 3)
stance, claims that business with Blue repped stations is 33 1/3 per cent ahead of last year in business already on the books. Inquiries indicate, states Murray, that they'll hit at least a 40 per cent increase over '42. The Blue's recently completed market study made by Crossley which was to have been introduced to the trade press by WJZ on Tuesday (27) has been a great help to Grabhorn in doing a job.

Columbia's spot business is ahead of last year but Howard Meigham, Eastern sales manager of radio sales, CBS subsid, is none too happy about the outlook for local sales. The national picture is rosy, but stations are not getting as much department store and other retail business as they have in the past and as yet national business hasn't taken up all the slack. However, that's not strictly the station rep's headache and only a net rep would really worry about it.

The national spot and local sales di-

vision of NBC faces the same problem as CBS. N. C. Roux, on the other hand, states that local business has started up from the low of this past spring and the condition may correct itself before that 1st of the year.

"Frankly," stated Roux, "we're amazed that spot business is so far ahead of '42. This fall will set a new high for this NBC division." Roux credited it all to vitamins and soap and he wasn't trying to be smart.

Soap, Drugs and Cosmetics

Three groups of advertisers have saved the spot broadcasting business. They're soap, drugs and cosmetics. Practically all the station representatives admitted that these products were doing the duty of 20 pre-war advertisers in time buying. Typical of the independents is the Branham Company which handles a number of smallies and the West Virginia network. James H. Connolly, manager of

the radio department of this old line newspaper rep, stated that fall business thus far is better than last year, but that local business continues spotty. He has a number of stations in war industryless areas. Soaps and drugs are top billing in this office.

Burns and Smith Ahead

Burns & Smith, another rep firm with plenty of small station accounts in non-war industry areas as well as some in boom towns, reports fall billings ahead of last year with drugs and soap the fair-haired biz producers. C. Otis Rallalt, of this office, feels that local business is going to become progressively worse. He's one of the few men who isn't worried about not having commercial recorded spots to place. He's doing okay selling live shows.

Katz Agency News-Minded

The Katz Agency, another old line newspaper rep, joins the chorus that business is better than ever for this fall. Being news-minded, D. H. Denenholz, of the agency, reports that the easiest thing to sell a sponsor is a good news show and they've sold a great many of them. He's also sold a considerable number of spots in station participating shows to the satisfaction of stations and sponsors.

Home Economics Rambeau

The William G. Rambeau Company have been active lately altho they couldn't say as much for this spring. Paul Wilson, of the office, feels that with the sponsors running the way they are, home economics programs and participating shows are the broadcasts to carry the spots that he's placing. His stations report they have plenty of e. t. material for musical programs so "send that business right along" that want musical platter shows. Wilson usually tries to sell every sponsor on devoting a sizable part of his copy to the war agencies. They like it and it produces, he points out.

N. C. Breault, of the George P. Holingberry office says that the sales line for a majority of the stations they sell is up, and they have 30 stations in the house. He hasn't had much luck in selling live shows, but he thinks if the war continues he will have to be selling them, or else.

Free and Peters OK

Free & Peters, another station rep with 30 clients in the house finds general business is excellent. Where stations are located in war producing areas

or where they're producing for the war, the buying power, he notes, is terrific. Where there's no war business, there's no business, and stations are "just peacefully dying." The percentage of buyers who are listeners and who want new music aren't too sold a factor and so his stations aren't worrying too much about not having hit tunes on e. t.'s. They're just going right along using the oldies and making their fans like 'em. For his station foods, drugs and cosmetics rate one, two and three in buying time.

The general picture of the station reps as they approach fall '43 is far from gloomy. They all wish, however, that stations weren't faced with diminishing local business, but since they've never collected from the locals, all they can do is to try to land enough business to dry up the crying towels of the outlets where loss of business has become a major threat to the station's continued existence.

Chi Spot Biz On Heavy Side

CHICAGO, July 24.—Steady increase of national spot and spot program buying on radio stations here this year has more than offset the loss of retail advertising curtailment due to the war. Large companies, some with products still to sell, others with no products on the market for the duration, are keeping their names before the public with spots.

WLS has found a decided impetus recently, more in spot programs than in announcements, and fall selling is okay. Demand on this station has almost filled the fall time schedule, and during this month and next, this station will show a 30 to 40 per cent increase over last year. The station also notes the improvement in the quality of commercials now being used and sums up the picture as "pretty healthy."

Independent WCFB also emphasizes steady gain in spots as offset to retail advertising losses, while Blue Network Station WENR is seeking to discourage the onrush of spot announcements in favor of short programs. The Petrillo ban on transcriptions, heretofore used by many advertisers, is forcing a percentage of advertisers to buy program time.

Columbia Station WBBM, while noting a seasonal decline in spot advertising at the moment, points to the considerable increase this year.

CJCA SCORES!

● in "Billboard's" 6th annual Radio Publicity Survey—with **THIRD PLACE** in the Canadian Division, and a **SPECIAL AWARD** for exceptional social service programing.

● CJCA ALSO SCORES with its regular day-to-day merchandising activities, aggressively conducted on behalf of its accounts.

● These promotion highlights are in charge of CJCA Merchandising Director Jim Allard—who prepared the "Billboard" award-winning brief submitted on behalf of CJCA and supervises much of the public relations activity outlined therein.

● For full information about CJCA—daily shopping guide in the rich and thriving territory at the foot of the Alaska highway, consult our representatives: Weed and Company in New York, Chicago, Detroit and Los Angeles—or All-Canada Radio Facilities, Toronto and Montreal.



In Edmonton

"CROSSROADS OF THE WORLD"

ROLL TICKETS

Printed to Your Order

Cheapest GOOD TICKET on the Market

Keystone Ticket Co.

Dept. B
Shamokin, Pa.

100,000 for \$19.50

10,000	.. \$8.50
20,000	.. 7.75
50,000	.. 12.50
100,000	.. 19.50

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

11-Man Newsroom Set-Up By WCCO; Twin City Press-Radio War Due To Reopen

CBS Affiliate Plans City and National Coverage

MINNEAPOLIS, July 24.—Altho it has a direct tie-in with *Star-Journal-Tribune* here, WCCO, CBS affiliate in the Twin Cities, has established its own newsroom, complete with editors and reporters, to cover the town and bring in their versions of the news.

A. E. Joscelyn, WCCO general manager, said Siegfried Mickelson becomes news editor of the 11-man news-writing staff. The newsroom is in a studio where newspaper copy desks have been installed and all wire service machines are close at hand.

Prof. Mitchell V. Charnley, of the University of Minnesota journalism school, was named associate news editor.

Other staff members are John M. Raleigh, news analyst; Larry Haeg, farm news editor; Rollie Johnson, sports; Dr. Lennox Mills, analyst; Cedric Adams, newscaster; Hale Byers, newscaster; Ray Tenpenny, newscaster; William R. Kruger and Franklin Page, news writer.

The station's reporters make the

rounds of the news spots, such as city hall and courthouse, looking for stories.

Altho nothing official has come out, it's been rumored *Star-Journal-Tribune* doesn't like idea at all, even tho their ace afternoon-Sunday columnist, Cedric Adams, is one of the newscasters. This set-up may force other stations, especially NBC and Blue Network outlets, to follow suit. After which there may be a divorce between newspapers and radio.

WFIL Prexy Joins MGOT

PHILADELPHIA, July 24.—Samuel R. Rosenbaum, president of WFIL and former chairman of the Independent Radio Network Affiliates, has taken leave of absence from all his duties to accept a commission as lieutenant colonel in the U. S. Army Special Reserve. He will be attached to the Division of Military Government of the Occupied Territories.

Stations Profit as All News Services Serve Broadcasters At 60 Words a Minute Speed

Actual Wired Material the New Test

(Continued from page 3)

lyhood the switch as a tremendous step forward in station service. Then in the wee secret hours of a morning switched over to the word-a-second sending.

These news services' sales promotional campaigns ignored two other press associations that had for some time been feeding stations news at the rate of 60 per. One, International News Service, claimed its teletypes had been geared to 60 words for the past eight years.

Transradio, fourth factor in the field, made no announcements. Rather, it sat back, sneered, and indicated that its competitors were building a production with soap bubbles. This firm had sued American Telephone & Telegraph for telephone wire reductions, without an assist from the other news agencies. When it won the fight, and the Federal Communications Commission ruled that the telephone company could charge no more for 60 than 40 words per minute, it immediately switched to the higher speed. Service has been maintained on that basis since February 6, 1943.

The broadcaster stations and advertisers, altho not actually involved in the race of the century, emerged from the dusty scene the victors with better all-round news service. Stations serviced by PA and UP are promised expanded coverage, fresher leads for newscasts, additional features and more specialized radio material.

Neither PA nor UP specifically indicate what new features they plan for the 50 per cent additional wordage. Both generalize, apparently worrying that their competitors may steal their ideas before they are put into effect.

UP, however, did definitely say that it will expand its feature and background material. State and regional bureaus will be allotted more time to feed local news to subscribers. In addition, UP has already introduced a daily biographical sketch of a spot personality. Another UP feature is a Sunday 5-minute script on the canning and dehydrating

of foods. Titled "Canning for Victory," feature is written by their Washington bureau staffman, Lee Hannify, in cooperation with the Department of Agriculture. Other new features will be added as they can be dreamed up and written.

PA promises to use its additional time for rewrites, fresher material and better coverage of war and general news. The 50 per cent wordage increase will be utilized with scripts and features, still in the planning stage. A 15-minute news commentary has already been added. There will be fewer splits in news transmission for both national and regional bureaus.

INS has, for a number of years, taken up the additional wordage to feed stations specials on scientific matters, women's features, sports scripts, etc.

Both PA and UP plan, in addition to increasing all news coverage, to send their sectional bureaus localized sports features such as hunting and fishing material to Northwest stations, and features of particular interest to other sections of the country.

Increased time devoted to regional and local bureaus stacks up irregularly, depending on the news service. PA, for example, servicing 400 stations, has around 14 regional bureaus each of which feeds 10 hours out of each 24. UP, with 500 stations and approximately 60 bureaus, gives the regional bureaus 25 per cent of the wire time for spot news during the peak hours, and utilizes the off hours to shoot thru features and scripts. Thirty minutes of each two hours are turned over to the bureaus. This, however, varies—depending on the importance of the events and the rapidity with which news comes into the home offices of the press associations.

Business competition forced the hands of PA and UP who had played around with the move to increase their teletype speeds for some time. Both INS and Transradio were feeding their clients

faster and giving them more complete coverage, background material and features.

In many instances, stations have INS radio wires and PA or UP radio wires side by side. INS was sending news in at 60 and the other service at 40 words a minute. Often material coming in at 60 per was rushed into the editorial room, rewritten and aired before the slower wordage rolled in. Resulting station dissatisfaction needed the major services which, their competitors claim, held out as long as possible against speeding up and thus improving their services.

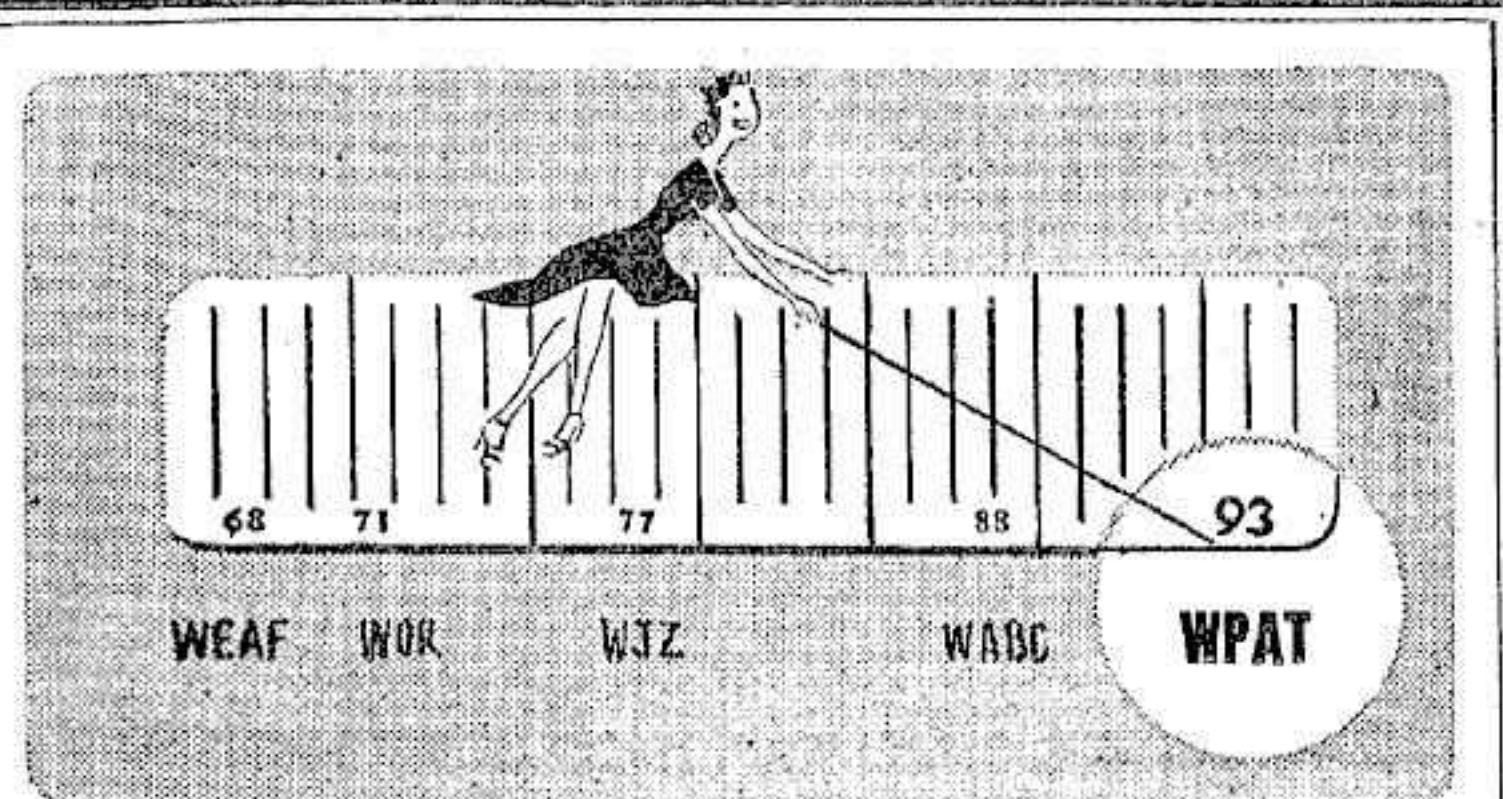
One of the two slower speed news associations, which has just upped its ticker tape speed, chose to veil its change-over in secrecy, refusing to reveal the date of contemplated switch. It intimated that a governmental agency

must first give its blessing. It hinted of intricate technical problems that could only be surmounted with the great difficulty.

The mechanical obstacles which almost threw this leading news outfit, involved the removal of the 40-word-a-minute gear, a tiny gadget less than 4 inches long, and the insertion of an equally small thingamabob gauged to 60-per. The entire procedure consumed about five minutes of a mechanic's time and cost the company less than \$1 per machine.

Two days after this news service stated service might be switched over to the increased speed within a month, their teletypes were geared to and operating at the new speed.

It was a tough fight . . . ? The winners this time are the broadcasting stations and the public.



NEVER A DULL MOMENT

COVERING NEW YORK AND NORTH JERSEY

WPAT

93 on Your Dial

Don't Miss



STEVE ELLIS

Radio's "Personality Voice" has two big shows Monday through Saturday.

DIAL 93 CLUB, 11 a.m. to 12 Noon.
MUSIC MAKERS, 3 to 4:30 p.m.

LUNCHEON WITH HELEN

Mistress of Ceremonies, Helen Leighton, the "Voice that Launched a Thousand Products," chit-chats about this and that of interest to women from 10:30 to 11 a.m. Monday through Friday.

FOREIGN and DOMESTIC NEWS

Straight from the wires of the United Press, on the hour and half-hour for five minutes, seven days a week.

MUSIC a la MOOD

Uninterrupted periods of semi-classical music with a large saleable listening audience. Daily from 1:05 to 1:30 p.m. and Sundays from 1 to 2 p.m.

Rates for Participating Programs on Request

New York Office—Sidney J. Flamm, Paramount Building
1501 Broadway, New York PE. 6-2945

Studios—Paterson, New Jersey

Dough On Line Time Buying Builds Seattle Firm as Number 1 Mail Order Agency

1,000 Boxes of Stationery Sold Daily

SEATTLE, July 24.—While other advertising agencies were gleefully needling stations in an attempt to lure them into p.l. deals, a group here has been putting dough on the line to develop possibilities of the mail-order side of radio.

It all started about 12 years ago when Edwin A. Kraft found some associates

who also had a notion that direct mail advertising via ether could be turned into profit. It clicked. Today the Northwest Radio Advertising Company brings in millions of dollars in m.-o. business for advertisers thru radio.

Northwest goes into the m.-o. field as a straight business proposition. They bought time and bought it carefully. Statistician F. L. Thornhill is nation's top man in this angle of business and figures to the last penny the pulling power of various outlets. Company's aim is centered on actual sales thru radio and not upon finding spots for mere advertising bally, or "good will."

Current sock seller handled by N.R.A. is personalized stationery. Item, packaged with name and address of buyer printed on individual sheets and envelopes, altho correctly priced still sells for top dough. (2.89 C.O.D.) to drag thru air, sight unseen. Nevertheless it's piling up orders at rate of 1,000 daily. Excess of company expect to tab 50,000 orders before they're done with it.

Previous biggest coin-getter was Simon & Schuster's income tax pamph. N.R.A. boys plugged it to tune of \$720,000. When S. & S. went air-minded on distribution of Wendell Wilkie yarn and tax text, they had to go to the West Coast to find a firm to handle the deal. There just wasn't another Northwestern set-up anywhere else in the U. S. A.

P. S.—Firm hasn't a single local client on its books.

HEADLINE HINTS ON GREATEST YEAR BOOK EVER PUBLISHED

26 Feature Articles
31 Important Lists

For Radio, Film, Tele, Hotel, Theater, Ballroom, Night Club, Park and Fair Execs and Buyers.

See Music Department

GLOBAL EVENTS A MUST JOB

Nets International Coverage Permanent Part of Operation; Human Interest News S.E. Must

Blue Setting Up Its Own European Coverage

NEW YORK, July 24.—Tremendous special events organizations which nets have built up for war coverage will have to be maintained long after peace is declared. Most special events heads believe international staffs are going to be permanent parts of net operations. Individually, eventers may differ on points but the consensus is that after-victory radio has a full-time, global job.

"We must think the post-war story will be bigger than the war itself," says William Brooks, special events director at NBC, "and it will be largely up to radio to bring it to the American people. After all, they'll be paying the bills and they're going to be mighty interested in how the money is being spent. What could be bigger than a first-hand hearing of the peace conference and the economic adjustment that will come after?"

News Demand To Continue

"People are in the groove for headline news via radio. They're not going to lose that interest when the shooting stops. And don't forget the 4,000,000 boys who will want a first-hand report on the job they've finished."

Of course, Brooks concedes, it's impossible to make definite plans ahead. NBC currently has 40 men abroad and he believes that this staff will be sufficient to meet any post-war emergency that may arise. However, he points out, there is more than a possibility that television will step into the picture, which will force a tremendous increase in foreign personnel. In any event, NBC expects to make no peacetime staff decrease and is looking toward years of global reporting.

Blue Starting From Scratch

Johnny Johnstone, special events director for Blue, concurs substantially with the above.

"However," he says, "the Blue Network is building up a new international special events staff from scratch, so it's impossible at the moment to set a definite program for the future. When the time comes Blue will be ready and will give a complete international picture to the American people."

CBS Spends Million

CBS, according to Paul White, director of public affairs, is spending a million dollars a year for this type of public service.

"We do not expect," he says, "that the post-war set-up will require any substantial increase in this budget. We have 18 men spotted strategically for world-wide coverage. They are spread to cover spot-news from Honolulu to Algiers. We have tried to provide for every possibility and eventuality, and believe that the set-up will be quite as effective in peacetime. Naturally, if conditions call for it, we will increase our post-war staff at least, with additional part-time help."

Bill Stocum, who directs domestic special events for CBS, isn't so sure that the budget won't take a boost. He thinks the special events man is going to be radio's busiest guy after the war.

"We can't just figure on all the post-war stuff that's sure to break here at home," says Bill. "Think of these countries that have been blocked up and the field that's going to open up in them, when we can get in there again. People aren't going to be satisfied to know that a bombed area is being rebuilt. Their dough is going into those bricks and they'll want to hear 'em being laid thru a mke. That's S. E.'s future job—to put the human drama into news events."

Mutual's Slater Escapist

Tom Slater, at Mutual, has a somewhat different slant. He believes that the function of Mutual's special events

department lies in factual reporting during wartime and a reasonable follow-up on anything which will help toward world reconstruction. Mutual has recently added Mexican radio mil to their net and is shortly spotting a man in South America.

"But," says Slater, "I honestly believe that when the war is over the public generally will be wanting to forget as much as possible. Special events will be in there punching as usual, but there'll be plenty of sports and human interest space coverage."

But with this, Dolf Offinger, in charge of Mutual's foreign newscasts, disagrees strenuously.

"We've got half a dozen boys out now," says Dolf, "in England, Egypt and Africa. There'll be another one in China shortly. And there will be a lot more spread around by the time they set up the peace table. Post-war broadcasting is going to be one of the biggest factors in preventing the misunderstandings that have muddled the world into this one."

Indies Climb On

The indies are climbing on the band wagon, too. This month WMCA launched a weekly program, *The United Nations Compare Notes*, a discussion series anticipating post-war problems and participated in by representatives from all countries involved (Axis not invited, of course). Round-table debate mulls such

Program Research Indicates Even Best Integrated Ads Tear Down Show Ratings

Clinical Analysis To Answer Producers' Problems

(Continued from page 3)

Analyzer or turn the barometer used by Young & Rubicam to "don't like."

Naturally rating of a commercial is no indication of the pulling power of advertising copy, but nevertheless the average air ad, even an integrated one, has about 10 per cent of the rating of a good variety, musical or comedy show.

Commercials Sell Regardless

Researchers concede that an aggravating commercial with rating of 10 per cent may still sell, if it aggravates enough, and refuse to release data on any one specific show. They further admit that case histories built up on commercials are inadequate to establish a base that cannot be refuted. Obviously the "sacred cow" of big programs is one segment that agency and network psychologists will touch only as a final resort. However, a number of sponsors wanted to know just where their commercials stood and there was no way of ducking facts that analyzing and barometer sessions revealed.

It was almost as unpleasant for the CBS radio program research staff to discover that a device of its white-haired boy (Norm Corwin) was so negative that only his superb use of medium saved it from tearing his program apart. NC's device referred to was his constant use of what Oscar Katz, assistant director of CBS Program Research, has called "voice montage." It simply paints a scene with unidentified voices.

Research Moving

Program research is moving along. It has moved far since NBC toyed with idea back in 1938 and decided it wasn't for

problems as integration of post-victory youth, re-education and like subjects in which we have an obligation for our own security.

Post-War Programs

"By fall," says Leon Goldstein, director of news and publicity, "probably all stations will be creating features which will anticipate post-war reconstruction. At the present time our job is to combat over-confidence and build for the future. There must be no lessening of programs to maintain morale. During 1942 WMCA ran about 5,000 government spot announcements which is a sizable proportion of its available spot time. Special events since Pearl Harbor made 330 remote broadcasts and special features have run to about 36 a week. WMCA is thoroly alive to its obligations and knows that peace will call for even more concentrated effort. WMCA will be in there."

"The world is going to have to be policed for at least 10 years after the war," says Bernard Estes of WHN, "and radio is set to be a prime factor in the picture."

"Naturally," he goes on, "indies can't afford individual representation. Probably a whole series of government-controlled short-wave stations will spring up. We'll be working with BBC as usual in the fall and will certainly expect to maintain that hook-up permanently. We'll be able to do our share toward reconstruction thru that channel."

News as news is not a special event in Estes's opinion. The novelty of straight news commentators will wear off with return to normal life. But war influence has been a liberal education to S. E. directors, and with advent of commercial television special events broadcasting will come into its own in a big way.

"The biggest after-war trend," he adds, "will be the exchange of features with foreign countries and smart indies can cut themselves as good a slice of that cake as the nets."

them. This fall CBS will increase staff so that one third more projects can be handled than at any one time heretofore. It's out of the bottle stage now and it looks like it's going to live to the horror of directors and producers who would like to think that their supreme genius makes or breaks a show.

No producer can duck program facts that have thus far been established. Among these (some were included in *The Billboard* issue of July 24 in report titled *What Makes Program Tick*) are (1) successful drama must have at least one character with whom the listener can identify herself; (2) unhappy endings are out as steady diet, or even an unsteady one; (3) don't present anything beyond ken of average audience for they won't believe it even if it's true; (4) even Mae West doesn't like vulgarity over the air in her own home, and (5) fast moving change of scenes may make the sponsor feel that show is "moving" but the only movement caused among listeners is to another program.

This fall program research is coming out of wraps. Last week's story in *The Billboard* has already brought sponsor inquiries to both Young & Rubicam and the Columbia Broadcasting System, and since sponsors are the gods that decide destinies of networks and agencies it means even further expansion of program research.

Sponsor's Query

Typical sponsor problem is the one facing researcher H. W. Sewall, of Young & Rubicam, right now. General Foods, sponsors of *The Aldrich Family*, want to know if they have a star show on hand or if it's Clifford Goldsmith's family

Nielsen Audimeter Reveals Data Not CAB Available

Phone Owners Frequently Only Half Non-Owners

CHICAGO, July 24.—Ticker tape tabulations by the A. C. Nielsen Company here from use of their private gadget, the Audimeter (installed in homes, attached to radios and serviced once a month) show that folk in homes without telephones constitute a larger radio audience than those who have phones. At certain times of the day, non-phone audiences exceed phone-owners listening by two to one.

Nielsen uses this result to show that coincidental phone surveys do not get the whole radio picture. Information gleaned from each Audimeter, Nielsen says, approximates that derived from 500,000 coincidental phone calls. At the present time there are 200 Audimeters in service. Hopes are for 1,000 soon to be in operation as soon as new machines can be obtained, and homes are to be proportioned carefully in future surveys to get a more correct representation of each section of the country, each city size, income class, occupation, race, telephone and non-telephone homes, etc. Plans are also in the offing to break down listeners into age groups.

Other deductions from Audimeter tabulation show that tail-end commercials on programs highlighting stars are lost to a sizable number of listeners. A rapid decrease in listeners is found for commercials after the star has said "Good night." City folk, staying up later than country cousins, are the main late night program audiences, but farmers justify dawn and sunrise spots and later create a peak hour when they come in for lunch.

Too, Nielsen contends that there is a fallacy in the common belief about only two levels of listening—a "summer level" and a "winter level." Audimeters show that the variation in listening from summer to winter is a smooth one.

Ball games can take credit for summer upswing in audiences. Whereas total listening to radio gradually decreases in the spring and summer months, there is an upswing when the ball season begins and a definite drop around October when season is over.

Nielsen currently has 38 agencies, advertisers and networks as subscribers and plans expansion later.

that listeners adore. If it's the family and not Henry that makes the show they won't have to go politely nuts every time a new Henry is drafted. If the show is Henry, then they've been right scouring nation for a new one. Other things GF would like to know is whether *Aldrich Family* is thought of as a normal assortment of mother, father, sister, brother, et al., or if listener thinks of radio family as a bunch of screwball neurotics. Of course, answer has no bearing on success of program obviously, but it has definite bearing on whether it's wise to use Family in advertising and on air to do some actual "selling." If they're neurotics they're no good for a selling job based upon fact they use the product. If they're just a swell normal family, then it's okay for advertiser to commercialize them to the utmost.

Program research will make sizable steps this fall towards answering many questions that directors and producers would like to know. If the answers aren't all in the files at CBS and Y. & R., at least they can be answered in research lab and not stink up the airwaves. That's a long radio step forward for 1943.

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SPORTS SHY SATURDAYS DUE

Army Ban, Transport Aches And Lack of Sponsors Indicate Sportless Fall on Air

Ted Husing and Bill Stern Carry Sports Case to Public

(Continued from page 3)
Radio won't come across for him, and lack of transportation facilities prohibit his seeing the few games which are scheduled.

One of the toughest wallops suffered by radio will be lack of inter-collegiate games due to army regulations prohibiting trainees in colleges from participating in sports.

Sports Men in Haze

Station sport execs and announcers are going around in circles. In previous years they could pencil in a program and be 80 per cent sure of delivering. This year they don't dare to start with the pencil.

One top-exec in the field who requested that his name be withheld, asserted that Stimson and Patterson have long established cases of athlephobia. "The navy recognizes sports as a morale builder," he said, "the army labels it a time-waster."

In keeping with army regulations all universities it uses in its training program are prohibited from getting out ball-teams. Other schools have their eyes on student registrations and will reserve decision on teams until the last minute.

Saturday Goes Longhair

Conditions have reached the point where Saturday afternoons, used in previous years for airing football games, are being filled with longhair and dramatic stuff. Philadelphia Ork, for example, signed a three year contract with CBS for a series of Saturday concerts beginning October 2, thus displacing, at least in part all early starting games and that includes parts of the Army-Notre Dame and Army-Navy games.

As one sports exec pointed out, station program directors are completely disregarding sports in their fall plans. In a number of cases, they've even failed to consult the sports department in programming non-sports events on Saturdays.

Intersectional college games have been killed for the duration by transportation headaches with local competitive teams taking over what's left of the show. Even at that, they'll be relegated to second place, with a bonanza predicted for professional football.

The over-all picture of radio sports programs for fall, in view of army regulations, dropping off of college teams and the gas shortage, is one of confusion and chaos. Sports directors on the whole refuse to commit themselves on programs and plans, because anything

they'd say today would be different tomorrow.

Mutual Picture Not Bad

Mutual, however, is ahead of the class. They of course have Mike Jacobs and his blow-by-blow spiels tied up. And it is expected that the web will carry fights from the Garden before September. That, incidently, is a tip off that Spangles may powder before time.

Tom Slater, Director of Special Events and sports, also announced that the web has an option on the World Series and would carry the contest for the fifth year.

While stations seldom schedule football games in advance, with exception of the high-and-mighty, Mutual is making plans to follow games across the continent. The web expects to carry several games on each Saturday afternoon by taking advantage of the time difference.

NBC, CBS, WHN, WMCA and Blue all plan to carry some sports. How many, from where and when, is anybody's guess. All of them, however, hope to get in some football and track.

Husing and Stern Plead Case

Ted Husing and Bill Stern continue to go to bat for wartime sports. The two commentators are carrying the ball for lifting of the army ban on sports and calling for utilization of sports for army entertainment in the same capacity of "cheese-cake which the boys in the services are getting tired of."

Stern pointed out that Special Service Division of the Army has in its services, a number of sports announcers who beam the stuff to the fighting fronts.

"In England and Russia," Stern said, "sports are considered a vital part of living. During the Blitz, England continued her track meets. While the Nazis were within gunshot of Moscow, the Soviet people continued their sport festivals. We in America should use sports as our Allies do."

Commenting on the number of letters he received from boys in the service, Stern said they were unified in the sentiment for continuance of sports. One of them pointed out that boys off-shore had little means of recreation, and one of them was listening to sports programs via short-wave.

"Sports are one thing they don't want changed in the U. S. A.—and we want to be able, via radio, to tell 'em that they're continuing to do a home front morale job," concluded Stern.

WLS Engineers Raise Turkeys —and they do mean birds

CHICAGO, July 24.—WLS transmitter engineers have adopted a sideline that bids fair to end their meat rationing worries next fall. At the transmitter location at Tinsley, Ill., occupying some 40 acres, they have 66 young turkeys, now about 10 weeks old and weighing over five pounds apiece, feeding on a 30-acre tract.

From this flock they expect to produce more than 60 turkeys each weighing between 16 and 20 pounds. Boys intend to divide the birds among themselves, feast on fresh turkey as long as possible. Then they're going to cut up the surplus birds and place them in freezing units from which they can be withdrawn thruout the year.

Not content with having the only transmitter location where turkeys are raised, the WLS engineers are harvesting a goodly supply of fresh vegetables from their two-acre Victory Garden at the location.

Blue's Spiel School Held Up Pending Martyn Return

NEW YORK, July 17.—Plans for the Blue's announcers' fall school term, are being held in abeyance pending the return of Gilbert Martyn, head of net's spiels and director of series of classes from which over 200 page boys have graduated. Martyn is recovering from a major operation in a Denver hospital and is expected back in New York late

KYW Headache Due for NBC; Petrillo Called

PHILADELPHIA, July 24.—As if James C. Petrillo hasn't his hands full as it is, the AFM chieftain has been drafted to crack down on KYW, Westinghouse station here linked with NBC. Local 77, Philly musicians' union, has been trying since the first of the year to close negotiations for a new music contract with the station, covering musical director Clarence Fuhrman and his crew of 14. However, it is no closer to a settlement today than it was on New Year's Day. As a result the local union has called Petrillo to take over.

Impasse is over vacations rather than pay. Under the old contract, which expired with the new year and has been extended pending new negotiations, the studio band takes a five-week vacation each summer. However, rest is a compulsory vacation and without pay. The Fuhrman music men left last week on their enforced vacation. But before the boys are due back at the studio, Local 77 aims to have a new contract pact, and have placed all hopes in Petrillo being able to accomplish what the local union has been ham-strung since the first of the year. If he isn't—it'll mean another pulling of remotes—this time on NBC.

this summer. The Blue is anxious to continue the plan of instructing young employees in announcing technique, since 100 of the group that studied under Martyn last year have been placed in gabbling berths vacated by older staffers who have entered the armed forces.

Fall Sales Promotion of Nets Heavy Despite Lack Of Time and New Suspects

Job, Most S.P.M. Believe, Is To Keep 'Em Sold and Plow the Post-War Ground

NEW YORK, July 24.—Nets' sales promotion departments will continue this fall with a double-barrelled promotion job aimed at increasing consumer acceptance of programs and selling radio as an ad medium to yet-to-be-convinced industries.

NBC already is reading proof on its second edition of Parade of Stars, which will be set for delivery to 125 stations September 15. This year's exploitation material will be bigger and better for net's stations, according to Joe Ecclesine, sales promotion manager. Recordings of

excerpts from radio shows of at least 40 of net's clients will be included as build-ups for fall programs. New tools in the way of newspaper copy, car card, lobby and movie trailer displays, even canned speeches for station executives to spellbind local clubs and orgs, are provided in layout.

New Bill Direct Mail

Net's s.p.d. is relying principally on direct mail advertising to promote new sponsors, altho Ecclesine admits that (See Fall Sales Promotion on page 14)

★

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"Whatta Yuh Say?"

Reviewed Saturday, 8:30-9 p.m. Style—Audience participation. Sponsor—Different one every week. Station—WIND (Chicago).

New series, originating at a USO club, features participation of men and women of the armed forces. They are called from the audience and after being quizzed as to name, home town and branch of service, are asked to sing, dance, answer a foolish question or do some unusual feat. Craig Maudsley, emcee, handles his interviews expertly and manages to inject plenty of comedy.

Merchandise prizes are handed out to the men and women who participate. Between quizzes Dick Baker, pianist, plays pop tunes and the audience joins in singing. Audience joins wholeheartedly in the songs and on show caught everybody appeared to be having a wonderful time.

Each week a different firm doing 100 per cent war work sponsors the show. Program is quite similar to several others on the air and, while it has no outstanding feature, will have a definite appeal to the thousands who have sons and daughters in the service.

Nat Green.

"The Passing Parade"

Reviewed Tuesday, 9:30-10 p.m. Style—Story telling. Sponsor—S. C. Johnson & Son, Inc. (Johnson's Wax). Station—WEAF (New York) and NBC.

For the second year John Nesbitt and his *Passing Parade* have taken over the Fibber McGee and Molly spot for the summer. There was a time when no one could be sold the idea that one man, without much musical help, could fill a half hour and hold his audience. Nesbitt has disproved the bromide because he's Nesbitt and spins a yarn that's as tight as an Armistice announcement.

His sense of the dramatic, uncanny timing and ability to discover the exact moment when drama must replace the spoken word combine to explain why her's radio's No. 1 story-teller, Norman Corwin (CBS) achieved a reputation as a one-man show, and then after he arrived threw over his story-telling ability, which was a bit on the longhair side, into dramatic writing and direction.

Nesbitt still does the commercials for the Westinghouse-John Charles Thomas Sunday afternoon show but doesn't speak a commercial word on his Johnson pitch. In other words, when he's commercial he's commercial and when he's the "artist" he keeps far away from selling.

On his '43 premiere he repeated the idea that stood them on their ears when he opened his '42 show, i.e., a letter to A. Hitler & Company on business relations with the United Nations. It was as good as the first try and since we've progressed solidly in this business, the balance on the global ledgers sounded better than it did in '42.

Harlow Wilcox continues with the Johnson Wax selling—and does it straight, which is how it should be done on *The Passing Parade*. Music has passed into new hands, Carmen Dragon. He hasn't the touch of Meredith Willson, who handled the baton last year. Carmen wasn't bad, but there were moments that Willson would have pointed up musically that went without their underline this year.

It's a great show McGee, and it'll hold that audience for your return in the fall... and only a Nesbitt could do it—at the price. Joseph M. Koehler.

"Pa and Ma Smithers"

Reviewed Wednesday, 12:30-12:45 p.m. Style—Rural comedy serial. Sustaining on KRNT (Des Moines).

The troubles of Pa and Ma Smithers in a rural setting make up this 15-minute daily which is easy to listen to, full of mild chuckles, but lacking in punch. Styled after the soap-operas, this one is rural for a rural audience.

Ma Smithers is always getting lazy Pa to perform some chores, with the old

PROGRAM REVIEWS

EWT Unless Otherwise Indicated

gent trying to get out of them. Producer and writer, Dan Hosmer, formerly of WLW, appears as Pa and Gene Gragg as Ma. Talent and writing is good and network timber.

Pa uses rural slang such as fiddlesticks, gee and gosh in arguing with Ma, who has a fast tongue and not heavy on rural accent.

Show opened with Ma calling Pa and finally finding him sleeping in the barn instead of working. He then had to fix the old washing machine, but he stalled and finally when the telephone rang tried to go to town with Ma. Laughs come fast when Ma asks him to hook up her dress in the back and she has to hold her breath to have it done.

Finish was good with Ma putting on her new exclusive-styled hat which Pa finds is nothing more than a lamp shade. Otto Weber.

"Organ Quiz"

Reviewed Saturday 8:30-9. Style—Music quiz. Sponsor—Sapo Elixir Chemical Company. Agency—George C. Nagel. Station—KMOX (St. Louis).

An idea patterned after the *Beat the Band* program is presented in this early a.m. show, slated to catch the busy housewife at her after-breakfast chores. Listeners send in questions requiring a musical answer, and Ruth Hulse Nelson at the organ attempts to supply the answers. Her failure to answer correctly means \$2 in War Stamps to the sender. Not a particularly startling radio innovation, but it shapes up as a pleasant morning eye-opener.

Some of the queries are clever and catchy, some are obvious, depending on the originality of the sender. One question asked of Miss Nelson was how she felt about shoe rationing and the answer, of course, was *O Dem Golden Slippers*. Another lady said she was born in Missouri. Asked what part, Miss Nelson came thru for Sapo with *All of Me*. Consolation to non-winners is a big bottle of sponsor's product.

Miss Nelson, as a climax to the program, offers five unnamed tunes on the organ; correct sets of answers also receive War Stamp prizes. Tunes are pretty easily identified, being old standards that don't tax the brain, such as *Yes Sir*, *She's My Baby* and *The Waltz You Saved for Me*. Miss Nelson does her chores capably; Paul Willis emcees; plugs for the product run rampant thruout the program. Show expanded from 15 minutes to a half hour recently, evidence of increasing popularity. C. V. Wells.

"The Black Market"

Reviewed Thursday, 9:30-10:30 p.m. Style—Documentary. Sustaining over WOR (New York).

With no holds barred, *Black Market* delivers a solid kick in the conscience of conniving citizenry who patronize bootleggers of rationed goods. Placing the blame where it belongs—on the buyer as well as the seller—WOR's Dave Driscoll and John Whitmore pulled no punches in telling Americans that it takes two to make a black market.

Working in co-operation with the Enforcement Division of OPA, Driscoll and Whitmore, armed with recording equipment, trekked into the jungles of illegal commodity dealing to bag the dynamic material which packed the program. Their on-the-spot transcriptions of transactions between buyers and sellers, and interviews with black-market operators were tense, dramatic and held listeners. Pioneers in the field of documentary broadcasting, Driscoll and Whitmore scooped the field in this airing. Discs were presented as made, with no studio editing, resulting in a realistic rather than an academic approach. Audience felt it was being talked with, rather than at.

Dramatization of a black-market auction and a vivid description of fifth of an illegal slaughterhouse convincingly proved that in dealing with profiteers the public not only impede the war but endanger their own health and lives.

Program painted a picture of greedy, profit-mad unscrupulous dealers who readily admit that their goods is not

inspected and may be harmful or dangerous.

Broadcast ended with a general condemnation of black-market operators and buyers of everything from nylon hose to Pullman tickets, and a ringing plea for the public's co-operation in smashing bootleg rings.

Presented as a war service, *Black Market*, with its top-flight tech job and dramatic, punchy handling, rates among the best public service programs.

Wanda Marvin.

"Foreign Correspondent"

Reviewed Tuesday, 7:15-7:30 p.m. Style—Drama. Sponsor—Beau Brummell Ties. Agency—Key Advertising Company. Station—WOR (New York).

This program is on the credit side from start to finish. It's a fast moving, easy to take news show (based on AP dispatches) depicting the role of newshawks who are hot-footing it thru battle lines to get their story. It's serving a double purpose: (1) Awakening homefronters to the plights and struggles of correspondents who have a job to do and are doing it with little acclaim, and (2) portraying without hysteria, the treachery of the enemy.

Program caught, titled *Last To Leave*, dealt with escape of C. Yates McDaniel, last man to leave Singapore before Japanese occupation. It followed him thru Sumatra to Java, giving a graphic description of the territory for background. People and adventure sounded plausible and real. Show stuck closely to fact with little or no excursion into blood and thunder melodrama.

John B. Kennedy, radio and newsreel commentator, did masterly as narrator. Cast consisted of Jackson Beck, Roger De Koven, Phil Clarke, Adele Ronson and Lon Clark. John L. Sinn directed and scripted.

It was a Frederic Ziv transcription, but it was not announced as such.

Tom Weber.

"Of Human Interest"

Reviewed Tuesday, 10:45-10:55 p.m. Style—News. Sustaining on WPEN (Philadelphia).

The airlines heavily loaded with dispatches from the far-flung fighting fronts, this nightly 10-minute repast makes an easy dosage for the day's tense listening. Eschewing the war news entirely, attention is focused on the news rich in human interest appeal, particularly those carrying a humorous tag line or evolving around a comedy situation.

It's the kind of copy that always made for light reading. Herb Dexter imparts personal touch to reading and it makes light and pleasurable listening. Items culled and compiled by Enid Hager, station's news editor, cover the human-interest sidelights in the day's news concerning family situations, sports, military and feminine frills. It's froth packed into the ten minutes, with Dexter making every contrast count.

Credit is given to the AP and Transradio wire services, along with the local newspapers, as source of material. It could be a credit to a local sponsor.

Maurie Orodener.

WOR News Theater

Reviewed Tuesday, 4-4:15 p.m. Style—News. Sustaining over WOR (New York).

A novel twist in presenting, explaining and backgrounding the daily news puts the *WOR News Theater* over and lifts it from the mediocrity of usual news broadcast. But it is a misnomer to call it "theater," for it does not dramatize or build the items presented in a theatrical manner; rather it's a unique and interesting newscast.

Arthur Van Horn ladles straight news, Frank Knight presents pocket profiles of personalities, titled *Names in the News*, and Maurice C. Dreicer thumbs thru the pages of the recent past enlarging upon "Headlines of Yesterday."

Van Horn ably ticker-tapes the day's events without any attempt to explain, elucidate or comment (a relief from self-

appointed seers of things to come and "I told you so last week" newscasters). His terse, timely tidings encompass the day's happenings in five minutes without recap or overlapping.

Knight isolates one individual, briefly outlines his plunge into prominence, dissects his character, sketches his eccentricities, explains his politics, lists his accomplishments and holds him up to the audience for lauding or damning. Without question it aids the public in judging the profiled one and his relation to, and influence upon, history in the making.

Dreicer's headlines of a bygone day in show caught fell short of the pace set by his program partners. Van Horn spoke on spot news, Knight spotlighted a prominent actor on the stage of present-day history, but Dreicer roamed from decade to decade without tying the ends together. He jumped from movie stars to statesmen who had hit the headlines between 1900 to 1940 and back again without apparent reason. Nevertheless the three-part program adds up to colorful and interest-holding listening.

W. M.

"This Is Our Cause"

Reviewed Sunday, 4:30-5:30 p.m. Style—Patriotic revue. Sponsor—Skouras Theaters (and a different war agency each week). Station—WINS (New York).

A million dollars in talent is lost on this weekly patriotic pitch. It's lost because WINS doesn't rate an all-star show of this magnitude and hasn't the slightest idea what to do with it. It's lost because Nick John Matsoukas and Harry Alexander Fuchs, who manhandle it under the guise of being the producers, just aren't enough to put a bang in it. Even the musical end of the production, under the baton of Henry Sylvan, sounds like a very bad pit band on the opening show of a six-a-day house in Wilkes-Barre.

Routine opened with Nat Brusiloff conducting his own *Bundles for America*. He got in a plug for *Double or Nothing*, on which he's musical director. The number itself was a plug for nothing. Lulu Bates was in the No. 2 spot with *Ta-Ra-Ra-Boom-De-Ay*, as nice a bit of Gay Nineties shouting as we've heard in some time. She would do something for Joe Howard's show, which is suffering from a lack of red corpuscles. She got a plug in for the Blue Network. Phil Brito followed Lulu and got in another Blue Network plug.

Alois Havrilla did a guest announcer take at this point without a WOR plug. He read a *Bundles for America* plug letter which made the writer put the nickel in his other pocket.

The Barry Sisters, without a WHN plug, did *In My Arms* and okay, too. They were followed by another *Bundles* plug. The nickel stayed in the pocket. Mina Cravi was the longhair section of the program and won a "no comment" rating. In the eight spot the Southernaires brought down the house with *Joshua Fit the Battle of Jericho*.

Just before intermission, station break in radio, comes the dramatic spot. Here it was *Elm Street U. S. A.* and despite Adrienne Ames and Elsie Hitz it was a bad smelling *Bundles for America* dramatized commercial. Nathan M. Rudick, of the New School of Social Research, directed it, and the entire production showed the lack of a firm directorial hand. The fades were bad, the sound effects ragged and the performances—100-watt stuff. It didn't sell a single woman on going down to sign up as a *Bundles* worker. If it did, the New York listening audience is a lot weaker than other fund raisers and voluntary services have found it.

Comes the station break.

Lulu Bates comes back to open the second half hour with *A Good Man Is Hard to Find* which already has been proved in the first half hour. She once again put a sock in the show. She was followed by a WJZ-Victory Troupe plug which lead into an intro for Diane Courtney and a one man sketch from the things that the Victory Troupe is supposed to be doing for war plants. Laird Cregar did the bit in which Louis 14th gloats over Francois Villon as he goes to the guillotine. It might have been an implied plug for *The Vagabond King* which opened in New York this week (29). Laird did a good job—but what it had to do with "Bundling" is questionable. Diane Courtney followed Cregar with *Black Magic* and then Alois Havrilla did a "comedy" skit with John

PHOTO REPRODUCTIONS

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King and Lew Lehr. It was third-rate Lehr, and 10th-rate Havrilla. The Barry Sisters lifted the audience out of Lehr with *Don't Let Your Love Go Wrong* and Kenneth Spencer did a swell job with *Old Man River* to close the 26th broadcast of this series.

Series is the perfect answer to the reason war benefit broadcasts are looked upon askance by performers.

Show is battling *Land of The Free*, Andre Kostalanetz, NBC Symphony and a host of other top Crossley spots. It needs more than just names to catch and hold an audience. It requires, first, a station with listener acceptance, a production set-up with savvy and a promotion and publicity department that knows how to sell what it has—to the public.

In theory, with the backing of two Hearst newspapers, WINS could attract and hold that audience. That it hasn't just proves that you have to know how to play as well as hold the cards . . . in any game.

This Is Our Cause may be listed as a good try—but there's no excuse for an hour show with top names being—just a try. The day when one made excuses because radio is a "young" profession has passed.

J. M. K.

James Hilton

Reviewed Monday, 7:15-7:30 p.m. Style—Commentary. Sponsor—Lockheed & Vega Aircraft Corp. Agency—Foote, Cone & Belding. Station—WABC (New York) and CBS.

Not even the reputation of James Hilton and his top-selling novels can make the general public listen to this one. Hilton is a nice literate guy on the air, but, judging from the broadcast which started his ether "career" he has nothing to say. The program which replaces *Ceiling Unlimited* is still called by that name, but despite *Shangri-la*, Hilton's ceiling is zero-zero.

Hilton started out as tho he was going to be something special. He was going, he said, to leave the answers to the other commentators. He was going to "ask the questions." Of course, it

goes without saying that he didn't ask any breath-taking questions; he found it much easier to talk about Vincent Sheean's *Between the Thunder and the Sun*, which was spot news about three months ago. He talked about World War I and when he was in British uniform in London when the Armistice was signed. He was much ado about nothing. It is with sincere regret that we report that the "Reverent" James Hilton preached his first sermon to empty pews. The collection, luckily, did not depend upon the worshipers, which is a good thing for Hilton and Thomas Freebairn-Smith agency producer.

This will do nothing for Lockheed-Vega. It's just a Foote, Cone & Belding error. Like many other ideas, James Hilton as a radio program sounded like a million dollars on paper and a thin dime on the air.

J. M. K.

"Judy Canova Show"

Reviewed Tuesday, 8:30-8:55 p.m. Style—Variety. Sponsor—Colgate, Palmolive-Peet Company. Agency—Sherman & Marquette. Station WABC (New York) and CBS.

Zany comedy fans will revel in clodhopper comedienne Judy Canova's new radio offering. As a laugh-getter Canova rates with the best, and the show is all Judy.

Announcer Ken Niles does a smooth job playing the foil to the foolish (she really ain't) hillbilly. Rest of cast perform their parts adequately, but script should develop their characters and bring them into sharper focus.

Show features Canova's singing—a combination of yodeling with air-raid siren deviations. Beginning a song in a husky, deep-throated tone, she suddenly breaks into a conglomeration of off-key falsettos that manage to be both pleasing and amusing. Her twitter-pated trilling of *Some of These Days* and *My Love Has Passed Me By* highspotted the airing and left nothing to be desired, if that's what you desire. A cowboy number, *Ridin' Down That Old Canyon Trail*, pitched by Canova, and some boogy-woogy piano (in name only) completed the musi-

calunacies.

Comic continuity kidded the overalls off the rubes, and since this form of humor is an American favorite, show should easily get and hold wide audience attention. Gags fly thick in the fast-paced script, as the yokels prove to the city slickers that they ain't so dumb. However, comedy could be improved with a little Bob Burns-ing here and there to add authenticity. At times the country cousins slip out of the groove and register more like Brooklynites than Squeedunkers.

Show is weakened by awkwardly timed and dull commercials that tend to slow up an otherwise sprightly script.

W. M.

Dumont Television

Reviewed Wednesday, 8:30-10 p.m. Style—Variety and film. Sustaining on W2XWV.

Television's roof is attracting stellar talent to its experimental airings if Wednesday's shot is a criterion. Both Natalie Bandanya, Met soprano, and Monica Moore, musical comedy thrush, were featured and turned in exceptional performances.

Benton & Bowles took over the latter part of the show and their offering proved the need for much study and experiment before commercial Video is ready for long pants.

Dennis James, who emceed the Dumont portion of the program, worked out interesting deviations from straight patter and co-ordinated the jumps from one performer to another with informality.

As James was about to introduce his first act, an attractive little girl popped

into camera range wanting to sing. She was shooed away. When she came for the third time, denying that she'd been there before, she was told to go ahead and sing. She turned out to be a trio—the McAulliff Sisters, Eileen, Laverne and Charlotte.

Met luminary Natalie Bandanya's introduction and entrance were carefully planned to sustain the atmosphere of stars guesting in a night club. James lifted her to the piano and from where she Helen Morganed a medley from *Oklahoma*, *Embraceable You* and *Paris in the Spring*.

At the beginning, quality was lost in the extremely high registry, but the technicians quickly adjusted their equipment to catch and project everything she had. Miss Bandanya's operatic gesticulations were subdued. She was a charming picture. The McAulliff Sisters added variety with good arrangements of *Maria Lopez* and *Hawaiian War Chant*.

Comedian Charlie Stark appeared long (See PROGRAM REVIEW on page 14)

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THE BILLBOARD
AND
JUDGES
for **Second Place**
in **Sixth Annual Award**
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PRINCE ALBERT, SASK., CANADA

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The Treasury Department gives recognition to Station WJR for its contribution to the war effort . . .

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THE BILLBOARD
presents Station WJR with: "A special award for the most intelligent promotion of radio as an entertainment medium" . . .

WJR has earned these chevrons because its program policy . . . its news policy . . . its management orders —are to use every facility . . . every resource at its command for a vigorous prosecution of the war . . .

G. A. RICHARDS
PRESIDENT

760 Kilocycles

WJR
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50,000 Watts

Cox Committee Investigating FCC; Fly Still Batting Zero

Garey Looking to Much Ado About Something

WASHINGTON, July 24.—Special House committee to investigate the Federal Communications Commission, continued this week to provide one of the strangest and least productive investigations which the Capital—familiar with all types of such operations—has ever witnessed.

This city, which has seen every sort of Congressional circus imaginable from the celebrated midget incident of the J. P. Morgan hearing on up, is puzzled by this latest inquiry. Usually there is some testimony or evidence, if only for the sake of tradition, but the FCC investigation is waiving all of the rules and protocol. Good old-fashioned name-calling seems enough.

Resuming the hearings Monday (19), the committee, headed by Representative Eugene E. Cox, heard its chief investigator, Harry S. Barger, declare that the War Communications Board had hung a very sacred oath on its employees not to divulge secret information. This oath was described by Barger as, a departure from usual government oath and served to deny WOB employees the right to give information to the committee.

FDR Angers Cox

This circumstance, together with the fact that President Roosevelt had earlier forbidden army and navy personnel to provide the committee with certain information, apparently was causing considerable anger to Chairman Cox and his chief counsel, Eugene L. Garey.

So far, as a matter of fact, Garey has been his committee's best witness. Monday, Garey told the committee that Chairman James L. Fly is "always seeking to expand his power and authority" and that FCC is duplicating in the radio field much of the work performed by the army and navy and the Office of War Information. Moreover, he charged that FCC manipulated defense appropriations in ways Congress had not intended and enjoyed "a Roman holiday" with \$558,000 it received last October.

Cox is chiefly afloat over the word "confidential" which is appearing more and more on letters which he wants submitted as evidence. Three letters were introduced Monday which had been exchanged between Fly and the War Department, but these too were labeled "confidential."

"I can't believe Congress wants this committee to lay down and submit to the bureaucrats of Washington," Chairman Cox asserted. "We must now begin to assert the authority of Congress. Nothing in these letters is confidential by any stretch of the imagination."

An unexpected development occurred Tuesday, when T. A. M. Craven, a member of FCC, testified in a vein that resembled hostility for the Commission. He said that he had been warned about making any disclosures by Chairman Fly.

Craven Ready Witness

Mr. Craven said: "It is my opinion that Congress is entitled without limitation to any and all information it may desire." In addition, he told the committee that he had often disagreed with the majority of the Commission, and that he agreed with Garey that the FCC had been seeking larger powers.

Craven appeared on subpoena, so little doubt was left but that Cox and Garey were fully aware of the nature of the testimony which the commissioner would provide.

Craven brought with him to the hearing, according to current inquiry custom, a prepared statement which he immediately proceeded to read. The statement contained nothing that had not been said many times before. "Since I have been warned about making disclosures to this committee concerning matters regarded as confidential and secret, I believe I should state my position to the committee," he began.

Garey promptly asked Craven, "Who gave you this warning mentioned in the opening of the statement?"

Craven replied that it came from Chairman Fly, who at the same time had said that he had "no desire to tell me what I should and should not do."

"I have nothing to hide," Craven continued. "I am perfectly willing to testify and express my opinions, but I want to stay out of the headlines. I have enough to worry about."

Dodd's Name Pops

The name of William E. Dodd Jr., one of three government officials recently under fire in Congress for alleged subversive activities, was injected into the hearing Tuesday. Garey reported that Dodd was one of a group of employees who, he said, were granted unauthorized salary increases.

"Is that the same Mr. Dodd two congressional committees found to have been connected with organizations found by the Attorney General to be subversive?" asked Rep. Wigglesworth, a member of the committee.

"It's the same Mr. Dodd," replied Garey.

However, it was brought out later that Dodd was granted the pay increase because he was going to London for the FCC and his living expenses would have been greater in that country. Dodd's present salary is said to be \$3,200 a year.

Early in the hearing, Chairman Cox warned that some "unusual" developments may be expected. So far the score is zero.

WAR MORALE AND NEIC

(Continued from page 4)

Broadway casts to neighboring camps and bases, without scenery, on free days.

Project 6—Development of permanent repertory and stock companies to be stationed at selected points.

Project 7—Organization of entertainment units to be presented (a) by casts now playing on Broadway on Sundays in hospitals or camps (or on free day), (b) by people available in New York, Chicago, Los Angeles, San Francisco, etc., when not employed.

Project 8—Suggestion of late John Anderson, president of Critics Circle. Establishment of liaison with colleges and universities, possibly thru National Theater Conference, so that their little theaters might be made available for war entertainment. Another part of this project would be the furnishing of professional directors and possibly players to these groups to assist in the organization and presentation of performances for the war effort.

Project 9—The development and booking of tabloid versions of legitimate plays to be done by professional actors without scenery or with very little scenery. This project would follow the lines of the

successful "personal appearance" tour conducted by Malcolm Atterbury and reported to Equity.

Project 10—Negotiations with theater producers to furnish (a) theaters for rehearsing war entertainment units, (b) a central theater to be used as headquarters for entire projects, including rehearsal, casting files, script library, etc.

Project 11—Conducting of national three-act play contest to find new war plays, prizes being Broadway production for best two plays.

Project 12—Selection of emblem to be worn by those who have made a pledge of service.

Project 13—Civilian entertainment project, involving co-operation with local communities in various parts of the country. This would involve presenting a paid professional civilian program in areas not now adequately covered by existing entertainment facilities. Part of backing, as well as organized paying audiences would be furnished by local citizens' committees representing leading mass organization of the community. Managers, unions, writers and actors would be asked to co-operate in furnishing material for these organized tours.

Music

Project 14—Presentation 14—Presentation of musical package shows along lines of the above civilian entertainment plan.

Radio

Project 15—Creation of a closer liaison set-up between radio writers and the OWI.

Project 16—Organization of mobile radio units for non-broadcast performances in hospitals.

Project 17—Organization of mobile units of radio actors to present non-broadcast performances of patriotic scripts of from 5 to 10 minutes each from specially equipped trucks for street meetings in connection with the Third War Loan drive.

More Radio Projects

A special committee in the radio industry composed of writers, actors, directors, announcers and singers is at present working out specific presentations for six radio programs in support of the war effort. Concrete plans will shortly be presented on paper.

PROGRAM REVIEW

(Continued from page 13)

enough to tell a moron story that didn't stack up.

Monica Moore, beautiful singing star of the Paris Folies Bergere, the London Piccadilly and Trocadero, gave with *Everything I've Got Belongs to You* and signed off with *I'll See You Again*.

James, in turning the rest of the pro-

gram over to Benton & Bowles's emcee, Jinky Coy, faded out via the camera; an improvement over an entertainer's walking out of range with the audience left staring at a blank screen.

Camera work on the agency's skit, *Back From North Africa*, was smooth and without bad focus in transitions from two-shots to close-ups, indicating a rehearsal.

The product exploitation test was not too effective. Without introduction or fanfare, a group of General Foods cereal box fronts strung on a wire were projected. The exhibit lacked depth that could have been obtained by using the actual boxes.

While the box fronts remained suspended, a male and female voice discussed the products and urged their purchase.

A 10-minute break in the program was filled by a travelogue film, entirely unrelated to anything which went before or after.

B & B's second skit, titled *You Give What You've Got*, written by Esther Hawley, and directed by Lillian Steinfield, agency staffer, was presented. Drama was public-service type offering and urged the public to give blood to the Red Cross.

Meaty script was killed by amateurish acting and production, due, no doubt, to staff's lack of knowledge of Video technique.

Since the purpose of these Wednesday night programs is experimentation, anything goes and does. W. M.

FALL SALES PROMOTION

(Continued from page 11)

luck with approach hasn't been too good in past.

"We're pointed toward better organization on that this year," he says, "our time is pretty well sold out, but we're working out a missionary presentation which won't be in competition with newspapers and mags. We want to interest large industries, not present advertisers, in the possibility of radio as medium for building good will today. After the war, when they are merchandising again, they'll be air-conscious commercially."

CBS Continues Top Job

Columbia will continue an all-over job for fall. A complete campaign for every new show coming to the net is the plan of Tom Connolly, director of CBS Program Promotion. Outfit will supply material for all of the net's stations, ranging from suggested spot announcements to headline promotion ideas. Departmental budget will be substantially up and there is good chance that 24-sheets will be distributed on many CBS shows.

Over at Blue, Sales Promotion Manager B. J. Hauser also has his gun trained on the new season.

Aggressive trade paper campaign combined with heavy direct mail drive will be stressed this year," he says. Budget isn't set yet, but it certainly won't go down. We'll use the same audience-pulling kit for our stations. We've got it standardized now. Everything will be kept strictly to date, of course. Mark Woods and Ed Kobak insist that all promotion be kept keyed to the war effort. This year we've a problem trying to hold down on paper and size and still do something distinctive in type and art work"

Blue bids for new sponsors via easel presentations at special meetings, one designed to sell the Blue Net in general, and another based on children's programs.

Mutual Kodachrome

Mutual's major promotion effort is the Kodachrome Slide Presentation. Device is 40-minute series of slides with sound. It is moved around country for production showings to ad groups and agency execs. Tells story of net and advantages of radio as ad medium. Mutual believes it had a sponsor-contact winner.

Trend of Mutual promotion, says P. M. Bob Schmid is away from big, elaborate book stuff and toward a more direct approach. Net is more interested in telling facts by letter. Charts comparing four nets hour by hour go to time buyers. A quarterly study of home-town listening reports based on Hooper and CAB surveys to sponsors.

NEW YORK, July 24.—Charles L. Kelly, formerly associated with W47NY, New York, and Norman Rose, who appeared recently in the legiter, *Counter-attack*, have been added to the announcing staff of WQXR.

Actors Hope for Video Fall Coin; Rank and File Eye Musicians' Dough

All Three Unions Avoid Battle for Now Profitless Field

AEA Says Not for Free

When told that actors were working for free, and asked if his union sanctioned that policy, he vehemently denied members of his union were working on the cuff and claimed they were getting a "nominal fee." Refusing to commit himself on organizing plans, Harding did indicate that the union wasn't losing sight of the industry.

Screen Actors' Guild, according to Betty Calhoun, assistant to Florence Marsben, Eastern rep, will not touch television. "It is not within the scope of SAG," Calhoun said.

While both AFRA and AEA deny that talent is unpaid, WOR flatly contradicted their statements last week with the assertion that the station is getting talent for free.

Chatter from behind the scenes, meantime, indicates that the unions are not ignoring video medium. Reports have it that the unions are gathering their forces for the plunge. But pressure from the rank-in-file is steadily growing, and they may be compelled to take it sooner than they expect.

NEW YORK, July 24.—Grumbings in the winds by AFRA, SAG and Actors' Equity members over the alleged use by television stations of free talent, this week showed indications of precipitating showdown among unions on jurisdictional rights.

Members of the three unions contend that in spite of the fact that the industry is in experimental stage, talent being used should be paid for. The musicians union, Local 802 setting a precedent, put its foot down and demanded scale for its members. Sentiment in the industry, among actors, consequently, is for similar treatment for themselves and their colleagues.

AFRA meanwhile, is trying to maintain a middle of the road position, contending that the industry isn't numerically strong enough to warrant organization. AFRA's only suggestion is that its members should not be subjected to prolonged rehearsals.

This position is shared by Alfred Harding, public relations man for Actors' Equity. Harding told *The Billboard* that as far as his union was concerned, television is nonexistent, and will continue that way until it takes on a commercial aspect.

ASCAP, BMI RUSH STATIONS

Sunny Skylar Is Now a Single on WOR Sustainer

NEW YORK, July 24.—Sunny Skylar, for many years band vocalist with Vincent Lopez, is the latest to ditch the bandstand for a career as a single. First step in that direction is a sustaining series on WOR, five times weekly, from Monday thru Friday, which becomes sponsored in the fall when it switches to three shots a week for Grove's Quinine. Skylar is accompanied by piano and organ.

He will remain with the Lopez band for about a week more, contract releases now being worked out. Charles Goldfarb, of Goldfarb, Mirenberg & Vallon, has taken over as personal manager and is anxious to have Skylar cut all his band ties. Skylar is becoming somewhat of a personality by way of his song-writing activities (he has several hits to his credit) and the musical comedy he authored, a take-off on swooners that is sked for a Broadway production.

Wallenstein To L.A. Ork; WOR Part-Time Job

NEW YORK, July 24.—Alfred Wallenstein, WOR musical director, has taken over the baton of the Los Angeles Philharmonic Orchestra on a three-year contract. New job starts in September.

He will take a leave of absence from WOR, where his post will be filled by guests, but will return at the end of each orchestral season. Upon expiration of the L.A. contract, Wallenstein will resume his WOR duties on a full-time basis.

It is expected that Mutual, after the longhair season gets underway, will air the L.A. ork as a means of collecting upon Wallenstein's rep on a year-round basis.

Wallenstein, who in 1933 brought his Sinfonietta to WOR and two years later received appointment as musical director, has introduced more than 1,000 first performances.

New BR for Detroit

DETROIT, July 24.—Detroit will get a new centrally located ballroom September 2 when Madison Gardens, operated for eight years as a skating rink, is remodeled and opened under the management of Orville Godfrey, operator of rinks at Edgewater Park and Arcadia.

Peter Shea, formerly manager of the Pier de Danse at Riverview Park, Detroit, for many years, is actively returning to the business as manager of Madison Gardens. Spot was formerly known as Danceland and operated as a ballroom a dozen years ago.

Jay McShann's 4-Weeker At Happy Hour Brings Biz

MINNEAPOLIS, July 24.—Jay McShann and his band, which finished four-week run at the Happy Hour here Tuesday (20), averaged a weekly gross of \$4,500. A. B. Perkins, manager, has brought in Jimmy James ork to follow McShann and he plans to be in New York and Chicago during the next two weeks to line up more bands.

Freddy Nagle Still a Civvie

MEMPHIS, July 24.—Freddy Nagle, who recently was inducted into the army and classified for limited service, has been put back into civilian life on call. Currently he is loafing and honeymooning in Encino, Calif., but if he is not called back into service soon he may return to Chicago and the band business.

Family Re Union

NEW YORK, July 24.—The "musical staff" at WSAY, Rochester, N. Y., which is the bone of contention between the station owner and the musicians' union, is not only non-existent but resembled more of a private joke when it did exist up to a few months ago. Three years back, when Station Owner Gordon Brown was told by the union he would have to employ a pianist, he answered that his sister played piano and if the union admitted her to its ranks, he would hire her.

That was done and that's the way it remained for two years until Brown's sister withdrew into private life. When the union urged a replacement, he introduced his mother who then joined the union and became staff pianist. After a while she retired and the station was without music once more. The union became insistent again but this time Brown stood pat. What remains undetermined is whether he is merely set against piano players or ran out of family replacements.

Rival Orgs in Tussle Over Blanket, Per-Program Pacts; Behind-Scenes Battle Rages

NEW YORK, July 24.—Scramble among licensing agencies to line up radio stations for their respective catalogs is intensifying, with ASCAP and BMI, the two major orgs, still hugging the rail. Both agencies are keying their efforts toward obtaining blanket contracts from those stations now working under per-program agreements.

At present, BMI claims it licenses 820 stations, and all but 16 of these have blanket contracts. ASCAP jealously guards its figures on licensing agreements, but one official of the Society has stated unofficially that close to 900 stations use ASCAP music and about 90 per cent of them have blanket agreements. However, the figures are generally regarded as optimistic.

Some cynical observers believe that

ASCAP's demand several weeks ago that per-program licensees pay for spot announcements made before or after sustaining programs using ASCAP music was a move toward black-jacking these stations into taking out blanket contracts. Org also reaffirmed its position that payment must be made for an entire program if even one ASCAP tune is used.

BMI's Pitch

BMI has been pointing to ASCAP's stringent demands as an argument in selling its own wares. The radio-affiliated agency is trying to persuade the station market that money can be saved by using BMI, public domain and other less costly music for the general run of programs, with the ASCAP catalog of hit-parade tunes and musical comedy scores being tapped for key programs only.

BMI has been busy pointing out its station rates of .75 to 1.2 per cent on blanket licenses and 2.5 to 4 per cent on a per-program basis, which are half of ASCAP's flat 2.25 per cent on blankets and 8 per cent per program.

BMI is also pushing the point that its plan for per-program use of its rival's music is particularly applicable to network outlets which have to build their own shows only a few hours each day. Org argues that only a part of this limited time is given over to music and therefore the station can get along with comparatively few ASCAP tunes during the hours it is not receiving network broadcasts.

BMI is laying the groundwork for a tussle in 1950 when ASCAP's station contracts expire. ASCAP is anxious to promote more blanket contracts because only then can its members realize the maximum return possible from radio licensees. Each switch to a per-program basis decreases ASCAP's royalty divvy even further below the high-water mark of 1940. With the advent of the consent decree the Society has had to admit many new members—about 300 writers and score of publishers—all of whom eat into the royalty melon. The Society's business mentors are striving to boost their revenue to the maximum take possible only thru more blanket contracts.

Mutual Broadcasting System and WNEW cases) in the face of labor's general no-strike policy.

Decision Leaked Out

Numerous newspaper editorials, statements by influential citizens and perhaps behind-the-scenes prodding by legislators undoubtedly influenced the board in its vote to accept jurisdiction, even if it could see no immediate solution in view. All that can be expected for the next few weeks, and perhaps months, are more meetings, hearings and conferences.

The amusing feature of the WLB's decision is the fact that both sides in the dispute learned about the action not from the board itself but from the press. At the time of writing, the official statement has not yet been received by either the AFM or E.T. offices but both have been forced to comment on the WLB decision.

Socolow's prepared statement complains that, "Mr. Petrillo has announced in advance that he did not intend to comply with any ruling of the board." However, it is recalled that Petrillo has stated repeatedly that his men will start recording if President Roosevelt asks it. And it is assumed that a WLB request will serve the same purpose. Probably, Socolow had in mind Joseph A. Padway's remarks that his clients, "would have to at least ask the courts if we must accept involuntary servitude."

Petrillo and Boys Win Two Skirmishes But Radio War Goes On; WNEW, WSAY K.O.'d

WNEW's English Disk Deal Publicity Stunt?

NEW YORK, July 24.—Two more skirmishes in AFM's undeclared war against radio stations were ironed out this week and once again Petrillo came out top dog.

The War Labor Board apparently ruled against AFM when it ordered the union to "maintain the status quo" and send musicians back to station WSAY, Rochester, N. Y., but the order has no practical effect since there are no musicians to send back. The union had demanded that WSAY take on a five-man staff, but there were no men employed at the time the demand was made.

WLB's ruling did not alter AFM's ban on music fed to the Rochester station by the Mutual Broadcasting System, and neither commercial, sustaining nor remote musical programs are being piped to the Rochester affiliate.

Settlement with WNEW here was a clean sweep for AFM, as the station agreed to stop using controversial English recordings. Waxings, used by Martin Block on his *Make-Believe Ballroom* program, were of American tunes published since the recording ban and therefore not available on American labels.

Petrillo interpreted WNEW's use of

these waxings as a move to circumvent the ban and pointed out the British musicians had agreed not to make records for export to this country. House musicians, yanked out Tuesday (20), returned to work yesterday after the station gave in to the union's demands.

NEW YORK, July 24.—Talk circulating around the trade has it that the WNEW-AFM dispute over the use of English recordings was a trumped-up job, engineered by the station as a publicity stunt. It is said that the "complaints" made to Petrillo about the English discs were part of the station director's plan, and house musicians were told beforehand they would be paid for any time lost. These skeptics claim station officials were trying to play up their ingenuity and desire to please the public by showing to what lengths they would go to get the music people want to hear.

Petrillo seemingly smelled a rat Wednesday (21) when he said in reference to Block, "It's not only bad enough that he played English records, but he had to pull a wise trick. All he wanted was to get his name in the papers."

WLB Accepts Jurisdiction Of AFM-ET Dispute; Ruling Elicits Groans and Shrugs

NEW YORK, July 24.—Jurisdiction over the AFM-E.T. dispute has been accepted by the War Labor Board with unanimous vote. But the action fell short by a couple of miles of doing what the transcription people had been expecting. The fruit of the WLB's decision will be the appointment of a panel instructed to investigate E.T.-ers' complaint that the musicians are waging a strike against them; something they thought they had explained in detail and at length.

"Astonishing" is what the decision is labeled by the E.T. spokesman, A. Walter Socolow. A shrug is about all it elicited from James C. Petrillo, spokesman for the musicians. His lieutenants, more

vocal but unquotable, say the WLB decision amounts to practically no decision at all and the union is clearly the victor as a consequence. The musicians have not been ordered back into the studios and that is the main thing. Time is on the AFM's side, it is pointed out, and this investigating panel is certain to consume plenty of more time before it arrives at a verdict.

Why the WLB decided to accept jurisdiction without really deciding anything is puzzling many observers. Some offer the opinion that the War Labor Board felt constrained to take over the dispute because criticism has been mounting against the AFM's many "strike" actions undertaken recently (as in the

EVIL EYE SCARES SOCIETY

ASCAP Board Finds Love in Common Hatred

Stamps Out Mills Menace?

NEW YORK, July 24.—Staid ASCAP, careful always to display an unruffled visage to the public view, has, behind the closed doors of its board room, been going thru more hysterical somersaults and frantic gyrations than it has since the Department of Justice pointed an accusing finger at it and said: "Boo!" This time the D. of J. is not the bogey man; it is a small man called unprintable names, but who answers to the moniker of E. Claude Mills.

Because his shadowy presence is suspected behind every move made by unhappy writers, disgruntled publishers or rival licensing agencies, the Society's board of directors, dominated by a couple of influential publishers, has been knocking itself out trying to stamp out the menace of Mills (whose "E" obviously stands for Evil Eye).

Within two weeks the board has both voted out a practice of 10 years' standing and advised a face-saving method of restoring that very practice. It has refused, agreed, then refused again to lend financial support to an outside attorney busy fighting the BMI-E. B. Marks forces, who are busy fighting ASCAP.

Long-Term Pact Idea

The most recent one-and-a-half backward, sideways flip was executed when the board voted in favor of extending for an additional 15 years the contracts between the Society and its writer and publisher members, even though anyone daring to suggest such a plan up to two weeks ago would have been branded a madman and an impudent young pup. As a matter of fact, just such a proposal was advanced from the floor at a general membership meeting two years ago by a songwriter named Sammy Mysels and Mysels was promptly hooted into silence.

He suggested then that such a pledge would bind publishers and writers solidly together regardless of how the BMI-Marks case turned out; and oddly enough, that is the very reason advanced for the new decision calling for a long-term pact between publishers and writers. Undoubtedly, the threat of a consummated "Mills Plan," which would place in the hands of SPA the rights to all currently written songs and the subsequent bargaining power thereof, played some small part in influencing ASCAP board.

That "agency and trust" agreement SPA members will be asked to sign is "subject and subordinate to . . . any existing agreement only, between the writer and ASCAP," and it was evidently deemed expedient to put into effect as soon as possible an agreement that will be "existing" before the Mills document can be signed by the SPA membership.

Pubs Sacrifice Futures

Dough made by the publisher representatives on the ASCAP board is believed to be tremendous "in futures," if BMI and Marks win their suit. That would give undisputed ownership of song copyrights to the publishers, something they could use to their financial advantage when the present ASCAP contract runs out in 1950.

Publishers could then sell their catalogs to radio users independently, as was done in 1935 by the Warner Bros. publishing group. At the time, it was believed that many other important publishers agreed to sign with ASCAP only on condition that it succeeded in bringing Warners' back into the fold.

The temptation to cash in if that situation presents itself again must be tremendous, but if ASCAP sticks together in spite of that, it can thank the terrific job Evil Eye has done with his scaring routine.

Martial Music

DETROIT, July 24.—Story going the rounds here has a listener to Les Brown's band at Eastwood Gardens commenting on the volume of noise the band produces. Brown's retort was that 2-F's would make any band play fortissimo, but he was working with a 4-F band.

Weighted Vote Gimmick Up To SPA Council

NEW YORK, July 24.—The "weighted vote" question, one that has continually drawn beefs during its use at ASCAP from those with few votes to their credit, is up for discussion by the SPA council at a meeting to be held this week. The matter came in for furious debate at the general membership meeting held some months back at which a movement was started to banish it from SPA procedure. However, the council will deliberate on a system of extending the weighted vote far beyond what is now in practice.

At present, Classes A, B, C and D pay \$50, \$30, \$20 and \$10, respectively, in return for which they receive 5, 3, 2 and 1 votes, ranging downward from the top class. The new system, being drawn up by Fred E. Ahlert, father of the "Ahlert Plan" used for classifying songwriters in ASCAP, will introduce still more classes, probably corresponding to the classifications SPA members hold in the Society.

The same classes that oppose it in ASCAP, the lowest groups, are certain to oppose the spread of that same system within SPA. These argue that each member should have one vote each so that decisions affecting all shall be arrived at democratically, with each member's vote counting. The other method leads to steam-rolling, it is charged, whereby the top few can put into effect policies that frequently harm the many.

Even those who say that such a system is reasonable for use in ASCAP, where members are stockholders and those with the largest investment are entitled to the largest vote, are inclined to go along with those who say that SPA is designed along the lines of a guild or union, and should follow the accepted practice of unions where all votes are equal.

Since the argument has been advanced by those who favor a greater weighted vote that the "Mills Plan" must not be brought before the membership until the vote method has been agreed upon, it is expected that the ensuing squabble that is inevitable will put off operation of the "Mills Plan" indefinitely.

Pubs Face Suit For Unpublished Compositions

NEW YORK, July 24.—Publishers are in for another headache when they are confronted with a lawsuit being readied by attorney for the Song Writers Protective Association that will ask for a declaratory judgment to re-invest ownership in writers of songs taken by pubs but never published. There are unquestionably thousands of such songs lying on publishers shelves, and while few may have any intrinsic value at this late date, SWPA mentors are anxious to establish the precedent.

Argument will be prepared along lines of "undeveloped wealth" such as may exist in land leased for possible mineral wealth underground, but which is never mined.

Herb Miller for Theaters

New York, July 24.—Herb Miller (Glenn's brother) and orchestra start a theater tour September 17, with package show that includes Ann Corio, "Scat" Davis and Red Dust. Route will take the group to picture houses in Omaha, Indianapolis, Chicago, Cleveland, Columbus, O., New York and Boston.

Coast Maestri Spurn Pops In Favor of Oldies They've Recorded; Pluggers Go Gray

LOS ANGELES, July 24.—In spite of the large number of current hits, most pop tunes are getting the brush-off by name maestri playing the top spots in the Los Angeles area, in favor of old numbers in the books on which they have recordings. It's a situation that has developed only recently and is presenting a major headache to song publishers and their ever-plugging contact men.

Lucky Millinder, who has built up a solid following as a result of his nightly KJL-Mutual airshots from the Casa Manana, is only one of the maestri giving the fluff to new tunes. Millinder, instead, is turning to tunes which his band got on wax before the Petrillo ban and is programming ditties like *Shout, Sister, Shout; Savoy, Tall Skinny Papa, That's All, When the Lights Go On Again* and his theme, *Big Fat Mama*, one after another all evening long. Dancers are familiar with the songs and Millinder, at the same time, is recreating a demand for his records.

All Do It

At the Hollywood Palladium the situation is similar with Stan Kenton putting the emphasis on his standard items like *Taboo, The Tango, The Gambler's Blues* and *Reed Rapture*, all of which are much-played Kenton disks. Pluggers haven't had much success with the tall California boy in his four weeks at the ornate dine and dancery.

Across the street at the Cotton Club, Benny Carter is leaning on songs which established him via platters. His most demanded ditties now are *Takin' My Time, Back Bay Boogie, Sleep and Okay for Baby*, along with standards of the *All of Me* and *Cocktails for Two* class which he also recorded back in the palmy pre-ban days of 1941 and 1942.

Jimmie Lunceford, who closed this week at Trianon Ballroom, leaned heavily

on old Lunceford classics thruout his six-week stay. *Four or Five Times, It Had To Be You, Annie Laurie* and *Yarbird Mazurka* were the tunes Jimmie stressed in the room and on the air.

What's a Pub To Do?

Leaders figure they have nothing to gain by going to the expense of making an arrangement on every new ballad or novelty tune. Virtually every one of them is compelled to play the smash hits, but with the average new one it's a different story. It's a situation that has publisher reps busy these balmy summer nights attempting to find a solution. To the trade in general it's a trend which has developed slowly but consistently, and which may become all the more evident as long as Jimmy Petrillo says "no" to the record and transcription industries.

The trend is an expedient policy for the leader and besides, is playing off. Carter, Lunceford and the others are enjoying a large increase in calls for their old recorded products at the music counters. Song men haven't been able to figure out a good argument that can unseat the leaders on that basis.

Hillbilly Disks Hit New Midwest High, Say Dealers

CHICAGO, July 24.—Hillbilly disks are hitting a new high in the Midwest, record dealers here report. Demand, which has been increasing steadily since war began, is making the supply problem a headache for dealers who blame the labor shortage for the slim supply.

The influx of war workers, soldiers and sailors from rural communities to Chicago is given as the basic reason for the upsurge, since folk from rural communities like to hear their "native" music away from home.

Dealers also report a surprising demand for classical music, another outgrowth of the war. This demand, too, is rising with operators and the general public. The public is asking for obscure long-haired disks formerly little in demand, such as string quartets.

Standard tunes of the tried and true variety, and good tunes which got lost in the shuffle with hit tunes, are also coming back on the music machines and again the demand far outweighs the supply, says Bob Sampson, of Columbia. Boogie-woogie still has its fans in numbers, according to Victor, while Decca notes a rush of race records and claims public and operators are buying disks for music styles rather than for artists. The Dick Haymes a-capella records are going over with a bang here.

The one-for-one record deal is working out well, says Columbia, which is altering its deal to one for three. Victor, with the one-for-one switch, has increased allocations to operators.

"Zero" Minus Lawsuits

NEW YORK, July 24.—Second amended complaint against Santly-Joy on its *Johnny Zero* song was tossed out of court Wednesday (14). Complaint was brought by Al Hoffman, Jerry Livingston, Mann Curtis and Cy Corbin, songwriters, and Edwin H. Morris, publisher, who claimed copyright infringement on their *Machine Gun Song*.

Dismissal had been sought on grounds of lack of jurisdiction over the person, insufficiency of process, insufficiency of service of process and failure to state claim upon which relief can be granted. The plaintiffs' motion for a temporary injunction was withdrawn in New York Federal Court Tuesday (13).

Cavalcade of Jazz Once More Readied

NEW YORK, July 24.—Cavalcade of Jazz, promotion dream of Billy Shaw, one-night booker at William Morris Agency, is being offered to buyers for delivery starting in September. Six dates in late June were canceled when gas rationing closed various parks that were to play the cavalcade.

The Hurricane, nitery here featuring Duke Ellington, has been keeping the idea alive, using some of the small jazz bands on Mondays, Ellington's night off.

Meanwhile, Coleman Hawkins, signed by the office for its jazz tour, has been working steadily with his recently organized crew and is back at Kelly's Stable here after a couple of weeks at the Tic Toc, Boston. Art Hodes, another cavalcader, is at the Hofbrau, Lawrence, Mass.; Sidney Bechet at Alpine Musical Bar, Philadelphia; Meade Lux Lewis at Swanee Inn, Hollywood; Eddie Condon at Nick's in Greenwich Village here, and Mary Lou Williams is spending her time arranging for Ellington.

Intra-Mural Feud

Strange feud has developed between the Morris band department and Shaw's son, Mickey, ever since Pop went on his jazz kick. Mickey, who has an extensive collection of jazz records, immediately removed from his files the names signed for the cavalcade to prevent his father from rifling the disk library. He then was asked to sell the office some of the precious platters to be used for promotion, but it was no go.

Some of the now-rare items had originally cost young Shaw from 15 to 25 cents in secondhand stores, but as he puts it: "The Hawk's *Body and Soul* is worth \$5 and I ain't selling." Shaw admits with a sigh that Mickey is too big to lick.

ADVERTISEMENT

MUSIC BIZ AWAITS YEAR BOOK

8-Page Color Spread Bought By Music Firm

One of the first organizations in the music business to whom the dummy of *The Billboard* 1943 Music Year Book was shown almost immediately reserved an eight-page spread in colors thru which to tell its story to the more than 70,000 people in the music industry.

Of course this firm must for the moment remain nameless, but it has long held the reputation of being one of the shrewdest and most intelligent users of trade paper advertising in the industry. Its executives quickly realized that the editorial program, the promotion and the wide distribution of the 1943 Music Year Book constituted a "must" advertising buy and lost no time in making the reservation for the eight-page color spread.

Publishers Hail First Exclusive Music Year Book

Notwithstanding the fact that the publisher and his songwriters are really the foundation of the music business with its far-reaching effects on practically every phase of the show business, no one has ever brought out a year book exclusively for the music industry.

With its 1943 Year Book, *The Billboard* not only justifies its reputation goes further by devoting a complete section of the Year Book to the music publishing business. That it is possible with this device to state mildly. Four publishers have already indicated their intention to reserve space in the annual by reserving two-page advertising spreads in the Year Book. Every publisher in the music business is planning to be represented in a large, impressive spread. Between the advertising presentation and the editorial content of the music publishers' section of the Year Book, the industry will really have a complete picture of the publishing business in 1943.

BAND, MUSIC BUYERS TO GET BOUND COPIES

Leaders in radio, film, record industries; owners and managers of hotels, night clubs, ballrooms, theaters to receive permanent reference copies of *The Billboard's* Music Year Book

Because all the feature articles and lists appearing in the 1943 Music Year Book will be extremely useful to band and music buyers all thru 1943 and the first half of 1944, *The Billboard* is binding more than 1,200 copies of the Year Book in a special, permanent leather-bound cover. These 1,200 copies, embossed with personal names, will be distributed to leading music and band buyers in all phases of the business.

Thru this special distribution advertisers in the Year Book are assured not only of reaching the greatest trade audience in the history of trade-paper publishing but are virtually guaranteed that their messages in *The Billboard* Music Year Book will be seen by buyers for a full one-year period.

Billboard Annual First Ever Devoted to Music Industry Exclusively

Will cover all phases—26 feature articles—31 important lists in radio, films, tele, hotels, theaters, night clubs, ballrooms, one-niters, juke boxes, colleges, parks, fairs—special music publishers' section to be included in issue

The Billboard Music Year Book, scheduled for publication this fall, will be the first Year Book published exclusively for the music industry. The '43 edition is an outgrowth of *The Billboard* Band Year Book published in 1942 and the *Talent and Tunes on Music Machines* Supplement, which appeared annually for three years beginning in 1939. This year the music annual will cover the entire music business. There will be seven complete sections, each devoted to a separate phase of activity or section of the music business. Permanency of value, both in feature articles and lists, is the keynote of the Year Book's editorial structure. The lead-off section will carry feature articles on music's place in the war effort, its contributions to the all-important good neighbor policy, important trend stories on the recent boom in "Bings," the ever-growing cocktail combos and small band field, the amazingly consistent clickability of the hillbilly musikers and many others also featured in the lead-off section, as they will be in all other sections of the Year Book, will be important and valuable reference lists.

Music Annual To Enjoy Bigger Circulation Than Any Year Book In Any Biz

Disagree with advertising and promotional agencies in the history of trade papers. The circulation of *The Billboard* 1943 Music Year Book will be anywhere from 70,000 to 100,000 copies. The 70,000 figure is guaranteed by the Bureau of Circulations. *The Billboard's* executives are confident that the ABC report on the Music Year Book will surpass that of any previous edition.

This vast circulation will be supplemented by special distribution of personalized leather-bound copies to key people in and affiliated with the music business. (See story elsewhere on this page.)

Advertisers are already reserving larger space in *The Billboard* 1943 Music Year Book than they have ever used anywhere before to cash in on this tremendous group of important readers.

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YEAR BOOK WATCH FOR IT!

...on 2... will be devoted to... Special articles on radio... musical shows, problems... musical directors... and singers as radio... will be featured, and among the important lists carried in this section will be a line-up of... new... in leading... the country.

...singers... generally have... importance in recent years... the film business goes, and... of the Year Book will accordingly be devoted entirely to features and lists on bands, singers and music in pictures.

JAMES, GOODMAN, DORSEY, CUGAT, KYSER, ALL TOP NAME BANDS CARRIED MESSAGES IN ANNUAL PUBLISHED LAST SEPTEMBER

1943 *Billboard* Music Year Book will be even greater—bands' two to six pages in colors will be topped by '43 ads

Never slow to recognize a top advertising and exploitation buy, the nation's top band leaders really went to town in *The Billboard* Band Year Book, predecessor to *The Billboard* 1943 Music Year Book. Harry James spread a "Band Jig Saw" over five pages of the '42 edition in one of the cleverest advertising ideas ever used by a top name band. Jimmy Dorsey stunned the music business by leading off the 16-page two-color center spread insert with five sock pages in two colors. One page was devoted to brother Tommy, carrying the best wishes of Jimmy and Manager Bill Burton to the tromboner.

Xavier Cugat, as the music biz knows, wields a wicked pen when it comes to caricatures, and Cugat applied his

devastating technique to an effective two-page spread in last year's annual. Benny Goodman banged across his message by devoting one page of his two-page spread to the "B" and the other to the "G" which, after all, is all anyone needs to identify Benny.

With the ink hardly dry on the first announcements of the '43 Music Year Book, the top names are already giving promise of making their '42 efforts look silly. New ideas, smart ad stunts and sock spreads of anywhere from two to six pages are in the works for many of the name leaders, and the music industry can confidently expect to see advertising displays in *The Billboard* 1943 Music Year Book, which will make the '42 efforts pale into insignificance.

BIG DISPLAYS FOR DISKERS IN YEAR BOOK

Big three and their newer competitors to tell complete sales and institutional stories

With larger space than they have ever used for trade paper messages in the past, RCA-Victor, Decca and Columbia will tell complete sales and institutional stories in *The Billboard* 1943 Music Year Book. The big three, along with the newer firms in the record business, have had their problems in the past year, but thanks to careful planning, farsighted business leadership and astute handling of releases by the heads of the artists' and repertoire departments they are carrying on.

The messages of the companies in the Year Book, together with the elaborate editorial program scheduled for the record section of the issue, will be the most impressive testimony to the job the recording industry has done against odds in the past year.

Music on Recordings

The sorely beset record business comes in for its share of the music limelight in the fourth section of the Year Book. This section is one of the most elaborate in the entire annual. The up-to-the-minute story of the Petrillo ban and its over-all effect on the record business are discussed in an authoritative, unbiased and thoro article. The race to meet scrap quotas, the fight to maintain production in the face of serious shellac restrictions and man-power shortages are all covered in other stories in this section.

Bands on the Road

The personal appearance fields are all exhaustively treated in the fifth section of the Year Book. Special articles and features on hotels, theaters, night clubs, colleges, ballrooms, one-niters, even parks and fairs, tell the story of the problems facing the music business in these p. a. fields and what the industry's leaders are doing to cope with these problems.

Music in Television

That phase of the show business which is now tied up in tying the enemy into knots thru its contributions to such new war weapons as radar and other ordnance range and detection equipment comes in for treatment in the sixth section of the Music Year Book. Television will boom after the war. Of that there is no doubt, and music will have its place in television as it has in all other phases of the show business. Section 6 of the Year Book features stories and lists of this new industry's relation to the music picture.

Music Publishers' Section

The very sources of music, the songwriter and the publisher, find the entire seventh section of the Year Book devoted to their activities and contributions to the over-all music picture. Here are featured reports of the top music organizations, ASCAP, BMI, CMU, MPPA, SPA as well as features and lists about this segment of the business.



The Billboard Music Popularity Chart

WEEK ENDING
JULY 22, 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.....	Leeds
ARMY AIR CORPS	Fischer
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
IF YOU PLEASE (F).....	Mayfair
I HAVE FAITH.....	Robbins
I HEARD YOU CRIED LAST NIGHT	Campbell-Loft-Porgie
I'M THINKING TONIGHT OF MY BLUE EYES	Peer International
I NEVER MENTION YOUR NAME.....	Berlin
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
NEVADA (F)	Dorsey Bros.
ON THE SANDS OF TIME.....	Paull-Pioneer
PEOPLE WILL SAY WE'RE IN LOVE (M).....	Crawford
PUT YOUR ARMS AROUND ME HONEY (F)	Broadway
RIGHT KIND OF LOVE.....	Witmark
SECRETLY	Southern
SUNDAY, MONDAY OR ALWAYS (F).....	Mayfair
THERE'LL SOON BE A RAINBOW.....	Santly-Joy
THINGS THAT MEAN SO MUCH TO ME.....	BMI
VIOLINS WERE PLAYING.....	Lincoln
YOU'LL NEVER KNOW (F).....	Bregman, Vocce & Conn
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.: Drellbelbis 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 Wallich'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; Gaiety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc.; Broadway Music; Melody Shop. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Gettlin. Pittsburgh: Volkwein Bros., Inc. Raleigh, N. C.: James E. Thelm; 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. YOU'LL NEVER KNOW —HAYMES-SONG SPINNERS Decca 18556	1	1. You'll Never Know —Haymes-S. Spinners	1	1. You'll Never Know —Haymes-S. Spinners
3	2. IT CAN'T BE WRONG —HAYMES-SONG SPINNERS Decca 18557	2	2. It Can't Be Wrong —Haymes-S. Spinners	2	2. It Can't Be Wrong —Haymes-S. Spinners
2	3. COMIN' IN ON A WING AND A PRAYER —SONG SPINNERS Decca 18553	5	3. Comin' In on a Wing —Song Spinners	3	3. Comin' In on a Wing —Song Spinners
5	4. ALL OR NOTHING AT ALL —JAMES-SINATRA Columbia 35587	4	4. All or Nothing at All —James-Sinatra	4	4. All or Nothing at All —James-Sinatra
4	5. IN THE BLUE OF THE EVENING —TOMMY DORSEY Victor 20-1530	3	5. In the Blue of the Evening—Tommy Dorsey	5	5. In the Blue of the Evening—Tommy Dorsey
—	6. I HEARD YOU CRIED LAST NIGHT —HARRY JAMES Columbia 36677	7	6. Paper Doll—Mills Bros.	—	6. I Heard You Cried Last Night—Harry James
—	7. YOU'LL NEVER KNOW —FRANK SINATRA Columbia 36678	6	7. Johnny Zero —Song Spinners	—	7. You'll Never Know—Frank Sinatra
6	8. IT'S ALWAYS YOU —TOMMY DORSEY Victor 20-1530	—	8. In My Arms —Song Spinners	6	8. Boogie Woogie —Tommy Dorsey
8	9. JOHNNY ZERO —SONG SPINNERS Decca 18553	—	9. I Heard You Cried Last Night—Harry James	9	9. Don't Get Around Much —Duke Ellington
—	10. IN MY ARMS —HAYMES-SONG SPINNERS Decca 18557	8	10. As Time Goes By —Jacques Renard	—	10. Always You—T. Dorsey
		MIDWEST		WEST COAST	
—		2	1. You'll Never Know —Haymes-S. Spinners	—	1. I Heard You Cried Last Night—Harry James
—		5	2. It Can't Be Wrong —Haymes-S. Spinners	3	2. All or Nothing at All —James-Sinatra
—		3	3. In the Blue of the Evening—Tommy Dorsey	2	3. Comin' In on a Wing —Song Spinners
—		4	4. All or Nothing at All —James-Sinatra	1	4. In the Blue of the Evening—Tommy Dorsey
—		1	5. Comin' In on a Wing —Song Spinners	4	5. Don't Get Around Much —Ink Spots
—		9	6. It's Always You —Tommy Dorsey	—	6. It Can't Be Wrong —Haymes-S. Spinners
—		—	7. Paper Doll—Mills Bros.	—	7. It's Always You —Tommy Dorsey
—		—	8. Pistol Packin' Mama —Al Dexter	8	8. My Ideal—B. Butterfield
—		—	9. In My Arms—Haymes-S. Spinners	10	9. Get On Board, Little Chillun—Freddie Slack
—		—	10. You'll Never Know —Frank Sinatra	—	10. Johnny Zero —Song Spinners

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. You'll Never Know
2	2. 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
3	3. IN THE BLUE OF THE EVENING	6	3. In the Blue of the Evening	6	3. As Time Goes By
6	4. IT'S ALWAYS YOU	3	4. In My Arms	3	4. In the Blue of the Evening
5	5. JOHNNY ZERO	4	5. Johnny Zero	4	5. It's Always You
7	6. LET'S GET LOST	—	6. Put Your Arms Around Me Honey	5	6. It Can't Be Wrong
8	7. IN MY ARMS	8	7. It's Always You	12	7. Johnny Zero
4	8. AS TIME GOES BY	—	8. People Will Say We're in Love	8	8. Let's Get Lost
10	9. IT CAN'T BE WRONG	5	9. As Time Goes By	10	9. In My Arms
11	10. ALL OR NOTHING AT ALL	—	10. All or Nothing at All	7	10. All or Nothing at All
9	11. DON'T GET AROUND MUCH ANYMORE	11	11. There's a Star-Spangled Banner	11	11. Don't Get Around Much
12	12. PEOPLE WILL SAY WE'RE IN LOVE	—	12. Paper Doll	15	12. Take It From There
13	13. WAIT FOR ME, MARY	7	13. Wait for Me, Mary	9	13. Taking a Chance on Love
—	14. TAKE IT FROM THERE	—	14. If You Please	—	14. I Heard You Cried Last Night
—	15. SUNDAY, MONDAY OR ALWAYS	12	15. It Can't Be Wrong	—	15. Don't Cry
		MIDWEST		WEST COAST	
—		1	1. You'll Never Know	4	1. Let's Get Lost
—		2	2. Comin' In on a Wing and a Prayer	14	2. It's Always You
—		3	3. In the Blue of the Evening	6	3. Johnny Zero
—		9	4. Let's Get Lost	10	4. In My Arms
—		6	5. It's Always You	2	5. Comin' In on a Wing and a Prayer
—		5	6. Johnny Zero	9	6. As Time Goes By
—		12	7. Sunday, Monday or Always	7	7. People Will Say We're in Love
—		4	8. Don't Get Around Much	3	8. In the Blue of the Evening
—		13	9. All or Nothing at All	5	9. It Can't Be Wrong
—		11	10. In My Arms	1	10. You'll Never Know
—		8	11. It Can't Be Wrong	8	11. All or Nothing at All
—		14	12. Never a Day Goes By	11	12. Don't Get Around Much
—		10	13. Wait for Me, Mary	—	13. Wait for Me, Mary
—		—	14. We Mustn't Say Good-bye	—	14. I Heard You Cried Last Night
—		—	15. People Will Say We're in Love	—	15. What's the Good Word?

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.	
1	1. YOU'LL NEVER KNOW HAYMES-SONG SPINNERS Decca 18556
6	2. IT CAN'T BE WRONG HAYMES-SONG SPINNERS Decca 18557
—	3. OLD MISS JAXON, CHARLEY BARNET... Decca 18547
8	4. LET'S BEAT OUT SOME LOVE ... BUDDY JOHNSON ... Decca 8647
2	5. DON'T GET AROUND MUCH ANYMORE DUKE ELLINGTON ... Victor 26610
7	6. BOOGIE WOOGIE, TOMMY DORSEY Victor 26054
5	7. IT CAN'T BE WRONG FOUR VAGABONDS .. Bluebird 30-0815
—	8. DON'T CRY BABY, ERSKINE HAWKINS.. Bluebird 30-0813
3	9. BABY DON'T YOU CRY BUDDY JOHNSON.... Decca 8632
—	10. PAPER DOLL MILLS BROTHERS.... Decca 18318

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

Tunesters Draft Contract With Teeth in It; Would Bite Into Pubs' Profit

NEW YORK, July 24. — Altho the "Standard Uniform Popular Songwriters' Contract" that SPA won for the writing fraternity in 1937 remains in force until December 31, 1946, and the new standard contract is still in the process of being drafted, information about some of the new proposals has reached the ears of the most informed publishers and has set them to gnashing their teeth. They have lost no time in letting up a wall of protest against "trouble-makers" who are stirring up the writers when all is serene between them and the pubs, but SPA councilmen point out that the new contract is aimed, for the present, against those publishing houses not now parties to the basic agreement.

These would have to sign with SPA at the much stiffer rates if they wanted to sign at all. Publishers already covered would continue under the terms of the old contract until it expired, but the fear of having to pay thru the nose when the time comes has prompted certain representative spokesmen to offer, unofficially, to tear up the old pact and sign a new one granting many of the expected demands.

The bait was not nibbled at, because SPA-ers were unwilling at this time to sacrifice their maximum expectations for minimum, if immediate, gains. Those with long-range view envision a contract completely different from the existing one, with teeth in it for execution.

What It May Bring

First on the list of demands will be the writer's full half-share of royalties from mechanical rights of 2 cents on every record manufactured, as directed under the terms of the Copyright Law of 1909. Publishers have been waiving the 2-cent royalty, granting a general 1 1/4 and 1 1/2 cent rate.

Advances against royalties for a song accepted by a publisher shall not be charged to the writer's general account but will have to be applied against that specific song. If the advance is not

earned thru sale of copies of that song, or if the song is not published, the advance shall be considered forfeited by the publisher.

No foreign rights shall be conveyed by the publisher until regular publication has occurred in the U. S. A.

Failure to regularly publish and exploit a song within a time limit agreed upon shall result in automatic return of the composition to its writers. At present, the song need only be returned upon the written request of the songwriter and the usual unwillingness to antagonize a publisher has resulted in restraining the average writer from exercising his privilege. The "automatic" stipulation would absolve him from any onus.

No publisher will be able to dispose of motion picture rights except where the terms and conditions shall be agreed upon by the publisher and the writer prior to the sale. Under present practice, the publisher makes the sale when and to whom he desires, the writer learning about it after it is an accomplished fact.

Royalty Scale the Crux

The clause governing computation of royalties is expected to cause the greatest dispute. SPA is preparing to ask for its writers, royalties fixed upon a percentage basis of the publisher's receipts from sales of copies in all forms. This is being computed on a sliding scale, royalties mounting as the number of copies sold increases.

The present method of paying 3 cents on a copy was arrived at when sheet music was selling at a wholesale price far below the present rates. Some songs sell for as much as 30 cents wholesale

today, whereas the usual figure, when the 3-cent royalty was agreed upon, was 18 cents. In some extreme cases, writers receive 1-cent royalties on songs contracted for many years back when the wholesale price on sheet music was 6 1/2 cents. It is true that certain publishers (notably Herman Starr of the Warner Bros. publishing group) have called in writers and have torn up the old contract when their old songs enjoyed revivals, replacing it with a new one paying the 3-cent rate.

However, SPA's plan to graduate the royalty scale until it reaches an unusually high point, possibly 33 1/3 per cent if the sales hit astronomical figures, is sure to be met by obstinate resistance. Such a situation has come to be accepted as the publisher's own good luck and he isn't going to surrender it quickly.

ON THE STAND

(Continued from page 19)

alumnus of Benny Goodman and Jack Teagarden aggregations.

Vocal qualities are also in high order. Rosalind Stuart, a familiar radio voice in the territory, gives excellent account of the lyrical content of the pops, particularly the ballads. And for the gushy romantic songs, sax man Jimmy Richards suits the fancy of the fem set.

Gordon keeps the band's tonal qualities well modulated, never blasting or distorting, and being rich in hoofing appeal, ban can fit the requirements of intimate hotel rooms as well as giant dance halls.

Maurie Orodener.

Cab Calloway

(Reviewed at Park Central Hotel, New York)

THIS is Calloway's first New York location date since the old Cotton Club days and he is doing all in his power to make the most of it. In for a tentative six weeks on a percentage deal, the booking is proving advantageous to both the leader and the hotel. He gets eight network shots per week, plus spot announcements bought by the hotel, and the management is smiling

at the supper crowds being packed into the room which currently seats 100 more persons due to a new table arrangement.

The patron is getting his money's worth from both ends. For his minimum check he is receiving ample portions of food (important in these days of curtailed supplies) and virtually continuous entertainment from the Calloway entourage.

The leader works indefatigably, both as the focal point of the show he stages three times a night and the dance sets. And the big surprise is his flexibility demonstrated during the dinner sessions. At these times his band plays waltzes, fox-trot arrangements of the light classics (*Traumerel, Elegy, Land of the Sky Blue Waters*), rumbas, jazz by way of his sextet, the Cab Jivers, and of course, the good old Calloway jive replete with all its hi-de-hos.

Calloway no longer hogs the microphone; the Cabollers harmonize their way thru some ditties, Frances Brock sings the classical stuff, even Bennie Payne steps away from his keyboard to give out *Summertime* in a robust tenor. But never forgotten for a moment is the Cab himself. When he does a song, it may consider itself done. Whether it is one that calls for his individualistic caterwauling or expects of him a more subdued treatment, Calloway gives his all.

Very significant is his parody called *Bye Bye Zoot Suit*. Cab is tapering off on the jive and the conservative spender is going to be a much more frequent visitor as a result. Elliott Grennard.

BANDS SHOUT HOSANNA

(Continued from page 3)

cause the price being offered isn't quite high enough to meet his demands, or in many cases, because he insists on taking some time off from his continuous bookings.

The A bands are devoting so much of their time to film-making, class A theaters dates are wide open for B names. And B names are so busy knocking off theater bookings, one and two-week stands at locations formerly very desirable are open to almost any band the booking offices can supply. Gas rationing knocked out some operations but that merely gave the offices a chance to service the band buyer in the next town who had been previously neglected.

And prices! Now buyers pay what the leader asks or he can't be had, and no hard feelings, please; it's the old law of supply and demand. The supply is limited and the demand is great.

Agencies Look Ahead

What it has meant in grosses may be guessed at from the financial report of Frederick Bros. Business done in the first quarter of 1943 was exactly two-and-a-half times as great as the same period in '42. While Frederick's figure can not be used as a measuring rod for other agencies whose bookings are on a much larger scale, Joe Glaser estimates his band management office is doing at least one-half again as much as it did a year ago.

The William Morris Agency has taken steps indicative of its faith in the rising spiral of band business. Willard Alexander, band chief at the agency, has added high-priced bookers to his staff; Bill Burnham was hired away from Consolidated Radio Artists, Cress Courtney was brought into New York from the Morris Cleveland office, Pat Lombard switched from Detroit to Chicago, and Jack Flynn and Phil Brown, both back in civilian life, were promptly placed back on the pay roll—Brown to resume work in Cleveland, Flynn sent to the Coast where Ed Fishman also has a new assistant in Isobel Katelman, long with Music Corporation of America.

All agency bosses are on the lookout for good band men to add to their staffs. MCA's activity in the celluloid capital has taken a big swing upward and General Amusement Corporation reports general gains that prompted it to add Ed Doran, former operator of Glen Island Casino, in an effort to lighten the load of work.

The business has become more concentrated in industrial centers but even one-night bookers are kept as busy as ever. Here, too, it is a question of meeting the demand with the supply on hand and single date bookers are shouting prices they wouldn't have dared to whisper not too many months back.

SPA's Agency-Trust Plan

Following is a digest of the "Mills Plan" which proposes for the first time a change in the accepted practice of copyrighting musical compositions in the name of the publisher, vesting in the publisher the right to make what disposition of the composition he sees fit. This plan, the brainchild of E. C. Mills, general manager of the Song Writers' Protective Association, has been approved in principle at general membership meetings held in New York and Los Angeles. The SPA council has twice voiced its support of the proposal and this week will be asked to vote final approval of the completed document.

The following presents the essence of the plan, using for the most part its precise language:

1. In all respects this agreement shall be subject and subordinate to all terms and conditions of any existing agreement only, between the Writer and ASCAP and/or any other agency which presently functions in his behalf as licensor of rights of non-dramatic public performance of his works.

2. Dramatico-musical works (operettas, etc.) are in all respects excluded from the control of this agreement. Also excluded, at the option of the Writer, are copyrightable works or scores composed or written in the course of employment for hire. "Employment for hire" shall mean such cases where Writer receives an actual salary. An advance against royalties shall not be deemed salary for these purposes.

3. Writer hereby agrees, promptly upon completion of any such composition, to deliver to SPA a manuscript copy in form suitable for filing with application for registration of claim to copyright, accompanied by remittance of registration fee (and SPA agrees upon delivery of manuscript copy and fee to promptly file same for registration of copyright in the name of the Writer as owner).

Agency, Trusteeship Clauses

4. Writer hereby constitutes and appoints SPA his sole and exclusive agent and trustee for the entire world, completely and irrevocably, for the period covered by this agreement, to do all things and perform all acts of any and every nature whatsoever relating to any such musical composition, in whole or in any part, with full and exclusive authority to control, administer and execute all rights without exception, with the same force and effect as Writer might have done had this agreement not been made.

5. Writer reserves the full right and privilege of negotiating at his will and freely with whomsoever he wishes and as opportunity affords, for the placement of any or all rights at any time during the term of this agreement subsisting in any work coming under control of Paragraph 2, provided, however, that upon completion of such negotiation and oral agreement between the parties, SPA solely and exclusively shall have the right, as agent and trustee, to approve the terms, confirm the deal and execute the agreement. (However, it is mutually agreed and understood that SPA does not undertake to negotiate for the placement of any musical composition or exploit the work in any manner.)

6. Writer hereby particularly and especially vests in SPA the sole and exclusive right during the term hereof to act as his agent and trustee in all matters relating to the receipt and/or collection of all royalties becoming payable for every musical composition coming under the control of Paragraph 2; and with the right in its sole discretion to audit and/or examine all books of account and/or records of firms or individuals rendering royalty statements or accountings in reference thereto.

7. Writer hereby agrees and binds himself that no agreement or undertaking made by him in relation to any musical composition coming under control of Paragraph 1 of this agreement shall be valid or binding except and unless the terms thereof shall have been approved by SPA in writing, or any written contract relating thereto approved and countersigned by SPA; and further agrees that after any such agreement shall have been so approved and countersigned, he will not enter into, without prior approval and countersignature by SPA, any supplemental or collateral agreement in any manner changing or modifying the same.

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

ORCHESTRA ROUTES



Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

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

A
 Agnew, Charlie (Casino Gardens) Ocean Park, Calif., nc.
 Akin's, Bill, Continental Four (Frolics Stage Lounge) Minneapolis.
 Allan, Bob (Arcadia Grill) Canton, O., nc.
 Allen, Bob (Roosevelt) New Orleans, h.
 Allen, Larry (Point Concord Inn) Havre de Grace, Md., nc.
 Allen, Red (Garrick Stagebar) Chi, nc.
 Anderson, Wally (Olympic) Seattle, h.
 Andrews, Gordon (18 Club) NYC, nc.
 Andrews, Ted (Butler's Tap Room) NYC, nc.
 Arnhem, Gus (Sherman's) San Diego, Calif., re.
 Arturos, Arturo (Park Central) NYC, h.
 Astor, Bob (Idora Park) Youngstown, O., b.
 Auld, Georgie (Three Deuces) NYC, nc.
 Ayers, Mitchell (Paramount) NYC, t.

B
 Babbitt, Stewart (Hilton) Long Beach, Calif., h.
 Baker, Don (Algiers) NYC, cb.
 Banks, Billy (Fair Park Casino) Greensboro, N. C., nc.
 Bar, Vic (Olympic) Seattle, h.
 Bardo, Bill (Muehlebach) Kansas City, Mo., h.
 Barnett, Charlie (Buffalo) Buffalo, t.
 Barrie, Gracie (Frolics) Miami, nc.
 Barron, Blue (Castle Farm) Cincinnati 31, no.
 Bartal, Jenö (Lexington) NYC, h.
 Basic, Count (Sweet's) Oakland, Calif., 1, b; (Civic) Oakland 2, a.
 Basile, Joe (Olympic) Irvington, N. J., p.
 Bates, Angie (Daniero's) Belle Vernon, Pa., re.
 Baum, Charles (Stork) NYC, nc.
 Benci, Charles (Zimmerman's Hungaria) NYC, re.
 Benedict, Gardner (Beverly Hills) Newport, Ky., cc.
 Bennett, Larry (Hickory House) NYC, nc.
 Bergere, Maximilian (La Martinique) NYC, nc.
 Bert, Betty (Roof Garden) Leesville, La., no.
 Betancourt, Louis (Park Central) NYC, h.
 Bishop, Billy (Deshler-Wallick) Columbus, O., h.
 Blony, Bela (Coq Rouge) NYC, nc.
 Blas, Dan (Village Nut Club) NYC, nc.
 Bouda, (Rainbow Inn) NYC, nc.
 Bondshu, Neil (Chase) St. Louis, h.
 Borr, Mischa (Waldorf-Astoria) NYC, h.
 Bradshaw, Tiny (Rhumboogie) Chi, nc.
 Breese, Lou (Chez Parée) Chi, nc.
 Brown, Les (Ulline's Arena) Washington 19-30, b.
 Bruch, Les (Glenn Rendezvous) Newport, Ky., nc.
 Burns, Mel (Bal-a-Roue) Bedford, Mass., b.
 Busse, Henry (Palace) San Francisco, h.

C
 Cabin Boys (Edward) Middletown, N. Y., h.
 Caceres, Emilio (Tropic) San Antonio, Tex., nc.
 Calloway, Cab (Park Central) NYC, h.
 Canay (Zanzibar) NYC, nc.
 Capello, Joe (Jimmy Kelly's) NYC, nc.
 Carolina Cotton Pickers: Dallas 27-30; New Orleans Aug. 1; Mobile, Ala., 2.
 Carr, Tommy (Avery) Boston, h.
 Carter, Benny (Cotton) Hollywood, nc.
 Cavallaro, Carmen (Strand) NYC, t.
 Cedric, Gene (The Place) NYC, nc.
 Chatman, Christine: Ocala, Fla., 28; Gainesville 29; Valdosta, Ga., 30; Waycross Aug. 2.
 Chester, Bob (Terrace Room) Newark, N. J., 19-31, nc.
 Chiquita (Continental) Kansas City, Mo., h.
 Clane, Dick (Pleasure Pier) Port Arthur, Tex., b.
 Clayton, Buddy (El Morocco) Montreal, nc.
 Codolan, Cornelius (Casino Russe) NYC, nc.
 Conde, Art (Homestead) NYC, h.
 Conn, Irving (Queen Mary) NYC, re.
 Connell, Conny (Scott's Theater) Kansas City, Mo., re.
 Cook, Happy (New De La Louisiane) New Orleans, c.
 Coon, Johnny (Continental) Kansas City, Mo., h.
 Courtney, Del (Oriental) Chi, t; (Riverside) Milwaukee 30-Aug. 5, t.
 Craig, Francis (Hermitage) Nashville, h.
 Crawford, Jack (Flame) Minneapolis, nc.
 Gurbello, Fausto (Stork) NYC, nc.
 Cutler, Ben (Village Barn) NYC, nc.

D
 D'Amico, Nick (Statler) Detroit, h.
 D'Arcy, Phil (Rogers' Corner) NYC, nc.
 Darst, Renne (Gay-o-Club) Junction City, Kan., nc.
 Davidson, Cee (Utah) Salt Lake City, h.
 De Moraes, Nino (El Chico) NYC, nc.
 Dengler, Carl (Hayward) Rochester, N. Y., h.
 Dennis, Dave (Hurricane) NYC, nc.
 Del Rio, Louise (Frank Palumbo's) Phila, nc.
 Dinorah (Greenwich Village Inn) NYC, nc.
 Donahue, Al (Totem Pole) Auburndale, Mass., b.
 Dorsey, Jimmy (Palladium) Hollywood, nc.
 Drake, Edgar (Royale) Detroit, nc.
 Dunham, Sonny (Sherman) Chi, h.
 Durham, Eddie: Savannah, Ga., 28; Charleston, S. C., 29; Augusta, Ga., 30; Panama City, Fla., 31.
 Dwyer, Eddie (English Supper Club) Baltimore, nc.

E
 Eddy, Ted (Iceland) NYC, nc.
 Eldridge, Roy (Onyx) NYC, nc.
 Ellington, Duke (Hurricane) NYC, nc.
 Engel, Freddy (Hudson River Day Line Boats) Albany, N. Y.; (Univ. Tap Room) Albany, nights.
F
 Faulkner, Norm (Band Box) Chi, nc.
 Finch, Freddie (Mary's Place) Kansas City, Mo., nc.
 Fisher, Freddie (Radio Room) Hollywood (Calif.) Recreation Center.
 Fisher, Mark (5100 Club) Chi, nc.
 Floyd, Chick (Cleveland) Cleveland, h.
 Ford, Bob "Tiny" (Eagles) Titusville, Pa., nc.
 Fox, Roy (Riobamba) NYC, nc.
 Franz, Ernest (Place Elegante) NYC, nc.
 Fraser, Harry (Aloha) Brooklyn, nc.
 Fuller, Walter (Tony's Subway) Peoria, Ill., nc.

G
 Garcia, Rafael (Cuban Village) Chi, nc.
 Gasparre, Dick (Monte Carlo) NYC, nc.
 George, Mike (Celeron Park) Jamestown, N. Y., b.
 Glass, Bill (Mon Parée) NYC, nc.
 Goodman, Benny (Astor) NYC, h.
 Grant, Bob (Plaza) NYC, h.
 Grant, Rosalie (Essex House) NYC, h.
 Gray Glenn (Pennsylvania) NYC, h.
 Gray, Zola (Frank Palumbo's) Phila, nc.
 Greene, Murray (Graymore) Portland, Me., h.
 Grey, Chauncey (El Morocco) NYC, nc.

H
 Hallett, Mal (Coney Island) Cincinnati, p.
 Hampton, Lionel (Palace) Cleveland, t.
 Harden, Harry (Casablanca) NYC, nc.
 Harold, Lou (Bal Tabarin) NYC, nc.
 Harris, Ken (Post & Paddock) Louisville, nc.
 Harris, Rupert (Plantation) Nashville, nc.
 Hartley, Hal (El Morocco) Montreal, nc.
 Hawkins, Erskine: Waycross, Ga., 28; Birmingham, Ala., 29; Chattanooga, Tenn., 30.
 Heath, Andy (Fitch's) Wilmington, Del., c.
 Heatherton, Ray (Biltmore) NYC, h.
 Henry, Toby (Shanghai Terrace Bowl) Oakland, Calif., nc.
 Herbeck, Ray (Happy Hour) Minneapolis, nc.
 Herman Woody (Chicago) Chi t; (Circle) Indianapolis 30-Aug. 5, t.
 Heywood, Eddy (Village Vanguard) NYC, nc.
 Hill, Tiny (Edison) NYC, h.
 Himber, Richard (Elitch Gardens) Denver, until Aug. 3, p.
 Hines, Earl (Tic Toc) Boston, nc.
 Hodes, Art (Hofbrau) Lawrence, Mass., nc.
 Hoff, Carl (Radisson) Minneapolis, h.
 Hollander, Will (Kitty Hawk) La Guardia Airport, N. Y., nc.
 Horton, Aub (Santa Rita) Tucson, Ariz., h.
 Horton, Harry (Wivel) NYC, re.
 Howeth, Eddie (Henry Grady) Atlanta, h.
 Howard, Eddy (Aragon) Chi, b.
 Hutton, Ina Ray (Summit Beach) Akron, O., 28, p; (Cedar Point) Sandusky 30-Aug. 6, b.

I
 Jerome, Henry (Roosevelt) Washington, h.
 Johnson, Blaine (Herring) Amarillo, Tex., h.
 Johnson, King (Sheraton) NYC, h.
 Jordan, Jess (Greenwich Village Inn) NYC, nc.
 Jordan, Louis (Apollo) NYC, t; (State) Hartford, Conn., 30-Aug. 1, t.

K
 Kardos, Gene (Zimmerman's Hungaria) NYC, re.
 Kassel, Art (Bismarck) Chi, h.
 Kay, Herbie (Lake) Springfield, Ill., no.
 Kaye, Don (Claremont) Berkeley, Calif., h.
 Keeney, Art (Colonial) Hagerstown, Md., h.
 Kendis, Sonny (Madison) NYC, h.
 Kent, Peter (New Yorker) NYC, h.
 Kenton, Stan (Palladium) Hollywood, b.
 King, Henry (Biltmore) Los Angeles, h.
 King, Saunders (Blue Heaven) Hollywood, nc.
 Kinney, Ray (Book-Cadillac) Detroit, h.
 Korn Kobblers (Rogers Corner) NYC, no.
 Kuhn, Dick (Astor) NYC, h.

L
 Lande, Jules (Ambassador) NYC, h.
 Landre, Johnnie (Esquire) Norfolk, Va., nc.

M
 Lang, Lou (Belvedere) NYC, h.
 LaPorte, Joe (Old Roumanian) NYC, re.
 Larkin, Milton (Gadsden, Ala., 30).
 Lefcourt, Harry (Rogers Corner) NYC, no.
 Leonard, Ada (Earle) Phila, t.
 Leonard, George (Chanticleer) Madison, Wis., nc.
 LeRoy, Howard (Hofbrau Theater) Lawrence, Mass., re.
 Light, Enoch (Biltmore) Providence, h.
 Long, Johnny (New Yorker) NYC, h.
 Lopez, Vincent (Taft) NYC, h.
 Lorch, Carl (Radisson) Minneapolis, h.
 Lucas, Clyde (Claridge) Memphis, h.
 Lunceford, Jimmie (Orpheum) Los Angeles 28-Aug. 3, t.
 Lyman, Abe (Elverside) Milwaukee, t; (Orpheum) Minneapolis 30-Aug. 5, t.

N
 McGrane, Don (Latin Quarter) NYC, nc.
 McGrew, Bob (Kansas City Club) Kansas City, Mo.
 McLean, Jack (Paris Inn) San Diego, Calif., c.
 McShann, Jay (Happy Hour) Minneapolis, h.
 Mann, Milt (19th Hole) NYC, nc.
 Manueto, Don (Casino Royale) New Orleans, nc.
 Manzanares, Jose (La Salle) Chi, h.
 Marcellino, Muzzy (Florentine Gardens) Hollywood, nc.
 Mario, Don (Beachcomber) Providence, nc.
 Marsico, Al (Nixon) Pittsburgh, c.
 Martell, Paul (Arcadia) NYC, b.
 Marti, Frank (Copacabana) NYC, nc.
 Martin, Dave (St. George) Brooklyn, h.
 Martin, Freddy (Ambassador) Los Angeles, h.
 Martin, Lou (Leon & Eddie's) NYC, nc.
 Martini, Ben (Club 51) NYC, nc.
 Mason, Paul (Stage Door Casino) Baltimore, nc.
 Masters, Frankie (Jantzen Beach) Portland, Ore., b.
 Masters, Freddie (Enduro) Brooklyn, nc.
 Maya, Don (Casbah) NYC, nc.
 Mayhew, Nye (Monte Carlo Beach) NYC, nc.
 Mayo, Jack (DeWitt Clinton) Albany, N. Y., h.
 Melba, Stanley (Pierre) NYC, h.
 Melvyn, Earl (Minerva) Boston, h.
 Meo, Jimmy (Limehouse) Chi, re.
 Messner, Johnny (McAlpin) NYC, h.
 Michener, Les (Crystal) Upper Darby, Pa., b.
 Miller, Freddy (St. Regis) NYC, h.
 Moody, Bill (Samovar) Montreal, nc.
 Monroe, Vaughn (Golden Gate) San Francisco 29-Aug. 4, t.
 Monte, Mickey (Casbah) NYC, nc.
 Morales, Nore (Riobamba) NYC, nc.
 Morgan, Russ (Rox) NYC, t.
 Morris, George (Armando's) NYC, nc.
 Morrison, Ralph (Schroeder) Milwaukee, h.
 Moseley, Snub (Tic Toc) Boston, nc.
 Munro, Dave (President) Kansas City, Mo., h.
 Mumro, Dave (President) Kansas City, h.

O
 Nelson, Ozzie (Palace) Columbus, O., t; (Chicago) Chi 30-Aug. 5, t.
 Newman, Ruby (Copley Plaza) Boston, h.
 Newton, Charlie (Gables Inn) Pleasantville, N. J., nc.
 Newton, Frankie (Cafe Society Downtown) NYC, nc.
 Nicholas, Don (Venice) Phila, c.
 Noel, Henri (Latin Quarter) NYC, nc.
 Noone, Jimmy (Tropics) San Antonio, nc.

ADVANCE BOOKINGS

BOB ALLEN: Roosevelt Hotel, New Orleans, July 23 (8 weeks).
BILL BARDO: Meadow Acres, Topeka, Kan., Aug. 1; Prom Ballroom, St. Paul, 4; Paramount Theater, Des Moines, 6-9; Westwood Club, Little Rock, Ark., 11; Claridge Hotel, Memphis, 13.
CHARLIE BARNET: Eastwood Park, Detroit, Aug. 6 (2 weeks).
GRACIE BARRIE: Million Dollar Pier, Atlantic City, Aug. 8 (week).
BLUE BARRON: Orpheum Theater, Minneapolis, Aug 6 (week).
BOB CHESTER: Chicago Theater, Chicago, Aug. 6 (2 weeks).
JIMMY DORSEY: Palladium, Hollywood, Aug. 27-Sept. 6.
SONNY DUNHAM: Sherman Hotel, Chicago, until Aug. 12; Cedar Point, O., 13 (week); Joyland Park, Lexington, Ky., 20; Castle Farm, Cincinnati, 21; Lakeside Park, Dayton, O., 22; Skyline Ballroom, Tulsa, Okla., 24; Lakeside Park, Denver, 27-Sept. 12.
TED FIO RITO: Elitch's Gardens, Denver, Aug. 3 (2 weeks).
FREDDIE FISHER: Radio Room, Hollywood, Aug. 18-Sept. 25.
CHUCK FOSTER: Frog Hop Ballroom, St. Joseph, Mo., Aug. 7; Val Air Ballroom, Des Moines, 8; Neptune Ballroom, Sioux Falls, S. D., 10; Expo Ballroom, Ft. Dodge, Ia., 11; Memorial Park,

Mineral Point, Wis., 12; Orpheum Theater, Davenport, Ia., 13-15; Iowa Theater, Cedar Rapids, Ia., 17-19; Crystal Ballroom, Dubuque, Ia., 20; Hub Ballroom, Edelstein, Ill., 21; Paramount Theater, Hammond, Ind., 22; Oriental Theater, Chicago, 27 (week); Riverside Theater, Milwaukee, Sept. 3 (week).
BENNY GOODMAN: Paramount Theater, New York, Aug. 4 (indef.).
GLEN GRAY: Pennsylvania Hotel, New York, Aug 26-Oct. 2.
RICHARD HIMBER: Orpheum Theater, Omaha, Aug. 6 (week).
LOUIS JORDAN: Strand Ballroom, Baltimore, Aug. 2; Colonnade Ballroom, Washington, 3; Odd Fellows Hall, Wilmington, Del., 4; Chestnut Street Hall, Harrisburg, Pa., 5; Armory, Akron, 6; Cotton Club, Dayton, O., 7; Cotton Club, Cincinnati, 8; Jefferson Park, Louisville, 9; Swing Club, Hollywood, 19-Oct. 1.

O
 Oliver, Eddie (Edgewater Beach) Chi, h.
 Olman, Val (Versailles) NYC, nc.
 Osborne, Will (Stage Door Casino) Baltimore 27-Aug. 2.
 Ovando, Manuel (Turf Athletic Club) Galveston, Tex., nc.

P
 Panchito (Versailles) NYC, no.
 Parker, Ray (Bal Tabarin) San Francisco, b.
 Paulson, Art (New Yorker) NYC, h.
 Pepito (Havana-Madrid) NYC, nc.
 Perner, Walter (Roosevelt) NYC, h.
 Perry, Ron (St. Moritz) NYC, h.
 Peterson, Dee (Southern Mansions) Kansas City, Mo., nc.
 Pettit, Emile (Ambassador East) Chi, h.
 Pinchel, Irving (Brown Derby) Chi, nc.
 Pope, Gene (Stein's Buffet Bar) Indianapolis, nc.
 Porretta, Joe (Radisson) Minneapolis, h.
 Porter, Frank (Hickory House) NYC, nc.
 Prager, Manny (Child's) NYC, c.
 Prussin, Sid (Diamond Horseshoe) NYC, nc.

R
 Raeburn, Boyd (Bandbox) Chi, cl.
 Ramos, Ramon (Blackstone) Chi, h.
 Ravazza, Carl (Blackhawk) Chi, nc.
 Ravel, Arthur (Syracuse) Syracuse, h.
 Redman, Don (Zanzibar) NYC, nc.
 Reid, Marty (Riobamba) NYC, nc.
 Reisman, Leo (Waldorf-Astoria) NYC, h.
 Reynolds, Tommy (State) Raleigh, N. C., 28, t; (National) Richmond Va., 29, t; Roanoke 30, t; (Casa Loma) Charleston, W. Va., 31, h.
 Ricardet, Joe (Claremont) NYC, nc.
 Riley, Mike (Radio Room) Hollywood, nc.
 Rios, Thomas (Wivel) NYC, re.
 Roberto (Bill Bertolotti's) NYC, re.
 Roberts, Dave (Jack Dempsey's) NYC, re.
 Roberts, Eddie (Lido) NYC, b.
 Rodman, Jack, Quartet (Holmes) Hattiesburg, Miss., nc.
 Rogers, Harry (Half Moon) Brooklyn, h.
 Rogers, Ralph (Monte Carlo) NYC, nc.
 Roth, Don (Washington) Indianapolis, h.
 Rotunda, Peter (Queen Mary) NYC, re.
 Ruhl, Warney (Biltmore) Dayton, O., h.
 Russell, Snookum: Dayton, O., 31.

S
 Salome, Jerry (Alita) Detroit, nc.
 Saltman, Phil (Ritz) Boston, h.
 Saril (Savoy Lounge) St. Louis, nc.
 Schreiber, Carl (Avalon) Chi, b.
 Slavin, Stelle (Avalon) Wildwood, N. J., no.
 Sandler, Harold (Rogers' Corner) NYC, nc.
 Saunders, Hal (Belmont-Plaza) NYC, h.
 Savitt, Jan (Sherman) Chi, h.
 Schroeder, Lou (Mayflower) Jacksonville, Fla., h.
 Seiger, Rudy (Fairmont) San Francisco, h.
 Shaw, Maurice (Chateau Moderne) NYC, nc.
 Sherwood, Bobby (Lincoln) NYC, h.
 Singleton, Zutty (Trinidad) Hollywood, nc.
 Stry, Larry (Stork Club) NYC, nc.
 Sis, Terry (Folies Bergere) NYC, nc.
 Skinner, Bill (Samover) Montreal, nc.
 Slavin, Stella (20th Century) Wildwood, N. J., nc.
 Sloane's, Janet, Mission Belles (Mission Inn) Riverside, Calif., nc.
 Smith, Ligion (Adolphus) Dallas, h.
 Smith, Russ (Savoy Plaza) NYC, h.
 Socassas (La Marlinique) NYC, nc.
 South, Eddie (Folies Bergere) NYC, nc.
 Spear, Sandy (Pelham Heath Inn) Pelham, N. Y., nc.
 Spitalny, Phil (Capitol) NYC, t.
 Stanley, Stan (Delavan Gardens) Delavan, Wis., nc.
 Stevenson, Bobby (Casanova) Detroit, nc.
 Stewart, Tex (Hollywood) Hollywood, nc.
 Straeter, Ted (Statler) Washington, h.
 Strand, Manny (Earl Carroll Theater) Hollywood, re.
 Strigle, Earle (Seebach) Louisville, h.
 Strong, Benny (Plantation) Houston, nc.
 Stuart, Nick (Club V) Collinsville, Ill., nc.
 Sykes, Curt (Trianon) Seattle, b.
 Sykes, Roosevelt (Australian) St. Louis, nc.
 Sylvio, Don (Bill Bertolotti's) NYC, re.

T
 Terry, Bob (St. Regis) NYC, h.
 Thomas, Joe, Musical Jesters: Milwaukee 26-31.
 Torres, Ramon (El Chico) NYC, nc.
 Towne, George (Biltmore) Dayton, O., h.
 Trace, Al (Dixie) NYC, h.
 Travers, Vin (Diamond Horseshoe) NYC, nc.
 Tucker, Tommy (Eastwood) Detroit 25-Aug. 1, p.

V
 Venuti, Joe (Fallside) Fort Lee, N. J., 26-30, p.
 Victor, Frank (Dixie) NYC, h.
 Vincent, Lee (Scala's Arcadia) Berwick, Pa., nc.

W
 Wald, Jerry (Poll) Waterbury, Conn., 28-29, t; (State) Hartford 30-Aug. 1, t.
 Walzer, Oscar (Fifth Ave.) NYC, h.
 Waples, Bud (Ansley) Atlanta, h.
 Warren, Emil (Casbah) NYC, nc.
 Welk, Lawrence (Trianon) Chi, b.
 Williams, Griff (Palmer House) Chi, h.
 Williams, Sande (Warwick) NYC, h.
 Wilson, Dick (Coq Rouge) NYC, nc.
 Wilson, Teddy (Cafe Society Uptown) NYC, nc.
 Wingert, Doug (Dubel's) Buffalo, nc.
 Winton, Barry (Essex House) NYC, h.

Y
 Young, Ben (Bowery) Detroit, nc.
 Young, Lee (Alabama) Los Angeles, re.

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Heavy Fall B. O. Expected

Al Woods Starts Escape Trend With Farce Revival; Producers Eye War Coin

Many Stagers' Plans Still Not Announced

(Continued from page 3)
boards first, opening August 3 at the Majestic Theater.

Escape Favored

Comedies—all shades, from romantic to farce—are expected to find favor this fall. Every producer who has what he thinks is a fair-to-middling or better comedy is rushing it into production. The less fortunate and more fastidious impresarios, searching for the proverbial "good comedy," are tearing their hair and wondering where the other fellows get their plays—or their nerve. Fact is enough good comedies, just aren't being written. Many of the past masters of the art now devoting all their talents to the army in one way or another and the rest of the playplanners are applying themselves to the task of writing that great war play that won't be salable on Broadway until years after the peace.

Season's opener, *Try and Get It*, is a farce. Good bet is Gypsy Rose Lee's *Ghost in the Woodpile*, due in September. Roland Young, in Frederick Lonsdale's *Another Love Story*, might break his legit jinx, and tales are being bruted about indiscriminately concerning the feverish activities of such chuckle-coercers as F. Hugh Herbert, Arthur Kober, Edward Chodorov and S. N. Behrman.

Musicals—revues and comedies—numerically lead the field, hands down. Nearly one-third of the shows actually planned for fall production as of this week will be song-and-dance extravaganzas. The coming season, moreover, will see revival of such Broadway institutions as *Chauve-Souris*, Earl Carroll's *Vanities, Artists and Models, The Passing Show*, and possibly one of Lou Leslie's *Blackbirds Revues*. *Chauve-Souris* will probably beat the pack, with August 12 bow penciled in, but no theater.

Negro Musicals

An entirely unexpected cycle is developing in the whole slew of all-Negro productions slated for the next few months. Most of these are musicals and include everything from opera (*Porgy*

and *Bess, Carmen Jones*) to a revue like *Razzle Dazzle*. There'll be at least one serious Negro play, *New Georgia*, starring Canada Lee. David Lowe will produce.

The melodrama (especially with unusual or "wacky" twists) and the three- and four-character opus will also have a fair play this season. *Murder Without Crime*, opening August 16, probably at the Belasco Theater, will attempt to combine these forms.

About the least popular play, at least with the producers and the guys who put up the dough, will be straight drama. "The people want to laugh" is the fall catch-phrase along Broadway and only a manager with courage and a sure-fire box-office draw in either writer or star will take a chance on tickling the tear ducts. Among these braver souls are Margaret Webster of the Theater Guild, who has set her production of *Othello* for October opening; Jed Harris, who will do *Jacobowsky and the Colonel*; the Playwrights, who will start off with Elmer Rice's *A New Life*; Gilbert Miller, who will do Rose Franken's *Beyond the Farthest Star*, and Albert Bein, who has *Land of Fame* on the fire.

No Great War Play

One thing the 1943-'44 season will probably not produce is the "great war play" to unify the entire country solidly behind the war effort. Unless Rice or Miss Franken have this idea up their sleeves while working on their announced dramas, or some of our other better-known dramatists who are supposed to be occupied with something of the kind right now (Maxwell Anderson, Lillian Hellman, etc.), it is doubtful that anything of lasting importance will be written. As a matter of fact, such a play (See *Heavy Fall B. O.* on opposite page)

ATAM Extra Dough Held Up Pending a "Clarification" Of WLB's Authorization

Shuberts Alone Owe \$24,000 of Coin Due

NEW YORK, July 24.—League of New York Theaters, thru its attorney, Milton Weinberger, has asked the War Labor Board for "clarification" of the board's confirmation of its arbitrator's award of a general \$15 wage increase for members of the Association of Theatrical Agents and Managers. In an inquiry sent by the League Thursday (22) to William H. Davis, chairman of the NWLB, the managers asked whether a letter sent by Davis and addressed to Oliver Saylor, business agent of ATAM, under date of

Port Players Battle Milwaukee Blue Noses On Alleged Lewdness; 'Co-respondent Unknown' Biffed

"Morally Detrimental," Say Suburbanites

MILWAUKEE, July 24.—The Port Players, summer stock company in Shorewood Auditorium, which is rented from the Shorewood school board, received a protest from that body against presenting plays which are "morally detrimental," according to several objecting residents of the suburb.

The letter of protest stated: "Particular disapproval is voiced about the play *Co-respondent Unknown*. It is based on adultery, collusion and divorce; it includes an unusual amount of loud profanity, as well as drinking and drunkenness, disrobing, vulgar lines and nauseating innuendo. Complaint is made against vulgarity and profanity which could have been eliminated from previous plays which were generally acceptable."

Management Answers Beef

Morton DaCosta, Wendell Whitten, Myra Peache and Faye Clark, the Port Players' management, issued the following statement in answer to the protest:

"When we chose Milwaukee as a location for a summer theater we did so because we considered it a cosmopolitan city that would appreciate adult New York entertainment. We still feel this is true despite the isolated protest. Our files of letters give evidence of a large, grateful audience, and it was never our

intention to be identified as a children's theater. There are special companies organized for that purpose.

"Our only objective is to bring worthy and entertaining plays that have had outstanding success in New York to an audience that would otherwise not get to see them. We don't write the plays and we can't change the style of American drama, nor can we change the degree of sophistication of the American public, which has been highly developed by the movies. We think it would be an insult to Milwaukee intelligence to offer week after week the 'Poiyanna farce' suitable for only the youngest children. In most plays if sex—dare we mention the word!—is involved the play either points a laughing finger or evolves a good moral. Psychologists agree that this is the healthiest attitude.

Hit "Missionary Tendencies"

"We've always been very honest in our advertising. We're careful to designate in advance if our plays are suitable to the entire family or adults only. We recommend that if these protestants find the plays unfit for their children or themselves it is their privilege not to attend.

"However, when it comes to their neighbors, we suggest they restrain their missionary tendencies and allow their neighbors to make their own decision."

"New Moon" Tops Dallas Season; Operettas Attract Over 100,000

DALLAS, July 24.—*New Moon*, by Sigmond Romberg, fourth in the series of Dallas Starlight Operettas, proved the best b.o. attraction to date, with an attendance of 49,785 for the show's week's run, July 12 to 18. Saturday (17) drew

the largest house of the 1943 operetta season, with paid admissions at 4,978, within 200 of Fair Park Casino's seating capacity (5,200). *New Moon's* closing performance Sunday brought the season attendance to more than 100,000.

Edward Roecker, a favorite of the 1941 opera season, was well received in his interpretation of the *Marianne Song*. His resonant baritone voice was good for encore calls on each solo. His acting has improved since his 1941 appearances here. Dorothy Sandlin, as Marianne, did a better job of acting and singing than she did in *Vagabond King* or *Sweethearts*. Possessed of a lovely soprano, Miss Sandlin was more at ease and her voice carried better over the amplifying system. She was heartily applauded in such songs as *One Kiss, Lover, Come Back to Me* and *The Girl on the Prow*.

Altho in a minor role, Eric Mattson got plenty of applause in his singing of *Softly as the Morning Sunrise*. Polly Walters was a vivacious Clothide. William Kent, who played Alexander Gorgeous in the original production of *New Moon*, exhibited the best comedy talent that has been seen so far this season. He and his able assistants, Elizabeth Houston and Polly Walters, kept the comedy department well to the front and were good for many comedy laughs. John Grant's excellent baritone added to the humor in his singing of *An Interrupted Love Song*.

"Arsenic" Reopens Tivoli

SAN FRANCISCO, July 24.—Blumenthal Theaters, operators of the Tivoli, are re-opening the house as a popular-priced legit spot, presenting a series of plays with New York casts. Opens July 29 with *Arsenic and Old Lace*, starring Bela Lugosi and Alison Skipworth.

Set to follow are C. Aubrey Smith in *Old English*, and Maxwell Anderson's *The Eve of St. Mark*. House has been showing flickers, but is being made over for stage productions.

"Her First Murder" \$10,000 in Balto; "Room Service" Starts Big

BALTIMORE, July 24.—For its second two-week attraction of the current summer season, Maryland Theater grossed \$10,000 with *Her First Murder*, starring Zasu Pitts. A total of \$7,000 was grossed the first week of this offering. There were 12 night and four matinee shows in the two weeks.

Press reviews were very favorable with

special praise for Miss Pitts.

Current offering, for one week only, *Room Service*, starring Phillip Loeb and Teddy Hart, stars in the original show, which premiered at Maryland here six years ago.

Press reviews favorable, too, with palms to Loeb and Hart. Show is getting coin.

BROADWAY RUNS			
Performances to July 24 Inclusive			
	Dramatic	Opened	Perf.
Angel Street (Golden)	Dec.	5, '41	684
Arsenic and Old Lace (Palton)	Jan.	10, '41	1102
Dark Eyes (Belasco)	Jan.	14	221
Doughgirls, The (Lyceum)	Dec.	30	244
Janie (Playhouse)	Sept.	10	366
Junior Miss (Majestic)	Nov.	18, '41	695
Kiss and Tell (Biltmore)	Mar.	17	156
Life With Father (Empire)	Nov.	8, '39	1542
Skin of Our Teeth, The (Plymouth)	Nov.	18	288
Those Enderearing Young Charms (Booth)	June	16	46
Three's a Family (Longacre)	May	5	93
Tomorrow the World (Barrymore)	Apr.	14	119
Musical			
Early to Bed (Broadhurst)	June	17	45
Oklahoma! (St. James)	Mar.	31	137
Rosalinda (Imperial)	Oct.	28	223
Something for the Boys (Alvin)	Jan.	7	231
Sons o' Fun (46th St.)	Dec.	1, '41	690
Star and Garter (Music Box)	June	24, '42	455
Student Prince, The (revival) (Broadway)	June	8	63
Vagabond King, The (revival) (Shubert)	June	29	32
Ziegfeld Follies (Winter Garden)	Apr.	1	132

HEAVY FALL B. O.

(Continued from opposite page)

is far from the thoughts of most commercial managers. Sesame to a successful season, they believe, is belly-laugh provoking farce.

As usual, some of the more prominent producers have not yet gotten around to announcing their first definite plans for the season. Herman Shumlin, for example, has three top-flight writers preparing scripts for him—Lillian Hellman, Vicki Baum and Howard Fast (author of *Citizen Tom Paine*), but nothing on the books yet. Brock Pemberton is "excited" about a comedy, but doesn't own it. Max Gordon has one script, *Action in the Living Room* by Harry Segall. Also has Chodorov, F. Hugh Herbert and Joseph Fields writing for him, but production schedule is blank. From the Shuberts comes the terse comment, "Nothing definite," but *The Passing Show* looks like an early possibility. John Golden has two acts of an Arthur Kober play and a script by Guy Bolton. Since George Abbott is committed to put Sarayan's *Get Away Old Man* in rehearsal before November, it will probably be the first production on his schedule.

Categorically, the line-up so far looks something like this:

Operettas

The Merry Widow, opening August 3rd at the Majestic. A modernized revival of the Lehar operetta, starring Jan Klepura, Marta Eggerth and Melville Cooper, with scenery by Howard Bay. Mrs. Yolanda Mero-Irion is producing for the New Opera Company.

Blossomtime. The Shubert road company, which is supposed to follow *The Student Prince* at the Broadway Theater. Looks certain as the Shuberts must present at least two productions to keep their "stock" standing, which enables them to give an extra performance of *Prince* without pro rata pay.

An Oscar Straus operetta, now being written. Henri Leiser, French producer, is handling the play thru the William Morris office.

Comedies

Try and Get It, opening August 2 at the Cort. Cast includes Margaret Early, Iris Hall and Claire Meade; Frank Merlin directed. A. H. Woods returns to Broadway for the first time in years to produce.

The Ghost in the Woodpile, tentatively scheduled for the Plymouth Theater September 28. Written by Gypsy Rose Lee, staging by George S. Kaufmann and scenery by Watson Barratt. Opens at the Wilbur in Boston September 13. Patsy Kelly and Gil Maison are expected to play important roles. First on Michael Todd's schedule.

I'll Take the High Road, a farce by Lucille Prumbs which Cliff Hayman is so excited about, he's practically rushing into production. Will probably blossom in September. William Frawley is co-featured.

Skirt Patrol (formerly *Blonde Bomber*) by Stanley Richards. Alexander Kirkland will stage and produce when he finishes his chores for Angels, Inc., on *Snark Was a Boojum*.

Another Love Story by Frederick Lonsdale, starring Roland Young. Louis A. Lotito will produce his first try. Should open week of October 25.

A comedy by John Van Druten, once known as *The Voice of the Turtle*. This is a three-character piece for which Alfred de Liagre Jr. is returning from the Coast.

Star Dust by Walter Kerr. Michael Myerberg expects to have this one ready by the first week in October. It's a farce about dramatic schools and the cast includes Rose King. Elia Kazan will not direct.

Catherine Was Great, by and with Mae West. Mike Todd will produce this version of the life and loves of the Russian empress, Miss West retaining 50 per cent of the show and the screen rights. November or December should see it on Broadway.

Horses Are Like That, by Rip Van Ronkle. Frank McCoy, the stock impresario, intends to put this one in rehearsal next month.

Musicals

Bright Lights, Alex Cohen's first venture since his discharge from the army.

Ballyhooed as "something new" in the theater, it turns out to be nothing more or less than a revue with names, including James Barton, Imogene Coca, Smith and Dale and Frances Williams. Norman Anthony is credited with the material and the opening is set for late August or September.

My Dear Public, the Irving Caesar piece which closed after a tryout some months back and is expected to reach Broadway about September 6 with a new cast headed by Willie Howard, Ethel Shutta, Fred Keating, and Georgie Tapps. Will open at the Cass Theater, Detroit, August 15. Caesar owns a hunk of it and this is the show for which chorus girls were offered \$75 per week.

Artists and Models. Two night club owners, Lou Walters (Latin Quarter) and Monte Proser (Copacabana) are producing this one. Joe E. Lewis, Marty May and Ann Corio are set for the cast and rehearsals start August 25. Watson Barratt, who produced the original in 1923, will design the settings.

Good Neighbor, the Vincent Youmans musical with music by Ernesto Lecuona. Youmans is back in town so things should start humming. Doris Duke is supposed to be a backer.

George White's *Scandals*. Altho slated for August, nothing definite has been announced.

Around the Cape to Matrimony by Edwin Justin Mayer, with words and music by Ira Gershwin and Kurt Weill. Jed Harris is producing. Won't open until Christmas.

Ankles Aweigh by Guy Bolton and Eddie Davis. Dave Wolper and Nat Karson are producing.

Who Loves Who, which Cheryl Crawford is producing, formerly called *One Man's Venus*. Vera Zorina, Kenny Baker, Paula Lawrence and John Boles already set, as is Elia Kazan to direct. This one has music by Kurt Weill and lyrics by Ogden Nash. S. J. Perelman and Nash wrote the book. End of September should see it on the boards.

Take a Bow, which Charles V. Yates, the Frederick Bros.' booker, has set for mid-October. It will be his second attempt as a producer.

Laughtime, a vaudeur, now running at the Curran Theater, San Francisco. Stars Frank Fay, Ethel Waters, Bert Wheeler, Paul Haakon, Eunice Healey and the Bricklayers. Producers Paul Small and Fred F. Finklehoffe will bring it to Broadway early in October.

All-Negro Productions

Run Little Chillun, by Hall Johnson and Clarence Muse. Lew Cooper, in association with Meyer Davis and George Jessel, will bring it to the Hudson Theater August 11. Muse is also directing. This one has about 72 backers, Davis and Jessel owning 15 per cent and 5 per cent, respectively. Sgt. Joe Louis will dress up the opening.

Porgie and Bess. Revival of Gershwin opera will play a four-week engagement at the 44th Street Theater starting September 13. Todd Duncan and several of original cast will be in it. Cheryl Crawford is producing.

Carmen Jones, Negro version of Bizet's *Carmen*. Pencilled in for the last of October at the Imperial. Oscar Hammerstein did the adaptation and Robert Russell Bennett has orchestrated original score. Hassard Short will direct the play, now shifted from Spain to South Carolina. Billie Rose is taking a crack at legit production again with this one.

New Georgia by Howard Rigsby. This is a drama about a Negro merchant seaman (Canada Lee), who learns why this is his war as well as his white brother's. It may turn out to be one of the few good war plays to come out of this season. Due in October, it will be David Lowe's first production on his own hook.

Razzle-Dazzle, a musical comedy based on four Saroyan pieces. Cole Porter will contribute the songs. George Hale is producing.

Swing, Helen, Swing, by Eugene Van Grona and Bert Shafter. This is an operetta based on *Helen of Troy*. Van Grona will produce.

Melodramas

The Two Mrs. Carrolls by Mrs. Bayard Veiller. This meller about an artist who poisons his wives will be an early arrival, opening August 4 at the Booth. Elizabeth Bergner, Victor Jory and Stlano Braggiotti are the stars and it is being produced by Robert Reud, the p.a., and Paul Czinner, Miss Bergner's husband.

Murder Without Crime, J. Lee Thomp-

son's four-character epic, "a study in sadism," will open August 16 at the Belasco. Henry Daniell and Viola Keats are the leads. Staged by Bretainne Windust, who produces along with John Howell Del Bondio and Tom Weatherly, another agent turned producer.

The Snark Was a Boojum, "wacky mystery" by Owen Davis. This one marks debut of Angels, Inc., for whom Alex Yokel and Jay Faggen are producing. Expected the week of August 23, the boys may have their own theater by then to house the first-born. Alex Kirkland is doing directorial job.

Rebecca, a dramatization of the book by the author, Daphne Du Maurier, will be one of the few stories filmed before it has been staged. Success it has had in London leads producer Victor Payne-Jennings to try it out here. Only hitch is the casting, P-J can't find a leading man young enough, romantic enough and mature enough to carry the male lead.

Dramas

Jacobowsky and the Colonel, adapted by Clifford Odets from the Franz Werfel play. With *Occupied France* as the locale, it is a serious contender for the "play of the year." Paul Lukas has the lead and it may open as early as September 9. Jed Harris is producing and directing with Jack Skirball giving him an assist on the production end.

A New Life, Elmer Rice's play of contemporary significance which the Playwrights will use as an opener. Will probably be ready by early September. Betty Field will star and Rice will stage what may be one of the important plays of the season.

Land of Fame by Mr. and Mrs. Albert Bein. Deals with the Nazi invasion of Greece and is a possibility for that accolade of "important" which some people think wartime playwrights should be striving for.

Beyond the Farthest Star by Rose Franken. This too may be "it." Ina Claire may appear in this. It's number one on Gilbert's Miller's production schedule. Miss Franken will stage.

Othello. Margaret Webster's version of this Shakespeare tragedy figures to be the only Bard hit this season. Paul Robeson, Jose Ferrer, Uta Hagen and Miss Webster will appear under the Theater Guild banner. Should open about October 19 at the Shubert.

Lovers and Friends, Dodie Smith's romantic drama, which Katharine Cornell will do in conjunction with John C. Wilson. Guthrie McClintie will stage the production, which isn't due until December.

And just a word about the holdovers. Helen Hayes returns in *Harriet* August 2, same night as *Try and Get It* starts the season. Gladys George will replace Miriam Hopkins in *The Skin of Our Teeth*, also in early August. Howard Lindsay and Dorothy Stickney will return to their roles in *Life With Father* for another season, probably in September, and Olsen and Johnson are due to return to *Sons o' Fun*.

NEIC SWING OUT

(Continued from page 3)

meetings or, since most groups do not convene in the summer, via the mails together with mimeographed info. The talent pool subcommittee of NEIC's Co-Ordinating Committee, which met yesterday to lay the groundwork for the drive, expects the bulk of the pledges to be in by September when the proposed show business rally and service flag dedication, an impressive ceremony wherein all working members of show business will participate, will bring the campaign to a climax.

The Talent Committee includes James Sauter (United Theatrical War Activities Committee), Chairman Milton Merlino (HWM), Abe Lastfogel (CSI), Matt Shelvey (American Guild of Variety Artists), Bert Lytell (AEA), Kermit Gloomgarden (*Lunchtime Follies*), William Feinberg (Local 802, AFM), Blanche Witherspoon (American Guild of Musical Artists), George Heller (American Federation of Radio Artists) and George Schaefer (War Activities Committee Motion Picture Industry) ex-officio member.

Upon the recommendation of the newly formed finance committee, headed by Harry Brandt, Independent Theater Operators of America, the Co-Ordinating Committee, at its first meeting Tuesday (21) at the Hotel Astor, decided to scrap its tentative annual budget approved by the council last Thursday (15) at the Waldorf-Astoria Hotel conference in favor of a coin set-up that will meet

council needs for the remaining five months of this year. Money needed is \$12,500 until December 31, 1943. This eliminates two highest paid functionaries, executive secretary and publicity director.

Decision to dispense with an exec sec may come as a surprise to some of the delegates to the Waldorf conference since it was the consensus at that time that the council could not get going until a full-time executive had been found. In discussing the kind of man they wanted for the job, however, the committee decided it wanted "a \$15,000-a-year man for \$7,800"; in other words, a personality who would bring prestige to the industry and carry its weight to Washington. Next step was to abolish the publicity director's job, unnecessary since several membership organizations are equipped to handle public relations, and apply part or all of his salary (also \$7,800) for an exec sec, next year.

Get Dough First Formula

Leonard Callahan (SESAC, Inc.) and others, however, felt that council could not secure the type of person it wants until it is on a much more solid financial basis and has met with some degree of success in putting its program into action. This school of thought finally won out and the new budget was carried.

The new budget carries a \$2,500 item to pay off those members who have made voluntary contributions to carry the council from its inception last June 4 and 5 at *The New York Times* Hall thru the Waldorf conference last week. The sum of \$75 a week has been voted for an office manager who will be in charge of the NEIC office for the remainder of the year and \$200.00 a month for a secretary.

How Much Letters

Letters will go out to all member orgs restating the purpose and functions of NEIC and asking how far each org intends to go in supporting the council financially. (An earlier scheme to finance the set-up thru the sale of emblem pins for \$1 each was deemed unfeasible by the committee.)

Finance committee, besides Brandt, includes Abe Lastfogel (Camp Shows, Inc.), George Heller (American Federation of Radio Artists), William Feinberg (Local 802, American Federation of Musicians), Walt Dennis (National Association of Broadcasters) and Florence Marsden (Screen Actors' Guild).

Question of whom to hire as the office manager is also beleaguering the committee. It's no secret that everyone is pleased with the way Anita Grannis, *AFRA Stand By* editor, is handling her voluntary job as secretary, co-ordinating the work of the various committees and, in general, getting things done. Miss Grannis indicated at Tuesday's meeting, however, that whatever work she does for the council (and she is genuinely interested in continuing that work) she prefers to do on a voluntary basis.

Committee, incidentally, will seek independent offices, desiring not to "affiliate" itself in any way with any member org.

Hollywood Pats Its Back

One of the interesting aspects of the meetings, as they have proceeded, is the view with which Hollywood representatives seem to regard the whole structure. On several occasions during various sessions it was quite apparent that Hollywood seems to think it has already developed all its morale activities to the fullest extent and is merely sitting in on these Eastern conferences to "show them how we did it on the Coast."

International Alliance of Theatrical Stage Employees, upon being queried on its failure to join NEIC thus far revealed that no officer of that union had ever received an invitation. "And as far as we're concerned," said a spokesman for IA, "we're satisfied to keep it that way." NEIC said it was positive the invitation was sent out, but probably lost in the mail.

League of New York Theaters, another org still not officially represented (altho James Reilly, its exec sec, is a working "guest" of the council) called another meeting this week, but again failed to obtain a quorum, since many of its members are out of town. No other meeting is planned for two or three weeks.

American Society of Composers, Authors and Publishers indicated Thursday (22) that its entrance into the group hinges on the appointment of a delegate to the council by Deems Taylor, now on vacation.

No Champagne Corks Pop In Night Spots; Big Dough, Beer at 75 Cents a Throw

Profits Come in Mass, Wearing Shirtsleeves or Less

NEW YORK, July 24.—Seventy-five-cent-and-up beer has radically changed the talent buying habits of night club owners. Ever since the price of a bottle of beer went up to inflationary heights, managers would sooner fill up their spots with a beer-drinking crowd than have a half-empty room occupied by wine-buyers.

Little more than a year ago, operators of many spots booked attractions on the basis of their ability to bring in carriage trade, but since war work created a nouveau riche operators now prefer to put their spots on a mass basis.

Impresarios formerly booked attractions to draw the champagne set. They now book attractions to draw—period.

This metamorphosis is especially marked in La Martinique which until recently longed for attractions of the Carlos Ramirez type who brought in wealthy South Americans. Decline in the coffee trade (the war you know) has drastically reduced the number of expensive parties. During the period of big b. r. thinking, the management disdained the use of attractions like Frances Faye and Jackie Miles since they felt these performers would bring in the shirt-sleevers. For a long time the room had a run of bad business, but since prices have gone up and the collarless set are laying down heavy sugar for night club entertainment, the management changed its views. Jackie Miles was brought in and since then, the La Martinique has been doing close-to-capacity business, with names it brushed off.

On the other hand, rooms that still cling to the pre-Pearl Harbor buying habits are carrying on with varied success. The Versailles still going after the chi-chi clientele is doing a terrific dinner business, but late trade is way off. Rooms like the Copacabana and Riobamba have learned the value of an attraction that will draw mass. Joe E. Lewis and Frank Sinatra have given these spots highly prosperous periods.

Broadway spots are similarly appreciative of attractions drawing the man-in-the-street. The Hurricane fattened its bank account by booking Duke Ellington (a policy duplicated by the Park Central with Cab Calloway), while Lou Walters, who started his Latin Quarter on a mass basis, has been in the dough since he opened.

Cognizant of the present trend, night club owners have relaxed dress restrictions. It's no longer an eyebrow-raising experience to encounter a necktie-less citizen in a spot with a \$3.50 minimum.

Slum Stuff No Go for War Elite

BALTIMORE, July 24.—Cabaret operators and night club managers in the so-called bright-light district of Baltimore, who for years had labored to create a slum atmosphere in that section of East Baltimore Street are complaining about business or should it be said poor business. By their efforts in creating a slum atmosphere operators and managers had hoped to draw free-spending uptown patrons for a look at the other side of life.

The real thing is now available, and the patrons do not want it, hence the complaint about business. This, managers point out, is showing up on the lean checks on the cash registers.

Fat end-of-the-evening checks toted against slumming parties when the widely advertised slum clientele was chiefly atmosphere are no longer being had.

Managers and owners of the spots declare the bulk of their business now is done with "people we wouldn't let in" a few years ago.

The so-called character trade, once tolerated, is not wanted now.

Business is no longer the same. A few years back the trade of soldiers and sailors was nixed, because they didn't have much to spend. Now the managers regard this clientele as their high-class trade.

Owners and managers look upon most of their trade, today, as riffraff. They come in without their coats, and in some spots the patrons are sans shirts, an unheard of thing years back. This is the new order cabaret, night club and tavern area of East Baltimore Street, the so-called "bright-light district."

Leon-Eddie, Howard Shows Set for Vaude

NEW YORK, July 24.—Leon & Eddie's is set to put out its cafe show as a vaude unit, with Joey Adams and Tony Canzoneri in the cast. But possibilities of Adams' induction may hold up the unit until another emcee is found.

Another vaude unit scheduled for a fall tour is a condensation of *The Time, the Place and the Girl*, a short-lived Broadway legit show. Joe Howard, who had a piece of the original production, will head the cast.

Miles Ingalls will rep both outfits which will be submitted at \$8,500.

Marr Both Mgr. and Booker

CHICAGO, July 24.—Paul Marr, local booker, has branched out into the personal management field, developing acts which he has used at one time or another in neighborhood spots. Among the acts are Phil D'Rey, Beth Farrell, Jane Kaye, Randy Brown, Del Parker, Gene Emerald, Eddie Cochran and Nadine, Rita Roper, Mary Ann Waters, Flo Chapin, and Szita and Young.

Hogan Largest Midwest Booker With Three Consecutive Weeks

CHICAGO, July 24.—Charles Hogan, largest indie booker here, will offer three consecutive vaude weeks starting September 3 when the National Theater, Louisville, resumes with a combo policy. Hogan also books the Oriental here and the Riverside, Milwaukee, in addition to spot shows in a number of Warner-Standard houses in Wisconsin.

The National, Louisville, has recently been taken over by the Hoffman Construction Company, Evansville, Ind. For the summer, the new management has turned the house over to the local dailies for the operation of operetta shows, in order to bring the house in contact with the "right patrons." Last season house was in the hands of an estate and has opened and closed a number of times

Comedy Team Sees USO Tour as Build-Up for Talent After War

July 24, 1943.

Editors *The Billboard*:

We have concluded a run of 12 months for USO, working in two different units, appearing in nearly 200 camps for soldiers, sailors and marines. It is an experience that we will long remember and cherish, despite the many difficulties and hardships encountered during this unusual engagement.

From a purely business standpoint, one cannot help feel that many acts will benefit financially from USO dates after the war. After our job for Uncle Sam, we did two and a half weeks in theaters with Glen Gray and his band. During that time, in each town, a number of uniformed men stopped back to see us

Gretna Spots Must Hire 2 Cops—At \$10 Per Day

GRETNNA, La., July 24.—The board of aldermen of this suburban town of New Orleans voted an ordinance last week requiring dance hall and night club operators to pay a fee of \$10 per day for the services of two special officers to be detailed to all establishments.

Detroit Casino Likes Name Diet

DETROIT, July 24.—Trend toward use of names, long notable here, has another spot sold on the policy after four weeks of experiment. Club Marjo, swank suburban casino on the East Side, used standard act bills until recently, and then switched to names. Result is that business has doubled in a month, and spot has turnaways on most nights.

Policy opened with Sheila Barrett the week the place was closed by the race riots, and the spot did big from the first night it was able to reopen. Two-week stands are being used, with Dwight Fiske following in. Current names are Lee Sims and Illomay Bailey.

Length of show is cut down from the former string of acts to a single name, presented twice nightly.

The Marjo is managed by Marie Kiesgin, one of the few girl operators here, and booked by the Mike Falk Office.

DETROIT, July 24.—The Forest Club, large-scale colored spot, has booked in two colored name bands, the first colored acts set since the race riots here. Lionel Hampton has been booked for a one-nighter, August 8, and Jimmie Lunceford for week of August 31.

New AGVA Prez in Detroit

DETROIT, July 24.—Pvt. George Stella, president of the Detroit AGVA local, home on furlough from his army station at Burbank, Calif., has tendered his resignation as prez because of his active service. Joe Wood, first vice-president, takes over the top post until the election in November.

after attempting several unsuccessful flesh policies.

National has been redecorated and modernized at a cost of \$25,000. Band shows and vaude units will be used. First shows set include Connee Boswell and Joe Venuti's band, September 3 week; Blue Barron and band unit, September 10 week; Shep Fields and band, September 17 week. Ted Lewis is penciled in for the September 24 week.

Hogan will attempt to line up attractions for consecutive work here, in Milwaukee and Louisville, altho the deals will not necessarily be the same in each town. Also, due to the local situation in which the Chicago Theater gets first call on many name bands, Hogan will use some of them in the two out-of-town dates only.

Midwest Agents Plan Conference On 20% Tax

CHICAGO, July 24.—Because of a serious inflation in the prices asked by night club and vaudeville acts as a result of the 20 per cent withholding tax, the Entertainment Managers Association of Chicago is calling a conference of bookers and agents and members of the Department of Internal Revenue, here August 5 in an effort to iron out existing confusion by determining the actual status of the actor and to make a yardstick by which managers, actors and others may govern themselves.

"This business of paying income tax," said David P. O'Malley, instigator of the conference, "is a novelty to many acts. When they find themselves faced with a 20 per cent income tax reduction, some of them declare that they cannot afford any longer to pay agents more than five per cent. That means that the agents will be paying one-quarter of the acts' income tax. The only solution for agents, then, will be to put the unpaid fee on a deferred commission basis and present a bill next March 15 to the acts."

Meanwhile the ruling from the Collector of Internal Revenue, sought by Mortimer Rosenthal, national counsel for the American Guild of Variety Artists, is awaited here.

Band Units Fill Chicago Theater Schedule Till Oct.

CHICAGO, July 24.—Chicago Theater here is set until October with band units. Bob Chester comes in August 6 for two weeks, to play with the film *The Constant Nymph*. Teddy Powell follows August 20, and will have Virginia Weidner, kid film star, as a co-feature. Combo will stay for a guarantee of two weeks with a possibility of a third week, due to the accompanying film *Dixie* (Bing Crosby-Dorothy Lamour).

Ted Lewis, last here at the Oriental, takes over the September 10 week, followed by a return of Phil Spitalny week of the 17th and Tommy Dorsey week of the 24th.

August and September are two peak months for the house, catering to vacation mobs who jolt average gross receipts out of shape.

Attorney Kalcheim Turns Act Manager

CHICAGO, July 24.—Henry A. Kalcheim, local theatrical attorney, is now managing acts on his own and plans expansion later. Under contract to him are Mel Torme, formerly with Chico Marx and his band and currently featured in his first picture, *Higher and Higher* for RKO-Radio Pictures, and the Morgan Sisters, winners of a WGN radio station contest here, who have been signed up for the Camel Caravan program, starting August 2.

Nat and Harry Kalcheim are William Morris execs in New York. Jack was with WM here until his induction into the army, while Max was road manager for Chico Marx's band until it disbanded recently.

New Orleans Needs AGVA—Silverstone

NEW YORK, July 24.—Jonas T. Rosenthal, counsel for the American Guild of Variety Artists until his induction, has been assigned to putting on squadron shows at Kessler Field, La.

Most of the talent recruited for shows is obtained from New Orleans. As a result of conversations with agents and acts while getting performers to put on the shows, Rosenthal declared in letters to Matt Shelvey, AGVA national administrator, and Mort Rosenthal, present AGVA counsel, that a New Orleans local is badly needed.

Shelvey and Rosenthal are studying the situation prior to taking action.

CARROLL AND HOWE.

Leon & Eddie's, New York

Talent policy: Dance and show band, floorshows at 8, 10, 12 and 2:30. Management: Leon Enkin and Eddie Davis, operators; Dorothy Gullman, publicity; Louis Katz, maitre d'hotel. Prices: \$3.50 minimum.

Despite the fact that Eddie Davis is vacationing, the spot manages to retain its lusty rowdiness that is a sure-fire lure for visiting cousins largely thru the efforts of Joey Adams. This lad had previously filled in while Davis was vacationing and is familiar with the spot's patronage.

Adams's fresh and sure delivery made a good impression on the house. His bit with Tony Canzoneri also did well. The lad has been coming along steadily, having made rapid strides during the past year, but a temporary halt to his climb is indicated, with his induction set for August.

Rest of the show follows the reliable L&E formula. Opener is Strut Flash, a septa. youngster with a nice grin, who pounds out some okay but not outstanding taps. Gets by on strength of personality rather than leg work.

Dolores King is the show's chanteuse, doing well with a confident delivery, pleasantly pitched pipes and a good selection of tunes.

The Three Samuels are the standouts in the dance department with their well-built comedy-tap routines. Act is standard in vaude, and work shows up equally well in cafes.

Novelty department has Hank Sinatra (Leon Palmer), a close physical double of the singer with a similar name, but whose pipes show no resemblance to Frank's. He did better in a dance number with the Ruthie Lane line.

The Wilfred May Trio, jugglers, and the Skating Continentals provide the flash. The juggling troupe feature fast but not intricate routines which went over nicely, while the boy and girl roller team go thru some neat tricks for a good hand. They got some laughs by whirling a beefy plant from the audience.

The sexy touches are by Patsy Ann Biddle, who does a polite and unrevealing strip, while Swanson did an Afro-Spanish number and a novel and intricate half-man-half-woman routine with a dummy of the late Valentino. Gets an okay hand.

The line's numbers are well designed, and Lou Martin is still on the bandstand.

Leon is back at the minehosting chores after an illness. *Joe Cohen.*

Sherman Hotel, Panther Room, Chicago

Talent policy: Swing band; shows at 8:30 and 11:30. Management: Ernest Byfield and Frank Bering, operators; Max Sachs, publicity. Prices: Minimum \$2 and \$2.50 (Saturdays).

Room is still playing to kids and making money. Now in its fourth year with swing bands, changing monthly, it has registered few losing weeks, and bands

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NIGHT CLUB REVIEWS

find it just about the most profitable hotel location job in the country.

Sonny Dunham and his revamped outfit are holding forth for their first full month (they did a fortnight last September) and clicking with the teen-age mob. The Dunham style is strictly commercial, which is practical. Dorothy Claire, blond singing actress, peeps up the vocal sets considerably with oo-la-la renditions of the pops and novelties. Roy Darcy has a good voice for the ballads.

The new floor revue, *Spotlight Canteen*, uses two record acts to carry out the theme, emceed by Vincent Gottschalk, local chap who works with considerable polish. The record idea has been played to death in this vicinity and, while suitable for the production theme, the novelty is considerably frayed around the edges. Josi Thorpe, comedienne, mimics Gracie Fields, Carmen Miranda and Kirstan Flagstad, while their recordings supply the audible support. Her work could be stronger if bunched together in one act. Here, to carry out the production idea, each caricature is presented separately. Jimmy Moore, colored lad, pantomimes Louis Armstrong with a collapsible trumpet.

Carol Lee, pretty acro dancer, and band specialties augment the revue.

The canteen atmosphere is furnished by a number of sailors and soldiers who occupy tables on the floor and for company have the sexy College Inn models who, this time, have nothing more to do than sit and look pretty. Carl Marx, clown, dispenses fun on and off the floor. *Sam Honigberg.*

Club Showboat, Jacksonville, Florida

Talent policy: Show and dance band; shows at 9 and 11; not open Sundays. J. M. Elliott, general manager; admission 55c; dinners from \$1.50.

This old ex-Clyde Line excursion boat was recently redecorated and refurbished into a classy nightspot. Anchored just across St. Johns River, a block from U. S. 1 and five minutes walk from midtown, and caters to a high class clientele.

Show opened with a six-girl line of lookers in an Hawaiian routine, coming back later in a Russian number using musical sleighbells, and wearing lavish costumes.

Emceeding the layout is Yvonne Moray, midge, and she does a swell job of it. Lenny Lane, tenor, did several tunes in excellent voice. Has a wide range, with upper register clear as a bell. Definitely a radio bet.

Nadine, blonde terper on for a sweet rhythm routine using *Sheik of Araby* in stop-time and scoring heavily. Her work is tops.

Miss Moray takes over for a song session, dishing out *Mr. Pagantini* and *Old Man Mose* in a Martha Rayish manner. Socks over a song like a house afire. Mugs, climbs up the mike-stand, wrestles with it and otherwise plays the monkey all over the place. Had to beg off.

Don Gilberto's seven-piece ork is a Latin outfit for the most part, strong on rumba and conga stuff. Well liked by the dancers.

Capacity 400. Business good all week with turn-away Fridays and Saturdays. *W. H. Colson.*

Club Bali, Philadelphia

Talent policy: Dance and show band, rumba band, floor shows at 8:30 and 12:30. Management: Si, Max and Joe Kaliner, proprietors; Si Kaliner, manager; Barney Sloan, headwaiter; Tony Phillips, booker. Prices: Dinners from \$1.50; drinks from 60 cents; \$1.50 minimum Monday thru Friday; \$2 minimum Saturdays and holidays; no cover.

Altho the current show has lost the services of Jackie Gleason, there is still plenty on tap to occupy the attention. (Gleason stopped a fall down the stairs with his arm and had to check in at a local hospital). Roy Benson, coming in with his magic specialty, made a quick sub at the controls. And while his passive and cynical humor served his own specialty to the better, Benson filled in neatly for the show introductions.

In the closing spot, the youthful Benson proves the ever adept master of the art of legerdemain. Once his in-

nocuous double-talk patter is out of the way, he gives out with a highly entertaining and mystifying roundelay of artifices including a mobile cord in face of the cuttings, the up-turned glass of water that defies gravity laws, the snake gyrations of the pocket hankie, manipulations of the linking rings, and for the uncanny finale clicker, his finger control over a group of billiard balls.

Show gets off to a show-stop start with Ruby Ring, youthful blonde contortionist, who takes such acrobatics clear out of its class. Uses her supple and seemingly spineless body to excellent advantage and scores big.

Also in the sock department is Shirley Dulo, a vocal honey with as much animation in her eyes as in her voice. Imparts a rhythmic punch to the hot tunes.

Adding a consignment of charm to the proceedings are the Balletores, ballroom duo, with their Viennese waltz, musicomedy dance and cake-walk. Plenty of eye appeal in their presentation and make all the overhead spins count for polished flash.

Line of seven charmers add a hotcha rhythmic tootsie session to start and shut the goings-on.

Alan Fielding still on tap for the dance and show music with rumba ex-

citement by Luis Fernandez's unit offering Melinda's vocals. *Maurie Orendenker.*

Casino Atlantico, Rio De Janeiro

Talent policy: Show and dance bands; show at midnight. Management: Alberto Quatrini Bianchi, managing director; Marcos d'Abreu, artistic director.

This spot is getting its share of trade, and business continues good. Early week-days are off, but from mid-week on the place is usually capacity and without a name of box-office value to pull them in.

Conveniently situated in the Copacabana district, much of the trade consists of the foreign population, which has nearly tripled since the U. S. entered the war. There is plenty of money floating around and the folks are spending it.

The second of the current season shows is headed by the Castilla Brothers, Mexico's singing twins, and Darcy Goncalves, Brazilian comedienne from the legit theater, the latter carried over from the previous show.

The twins, accompanying themselves on guitars, do nicely with their three native tunes. Boys are nattily attired in true Mexico garb and make a fine ap-



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pearance. They have pleasing voices and an easy manner of delivery.

Darcy Goncalves, spotted at the mid-way mark, gives out the only comedy of bill. She is vivacious and keeps the ball rolling from start to finish. Sings two special-material songs, punching out the lyrics. Her tomfoolery and clowning with Oswaldo Vianna, sandwiched in between numbers, sets okay with the customers. Dorothy McKinley, American acro dancer coming up from Buenos Aires, failed to click in a single routine. Her work is excellent and she does some difficult tricks with apparent ease, but lacks the polish and finesse to sell her wares.

Valarie, fem magician, manipulates lighted cigarettes nicely and played around a long time with six handkerchiefs. Followed by the disappearing radio. Closed by working the ringside tables with the wine cooler and coin trick, getting herself many laughs as she took coins from the patrons' ears, noses and the gentlemen's beards.

Raquel Puccio, Argentine thrush, sang two songs and fared not too well. Helena and Demonte, dance duo, served one clean-cut adagio routine.

The line of 10 open and close the bill. The Napoleao and Louis Coli bands join up for Gershwin's *Rhapsody in Blue*, very well done and got them a nice hand. The Napoleao crew cut the show music capably and alternate with the Coli outfit for dancing. James C. MacLean.

Folies Bergere

Talent policy: Dance and relief band; floorshows at 8:30, 12 and 2 a.m. Management: Arthur Lesser; Dorothy Kay, publicity. Prices: \$3.50 top minimum.

This spot, under the Clifford Fischer management, did a top of 85 people one week-end night, which is why Fischer and his group are out, and Chicago's dough, with Arthur Lesser, is in starting with the show covered July 22.

Location is good, and when show is re-routined everything ought to be okay—provided they sell what they have.

The first half of Lesser's presentation was so fast and solid that you could hear a pin drop. Then they brought on Noel Toy, fully dressed to salute China, and even the trained seals, started talking and drinking. From that spot on the gang went right on talking, stopping only long enough to give Florence Hin Low's acrobatic dancing the breath-inhaling that she deserved. Bottom of show was touched with Chaz Chase,

comic, who eats everything but himself. He did a burlesque strip tease, without a laugh.

United Nations' finale was in keeping with the after-China pace of the show—strictly at loose ends.

Clawson Triplets open the shindig with one of the few touches of Paris in the presentation, *The Last Time I Saw Paris*. Following in rapid succession were a six-girl line and five show horses. The Lester Horton dancers, three fems and three boys, are tops in modern routines and every number they do rates a repeat.

They're followed by the Jades, who throw themselves around unsurely, as tho they weren't too certain but that they'd land in the tables at any moment. They'll correct that after a few nights. Rosita Royce, the girl who formerly permitted her birds to strip her, postures a bit at this moment, but the birds are wonderful, and even if Royce does nothing, she knows how to walk and the birds know when she wants them to flutter their wings.

Latin American number is next on the program. Horton Dancers are back, and okay in this one with Mercedesitas, a wriggler who means not too much wriggling with voice and rear end. Willie Howard comes next with his *Doctor Anthony* and *French Lesson*. Naturally his tested formulas can't go wrong. Paying a bit of overdo credit on the first routine, Willie actually straights for Al Kelly, whose double talk routine is still a marvel to watch and hear.

Next on was the aforementioned Noel Toy, and the show started falling to pieces. Florence Hin Low's dancing picked it up and held it for just about three minutes, but even Willie Howard's *Lonely Heart* routine, which now has an "induction by mistake" slant, couldn't hold the slipping, or by this time, sipping first niters.

Harem Number tried to do what Willie failed at doing and really rates—despite the fact that it didn't with the wandering audience. Then the Murtah Sisters, who couldn't have been as bad as they seemed. In the Harem number, which was done in two stanzas, there was a Nile dance routine that was handled beautifully by La Blanca and Garcia.

Irv Orton handles the show music with ease, and Eddie South's sextette did a neat job for the dancers.

It only takes one change of pace—if it's the wrong change of pace—to lick a show. That's what's wrong with Lesser's latest effort. No doubt the pace is better already. Joseph M. Koehler.

Happy Hour, Minneapolis

Talent policy: Dance and show band; shows at 10 and 12. Management: A. B. Perkins, manager and booker. Prices: Dinners from 75 cents; drinks from 40 cents. No minimum, no cover.

Jay McShann and his 12-piece ork are a typical colored band—loud and hot. The band is made up of four sax, three horns, one trombone, two pianos, one bass fiddle and drums. The leader doubles as baton twirler and solo piano.

The show gives plenty of evidence of being thrown together in a hurry. But with a bit of smoothing here and there it can be developed into fine entertainment.

Lonzo Pettiford, trumpet, opens the bill, following ork signature, with a fast-stepping tap dance. He apparently can dance, but from all appearances was out of practice when he took the floor.

R. C. Compton, on the alto sax, gives an excellent rendition of *Intermezzo*, to a strong hand. Liz and Mardelle, dancers, try very hard but lack real talent to put them across.

Walter Brown, blues shouter, brings down the house with *Four-Day Rider* and his encore, *Hooties*. Here's the McCoy when it comes to shouting the blues.

Band's *One o'Clock Jump* and finale, *Hip, Hip Hooray*, with Harold Singer, ride tenor sax on the latter, hit the spot.

McShann has been packing in the customers nightly and Abe Perkins reports the outfit did near-record business in four weeks. His dance music is a good mixture of sweet and hot, with the Harlemese in him coming out at every opportunity. Jack Weinberg.

New Yorker Hotel, Terrace Room, New York

Talent policy: Dance and show band; relief band; ice show at 1, 7:45 and 11:45. Management: Frank Andrews, president; Frances Crockett, publicity. Prices: Dinners from \$2; supper couvert, \$1, and Saturday and holiday evenings, \$1.50.

It's a lively show, starting as a floor-show for the first girlie number, and then the ice tank rolling out for the rest of the show. Mary Jane Yeo, doubling from the second edition of *Stars on Ice* at the Center Theater, is a pretty and showmanly skater. She knows how to barely miss falling off the tank. Corrynne Church and Bob Whight, also doubling from the show, form an attractive, lively team. Their ballroom work, especially to Latin rhythms, is very pictorial. Mary Jane Lawson is the best skater in the show, altho she lacks Miss Yeo's showmanship. Billy Peterson works solo and with the girls, and comes thru with speedy skating and stunts. The ensemble girls are Grace May, Helen Dutcher, Florence Walters, Lucy DeLong, Blanche Poston and Lynn Clare. They are cuties and wear becoming costumes designed by John Booth Jr. and executed by Mme. Berthe, except that the middle number's costumes (chiffon rumba skirt) did not particularly flatter the girls.

Donn Arden staged the show, with Harry Brent doing the music. Show, as a whole, is fast, varied and colorful.

Lee Sullivan emceed in ordinary style and sang a few numbers in good tenor voice. Johnny Long's band put too much brass in cutting the show and almost blew our eardrums out. His band is much more attractive on the sweet numbers. Peter Kent's band does okay on relief music. Art Paulson band plays Sunday nights. Paul Denis.

FOLLOW-UP NIGHT CLUB REVIEW

HOTEL NETHERLAND PLAZA, THE PATIO, CINCINNATI: — This popular dine, dance and show spot continues to garner a fat play from the middle-class spenders. With the scarcity of acts, spot's entertainment budget has been boosted slightly, with shows still changing every two or three weeks. Esther Silsbee, of the local General Amusement Corporation office, now books here, replacing Howard Sinnott, recently shifted to the firm's New York office.

New floor layout which opened Monday (19) is average, but nothing to compare with the previous show, which had Janaini the Magician, True and Trudy Wilkins (the Golden Pair) and Norman

Ruvell, one of the strongest combos ever to perform here.

Ruvell, new WLW baritone, holds over for the new show, and tops it easily. Well-built, handsome lad totes quality pipes and sells his wares in topnotch fashion. On top of that, he's a swoon article for the femme trade. Stopped it cold singing *Night and Day, Would It Be Wrong? You'll Never Know*, and *I Can't Give You Anything But Love*, and returned to pacify 'em with the special, *Darling, Je Vous Aime Beaucoup*.

Theodore and Florine, ballroomers, register just so-so with a waltz and rumba routine. They're well groomed and have appearance, but lack the stuff to distinguish them from just another ballroom pair.

Joe Kelso, juggling magician, carries an old-school stamp and reeks with corn, but makes the grade. Opens with small magic, nicely done, and then switches to Charlie Chaplin get-up for ball and club juggling and Chaplin antics. Bears a strong resemblance to the Hollywood Casanova, but could just as well juggle in straight, as too few of the younger nitery patrons remember how Chaplin looked or acted in his screen hey-dey.

Wally Johnson's six-piece ork, a fixture here for months, breezes on the show chores, and shows marked improvement in the terp music department. Bill Sachs.

Esseness to Sunday Vaude

CHICAGO, July 24.—Esseness Circuit will try out Sunday vaude at its North-center Theater, nabe 2,500-seat house, beginning August 8. Years ago house was on the Pantages Time. Policy calls for five acts and will be booked by Marcus Glaser of the Charles Hogan office here.

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SHAMOKIN, PA.

Strand, New York

(Reviewed Friday Afternoon, July 23)
There's music in the air at the Strand this week, with Carmen Cavallaro and orchestra, band's vocalist Larry Douglas, Connie Haines and Perry Como, in that order. Wise routing, however, keeps the bill from turning top-heavy on the song side. *Constant Nymph* on screen, and SRO house at show caught indicated a solid week ahead.

Cavallaro outfit (18 men with Carmen) hasn't a single weak spot. Paced by the maestro's excellent pianistics, band plays sweet or hot with equal eclat. Arrangements are exciting and unusual, and band does a swell job of playing for the acts.

Cavallaro, when not at the keyboard, fronts the band with a conscientiousness and concentration that is admirable and which is reflected in the band's playing. He also emcees in a pleasant, straightforward manner. Band opens with a lively number, and Larry Douglas, dark-haired and handsome, warbles *Let's Get Lost* and *Dancing in the Dark* to good hands.

Patricia and Cappella, dance team, do two solid numbers, standout being the *Old Mexico* routine, in which Patricia exhibits fine skill. Team's work is featured by sensational lifts and spins, and girl's wardrobe gives the act flash. Colorful team with plenty of zest and zip.

Connie Haines, former name band thrush and recently on the Abbott and Costello airshow, shows improvement over her last New York appearance some time ago, and she was good then. Has a well-chosen selection of tunes, beginning with *Swing Low, Sweet Chariot*, followed with *It Can't Be Wrong*, and encores with *Little Brown Jug* and *Don't Get Around Much Anymore*. Her pert appearance and cute mannerisms seem

most suited to the novelties and the swingeres. Took a good hand.

Cavallaro took over here with a group of three numbers, beginning with *As Time Goes By*, and then came the smart routing that makes this a good bill. Dick Buckley wowed with a hilarious audience-participation session that ran 15 minutes. Called two army boys and two RAF flyers out of the audience to do a semi-Charlie McCarthy, semi-minstrel show based on the Amos 'n' Andy airskit. Boys took the character parts in panto, while Buckley did the voices behind them, tapping each to make with the lips as he did the voice. Bit is hokey, but the audience loved it. Buckley held one of the boys and did the synchronized hat removal-and-placement gag, which also got plenty of guffaws. Buckley works with an aggressiveness that wins the house.

Perry Como came on to a house ready for singing and soon had the audience in the palm of his hand. Did *I'm Growing Fond of You*, *More Than You Know*, *Comin' in on a Wing and a Prayer* and *Temptation*. Got a rousing burst of applause and encores with *Goodbye, Sue*. Had to beg off with a "thank you" speech. Como has a shy, ingratiating personality and manner that would probably be spoiled if he became more showmanly about his song deliveries.

That Cavallaro's Decca records have won him solid recognition was attested to by his closing medley, during which the audience spotted number after number on the first few notes. *Night and Day*, *One Hour with You* and other tunes made it necessary for the piano ace to do an encore of requests. Did *Stardust*, *Smoke Gets in Your Eyes* and some sock boogie-woogie to bring the festivities to a smash wind-up. *Sid Joseph.*

Oriental, Chicago

(Reviewed Friday Afternoon, July 23)

It is comparatively peaceful here this week following the stormy Roy Rogers (in person and on screen) session, but biz should hold up well with Del Courtney and band and Jerry Colonna on stage, and second-Loop run of *Reveille with Beverly* on screen (Frank Sinatra gets the top billing in the film for good box office reason, even tho he appears in only one sequence).

The Courtney outfit is one of those happy-medium musical organizations, playing a little of everything in not-too-distinctive but commercial style. Guy Dick is the nutty pianist who furnishes most of the school-boy comedy. Jack Milton tenors in fair fashion and has a particularly good novelty in his lament of a 4F, while Mary Jane Dodd contributes the sex angle—not too forte on voice, but okay on appearance. Courtney is the pleasant emcee and maestro who keeps things moving at a nice pace.

Band concentrates on novelties primarily, highlights being a couple of Courtney standards — *Hawaiian War Chant*, and a musical cocktail.

Jerry Colonna, the mustached character from the Bob Hope program, has an easy time, because the kids know him and like him, regardless of the act. An unknown with his material wouldn't have a chance. He can use about 10 laughs worth of good gags in place of the dull talk he sandwiches in between his elongated-note songs and legit trombone specialty.

Buster Shaver, with Olive and George, were the hit of the show with their familiar but always refreshing novelty act. George's tiny brother, Richard Brasno, singer, is added, but should be spotted in the middle rather than after the act for sock effect. Lad handles pop tunes with ease. Shaver, with the exception of his waltz with Olive, still remains in the background and wisely permits the midgets to carry the song and dance layout to show stop returns.

Christine Forsythe, lanky tapper, has an early spot with three rhythm routines, winding up with a torrid conga. Biz looked good end of second show opening day. *Sam Honigberg.*

Capitol, Washington, D. C.

(Reviewed Thursday Afternoon, July 22)

With Joey Adams and Tony Canzoneri clowning all over the stage, and Helen O'Connell making something to remember out of *Green Eyes*, current bill is as rare as a sriolm at 50 cents a copy. Show opens with the Five Grays, quintet of gals who sing and dance, but it doesn't get going until Joey Adams takes over. After introducing himself in a

manner that could hardly be called damaging to his reputation, he proceeds to put across one of the smoothest emceeing acts caught here in some time. Not all of his stuff is new—if any of it is—but he handles himself well and the audience loved him.

A sleeper in the bill was the Amazing Mr. Ballantine, comic magician, who, altho he never got around to mystifying anyone, scored solidly with the house. Playing deadpan with a clever patter, this fellow had plenty and deserved better than being buried between Adams and O'Connell.

Canzoneri is brought on next and works hard, but he needs a little more than ring records to put him over as an entertainer. As a straight for Adams, he is at his best, but left on his own, he sags. Between the two they put over plenty of nonsense and, altho they apparently despise new material, left the stage to a nice hand. Helen O'Connell next, in black sequins, and just the sight of her upset the house. Fronting Sam Jack Kaufman's boys, who had moved out of the pit to the stage, she led off with *Taking a Chance on Love* and followed with *Never a Day Goes By*. These drew a terrific mitting, and she followed with a medley of *Murder, He Says*; *Green Eyes* and *Tangerine*, which she dedicated to WAVES in the house. Altho she tried to get off, the crowd brought her back and she encores with *He Didn't Ask Me*, a novelty tune to which she has fitted a tricky whistling arrangement. It was a palm-beater.

Pic, *Lady of Burlesque*. Business was heavy at show caught, with customers waiting for all seats. Nice queue out front demonstrated pulling power of vaude. *Caskie Stannett.*

Roxy, New York

(Reviewed Wednesday Evening, July 21)

New bill should have fair b.-o. drag for those who like their vaude on sweet side. Has all potential elements of

well-balanced entertainment, but pace is somewhat uneven and acts don't get too much of a break on build-up.

Latter is mainly fault of Russ Morgan's emceeing. At show caught, maestro was apparently keeping himself under wraps. Delivery was slovenly and certainly didn't penetrate back to shelves. The result slows up the show and leaves acts to sell themselves.

Russ and the ork back the entire bill and when on their own give a thoroly competent account of themselves. Discreet emphasis, as usual, is put on fiddles and combo adds up to pleasant hearing.

Two boys and a gal step down from stand to double in vocals. Walter Link romps thru chorus of *Put Your Arms Around Me, Honey*, and Mary Osborne offers a sultry number with string backing. She follows this with a hot turn on electric guitar to fair reception. George Devron, by far the best of the three, sells himself soundly with Kern's *Russia Is Her Name*, which is also best bet for ork. Maestro solos at piano with old-timers and bids for house chirping.

Gae Foster Girls open with colorful parasol routine. Footwork has standard precision and snap, and costumes show taste and class.

Elizabeth Talbot-Martin follows with satiric imitations. Her work improves steadily, and while something of her talent is lost in a house as big as Roxy, she registers solidly. Ray English also clicks with his familiar trick-fall hoofing. However, a new gag or two would do his patter no harm.

Connie Boswell, of course, tops bill. Her chirping gets good production, with half a dozen listening cuties grouped around her. The Louisiana thrush has audience lined up before she is halfway thru one chorus of *Ain't Misbehavin'* and continues strong with a medley of *You'll Never Know*, *Wishing* and *Let's Get Lost*. Throaty croon of *Wing and a Prayer* makes a smart finish.

Finale features Eight Co-Ed Jivesters, sepia hepcat combo, in torrid boogie-

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Orpheum, Los Angeles
(Reviewed Wednesday Afternoon, July 14)
Rochelle and Beebe, comedy dancers, netted a show-stop. Jane Beebe, a cute miss with a deep sunburn that shows out against a white flowing gown, mugs plenty effectively. Rochelle swings and spins her with ease.

Ben **ROCHELLE** and Jane **BEEBE**
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woogie session, backed by Roxyettes. Wind-up slows tempo into *Stormy Weather*, a natural lead-in to screen feature.

Bob Francis.

State, New York

(Reviewed Thursday Evening, July 22)

Ninety per cent full house at show caught, despite film weakie, Columbia's *What's Buzin's Cousin?* is a tribute to Jackie Miles and Slapsie Maxie Rosenbloom, current headliner. Miles, held over for a second week before heading coastward to make an MGM pic, keeps this nicely balanced show moving at a smart clip and gives out with his sock brand of comedy.

Opener is the Jim Wong Troupe (four men and a girl), whose acro-contortion is, as ever, something for the book. Their terrific reception got the bill off to a good start. Carol Gould, attractive dark-haired chanteuse, followed and did *Wait for Me, Mary, Blue of the Evening*, and *When Johnny Comes Marching Home Again*, her standout number. Arrangement is lush and dramatic and the girl, for some reason, displays far greater restraint and control of her throaty pipes on the war tune than on *Mary or Evening*. Got big hand, after an only luke-warm start. Miles does some more audience-winning for the singer with a cute and comic "thank you" gag.

Next on is Arthur Blake, mimic, with impressions of 11 (count 'em, 11) film stars. There's a real satirical bite to Blake's work that socks it across, and he showstoppers. He had to do two encores, one of Eleanor and the other on F.D.R. straight and serious. Blake could have won more applause than he got. L. Barrymore and Garbo bits seemed weak.

Here Miles took over and for nearly 15 minutes piled up the laughs with his pop song and soap opera routine, the burly candy butcher bit, the swish songster, a 60-second review of the entire foregoing part of the show for a stooge who comes in late, and his hilarious Sinatra impression. The show review bit clicked big. Only fault with Miles's emceeing is a tendency to introduce each act with the same line, "... when it comes to the art of," etc. This minor flaw of introductory repetition mars ever so slightly an otherwise flawless performance.

Blair and Dean, doubling from the Riobamba nitery, bring a lilting and refreshing dance note to the show. Team is young and vivacious, and terps with grace, charm and verve. Did three numbers, featuring exciting lifts and spins, and went off to a solid handclapping.

To close, Miles brings on Maxie Rosenbloom. The "champ" is obviously still remembered and well-liked. Aided by stooge Sid Fields (Guffey on the Cantor airshow), Maxie does okay just by being Maxie, which is little and all that can be said about him.

Sid Joseph.

Music Hall, New York

(Reviewed Thursday Evening, July 22)

New stage show is designed around the Don Cossack Chorus, a holdover from previous bill. Spec is titled *Gala Russe* and lives up to monicker throat. Atmosphere is Russian as caviar.

Production is lavish and plenty of imagination has gone into Bruno Maine's sets. Costume notions of Willa Van and Marco Montedoro are also tops. It's an eye-filler.

Muscovite mood is set with Tchaikovsky's Fourth Symphony, with Erno Rapee holding baton on the house orchestra. Cossack choristers are spotted next and score another solid sock under the effective direction of tiny Serge Jaroff. Current selections are *Blessed Is The Man*, *Berry Picking* and a rousing something called *Little Apple*. Troupe gets big

hand and call-backs.

They appear again, chanting not quite as effectively, as choral backing to prelude of ballet sequence, *Legend of the East*. Last is led by Muriel Gray and Nicholas Daks, who team competently. Top appeal, however, stems from Florence Rogge's superb schooling of M. H. ballet corps. Miss Rogge's routines plus class setting and costumes are optical treat of week.

In comedy column there is Walter Dare Wahl with familiar comedy acro routine. Wahl is sure-fire and clocks plenty of laughs as a Russian stevedore.

Rockettes add a touch of old *Chanve Souris* with a socko revival of *Parade of the Wooden Soldiers*. Best drilling this side of West Point. It's one of Russell Markert's best stepping sales.

Strong biz at show caught.

Bob Francis.

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, July 21)

Vaughn Monroe and orchestra (five reed, four rhythm, six brass, exclusive of the maestro's trumpet) share marquee honors with the Radio Rogues. Opener found a packed house. Supporting acts, Sylvia Lane, Lorraine Krueger and Gene Sheldon and Loretta, offer good entertainment. Monroe makes a good emcee.

Monroe dishes out a palatable brand of sweet swing that goes a long way in pleasing the youngsters. Even the behind-the-curtain theme playing brought applause, with Monroe vocally socking over *When the Lights Go On Again*, followed by a trio of trams highlighting the all-outer on *Harvard Square*. On the latter Monroe's trumpet also is an asset.

Saxist Ziggy Talent proved a near sensation with his novelty vocals, which included *When I Grow Up*; *Sam, You Made the Pants Too Long*, and *I Can't Dance*, the last-named with gestures. Monroe follows this with *Taint But the One*, another all-outer, to good results. *You'll Never Know* allows Monroe to add additional effective vocal force, with the kids going ga-ga at the start. The winsome Murphy Sisters (3) help on *Let's Get Lost* and take over on their own for *Slender, Tender and Tall* and *Be-I-Bi*. Gals sock their lyrics and prove a most listenable group. Also have plenty of animation and good harmony. A wind-up for the band was *Stop Watching the Clock*, with Monroe and the Murphys lyricizing in swell fashion.

Sylvia Lane, a blond looker, takes high honors with her honeyed chanting of *You're So Good to Me* and *I Don't Want Anybody*. Pert, Miss Lane puts plenty of bounce in her tunes.

Lorraine Krueger, platinum lovely, opens with an average vocalizing of *Let's Fall in Love*, but follows it with clean cleating that wins the house. Her three dance routines clicked solidly.

Gene Sheldon, with his banjo, turns in a good bit of musical nonsense and clever comedy pantomime. In a Harry Langdon make-up, Sheldon does comedy banjo strumming before getting down to business. With Loretta as an able assistant, his pantomic work runs wild. Had to beg off after coming back for a round of banjo work.

The Radio Rogues ran the gauntlet of movie and radio star imitations. Male trio does good work on imitating voices and singing. Material is good. For a finish do President Roosevelt in a plea for more War Bond sales for the building of the Cruiser Los Angeles. Timely finish and well done.

Screen shows *Hi Ya Chum*.

Sam Abbott.

Review of Unit

George White's "Scandals"

(Reviewed at the Orpheum Theater, Denver, July 14)

Show experienced train trouble in getting to Denver, and performance was a bit rough opening night. First show was delayed an hour, thus upsetting the day's schedule.

The Slate Brothers deserve credit for tying together a string of acts into a fast-moving show that was well received. Good-looking chorus opens with a slug-talk about White realizing that the patrons want talent and not flesh. They proceed to disprove this theory by getting out of rather voluminous costumes and into something quite a bit less. Number was hampered, as were several others, by poor support from the ork, an unrehearsed local outfit.

Stripping idea was carried into the next two numbers. Carol Adams, tap

Detailed Deductible Expense Figures Being Worked Out By AGVA for Pay-Go Exemptions

Ruling Expected Within Week After Guild Submits Suggestions

NEW YORK, July 24.—Pay-go settlement moved another step forward this week in Washington when Mortimer Rosenthal, AGVA national counsel, met with internal revenue officials and reached a basis upon which a ruling will be handed down next week.

Understanding is that I.R. will accept a flat percentage for reasonable deductions to cover all expenses of an act, from booking fees to room and board. The latter, of course, will only be allowed when the act maintains a bona fide home elsewhere. There will, in other words, be two acceptable percentage deductions.

How much this allowable percentage will be, and what it will cover, is an AGVA problem, points out Matt Shelvey, national administrator of AGVA. Revenue officials have requested that the figures be established by the Guild and sent to Washington at once, for, state the Treasury men, the sooner the AGVA-

suggested "reasonable deductions" are before us the sooner we will be able to rule on what theaters and clubs may exempt from pay-go assessment.

While many acts would prefer to function on a detailed expense statement basis, this, stated the internal revenue, involves both the "employer" and the "employee" in such involved bookkeeping that only a fixed percentage is workable.

NITERY BIZ BOOM

(Continued from page 3)

production of bigger shows, which are expected to produce heavier talent budgets and with it bigger collections in the cash register. Many clubs are already planning their post-summer shows. The Latin Quarter will unveil its new edition the latter part of September, while other clubs are just starting to design their fall displays.

In all cases, talent budgets will be increased. Name acts currently on the Coast are expected to be brought back, while other performers now with the USO will wind up their tours in time for a starring spot in local night spots.

Influx of these names is expected to lure more nitery and vaude patronage.

The transportation situation is also likely to affect local nitery and vaude attendance. While there is some optimistic outlook that the East will get more gas for August, increase of fuel requirements for heating purposes is likely to cause the withdrawal of that concession once colder weather comes along.

This will have the effect of keeping in the natives. Out-of-towners are expected to use regular bus and train facilities for regular visits to New York and week-ends will be heaviest.

Another factor that will influence nitery business is the increase of legit musicals. New hit shows are considered the strongest hypo for the late night club trade.

Liquor, Talent May Be Hitch

Only dismal spots in the fall and winter outlook is the liquor and talent shortages.

Schnapps is declining rapidly and with no new production operators expect a serious shortage to develop within a year. But liquor stockpiles of most operators are looked upon to take care of immediate needs for some time to come.

If the liquor shortage reaches serious proportions, operators will remove the minimum charges and substitute a cover charge. This will have the effect of reducing consumption without decreasing revenue. This plan may make its appearance in the fall. The hotels have long found this policy successful and there is little reason to think that it will not work as well in niteries.

Talent shortages have had the result of forcing performer prices upward, which so far has worked little hardships on night spots. Two outs have been proposed if the middle names become high priced. One of these, which the Chicago Latin Quarter group is expected to use at a spot in New York, is to buy only top names and have the show supporting the names easy on the b. r. The other out, which is already being used by Billy Rose, is do real shows without top names or any coin names and build the name of the show itself up with ad space. Billy Rose, whose name isn't B.R. without reason not only does this but builds up the show names strongly enough so that the show will pull when he sends it on tour.

There's going to be real nitery business this fall—and the boys will provide ways not to miss the coin.

Clubs Co-Op With Military Curfew

NASHVILLE, July 24.—Military officials in this area have established a midnight curfew for all army, navy and marine personnel, and it is being strictly enforced.

Local night clubs are co-operating fully, with the majority closing at midnight. Those that do remain open make an announcement shortly before curfew hour calling attention to rule.

W. Kyle Davenport, operator of the Plantation Club, is now opening at 5 p.m. and closing at 4 a.m. All advertising stresses suggestion that military personnel come early and leave by curfew time. Defense workers are invited to come late and stay on.

dancer, comes on in evening gown; chorus removes it, and Carol dances, but not too well. Mechanically, she did an excellent job, but failed to sell the act.

Nelson Sisters, in a trapeze and gymnastics number, were the first to get a good enough hand that justify a curtain call. The Nelsons also wear evening gowns, which the chorus removes. Act moves fast and is well done.

Slate Brothers, in their first appearance, utilize a lot of their standard gags, but the audience liked them. However, boys had to get into the blue stuff to really pull laughs.

Linda Ware, good-looking singer, got one of the toughest breaks of the evening when the sound system went dead just as she started to sing. However, the audience pulled for her and hushed so she could be heard. Her second number, *I Said No*, which she did with a soldier from the audience, was especially well received.

Slate Brothers return with a bit on the use of stand-ins for movie stars. Stunt well acted out, but lines were muffed on several occasions.

Linda Ware returns with the chorus to do *Brazil*, the sound system with her this time. However, she didn't do as well as with her two previous numbers.

Buck and Bubbles, colored team, started slowly with songs but warmed up the audience when they got into their comedy dances and patter. Ended up with the biggest hand of the evening. They should forget their serious renditions of tunes.

Slate Brothers are back with an audience-participation stunt. Five soldiers selected from the audience have a hat-changing contest, with the winner getting a kiss from Fay Carroll, billed as "the most perfect woman." Stunt went big. Miss Carroll also sings a number with the Slates, carrying on a comedy routine at the same time. It was probably just as well, as her voice isn't of the quality to justify a solo.

Finale has the entire company out to *Are You Havin' Any Fun?*

Film, *Forever and a Day*.

Bill Welsh.

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CHI HOUSES BREAK RECORDS

Roy (Hoss Opera) Rogers Draws Wow 28G At Oriental; Donegan, Sweethearts Ork Hang Up New Record at Regal, \$24,400

CHICAGO.—Roy Rogers, the Harry James of the outdoors, brought into the Oriental (3,200 seats; \$20,000 house average) his horse Trigger and a can containing one of his latest Republic horse operas, *Song of Texas*, and gave the house a sensational \$28,000 week, ended July 22. While most of his patrons were kids, many customers were adults who, willing or not, had to bring those youngsters in and take them home. Coming in on a deal made for him by Republic, the management has rolled up one of the most profitable weeks to date. It was the pic firm's idea to get a first-run for a Rogers Western, with the money angle of secondary importance. The lines were long and a daily sight, and plenty of overflow turned to the Chicago Theater, an occurrence which is usually practiced in reverse. Rogers stills in front of the house and within reach didn't stay up very long and inside the lobby thousands were sold at 25 cents per. Among acts in support to Rogers was Henny Youngman, the comic, whose material was never tested before a kid audience before—as he found out.

Another record date for week ended July 22 was turned in at the Regal Theater, the Balaban & Katz house in the colored district, which grossed \$24,400, new high, and played to 55,000 people. The attractions were Dorothy Donegan, name boogie-woogie pianist; the International Sweethearts, 17-girl band, which attracted a big \$15,500 last October here, and Alan Ladd in *Lucky Jordan* on screen. Last Regal record holder was Andy Kirk, with \$22,170 for week of July 2.

Chicago Theater (4,000 seats; \$40,000 house average) had Charlie Barnet and his band unit for the first time, week ended July 22, and closed with a \$43,000 gross. While above average, figure is weak for a late July date due to the normally heavy vacation trade. Management looked at band as a misbooking

due to its Harleminish style. Screen had *Background to Danger*.

Week of July 23, Oriental opened okeh with Del Courtney and band, and Jerry Colonna, plus second run of *Reveille with Beverly*, billing Frank Sinatra. Chicago looks for a big week with Woody Herman and band, plus *Pilot No. 5* (Metro).

Heidt Ork a Dilly \$28,500 in Philly

PHILADELPHIA.—Horace Heidt and His Musical Knights, with Frankie Carle, were bell-ringers for week ended Thursday (22) at the Earle Theater (seating capacity, 3,000; house average, \$18,000). Carrying the entire bill and bucking intense heat, the band show hit a fat \$28,500. Fred Lowery, Ollie O'Toole, Tudy Williams, Donna and Her Don Juans, Henry Russell, Warren Cozington, Buddy Yeager and the "Treasure Chest" audience-participation stunt were featured. *Salute For Three* on screen.

New bill opened Friday (23) entirely on the feminine side, with Ada Leonard's all-gal band, movieband's Virginia Weidler, Mitzl Mayfair, and Nan Rae with Mrs. Waterfall. *What's Buzzin' Cousin?* on screen.

"Scandals" Scores In Denver, \$20,900

DENVER.—George White's *Scandals* unit grossed \$20,900 during a seven-day engagement at the Orpheum here, ended July 20. Gross was \$5,000 under the record set by Tommy Dorsey during an appearance here earlier in the summer. Film was *This Land Is Mine*.

Presentation of the *Scandals* marked the second use of flesh by Manager Mark Alling since his recent transfer here from the Golden Gate in San Francisco. He will continue to book top units.

Teagarden, Lucas Neat 15G in L. A.

LOS ANGELES.—Stageshow headed by Jack Teagarden and orchestra and Nick Lucas knocked off a neat \$15,000 at the Orpheum (2,200 seats) week ended Tuesday (20). Also on the bill were Rochelle and Beebe and Ray Wilbert.

Pic, *After Midnight With Boston Blackie*. Orpheum has 65 cents top.

Kay 14½G in Omaha

OMAHA.—Herbie Kay's ork and stage-show grossed \$14,500 for seven-day showing at the Orpheum Theater (3,000 seats). Also on stage were Ray Parker, Ross Sisters, Eddie Rlo, and Taylor Trout and Mickey. Pic, *Night Plane From Chungking*.

Spike Jones and His City Slickers opened here July 23.

Holdovers Ease; Paramount 56G, Charm Girls and "Canteen" 65G; State 23Gs; New Shows Pulling

NEW YORK.—Business is off 10 to 15 per cent at Broadway houses. Only the weekly change houses, Loew's State, Paramount and Capitol hit average takes. Any one of three excuses are offered for the drop, but fact that all are holdovers might be the answer. Other excuses are the weather and withholding tax.

The Paramount (3,664 seats, \$55,487 house average), running into fifth week of *Dixie* and stage bill featuring the *Andrews Sisters*, with Mitch Ayres and Tim Herbert, will hit \$56,000, which just tops the outgoing picture sign. Week by week drop for this bill shows that *Andrews Sisters* hold up well. Take started with \$72,000 and went slowly down week by week to \$65,000, \$66,000 (no down this week), and then last week \$60,000. If it ups next week then weather and pay-go fear may be more than excuse, for it takes about a week for the b.o. to get over an idea.

The Strand (2,758 seats, \$39,364 house average) on the fourth and final week of *Background to Danger* did \$32,000. This checks out Hal McIntyre's ork, George Tobias and The Three Stooges, as well as the pic. *The Constant Nymph* is current, with the stage show featuring Connie Haines, Perry Como and Carmen Cavallaro Ork. The checked-out bill started at \$58,000, eased second week to \$45,000, then hit \$40,000.

The Roxy (5,835 seats, \$50,067 house average) did \$58,000 on the final and sixth week of *Coney Island*. Enric Madriguera Ork, Carmen Amaya and Jack Durant helped to hold up better than average run which started at \$105,000; rest took \$80,000, \$95,000, \$70,000 and \$60,000. *Stormy Weather*, all-colored pic and all-white stage show, with Connie Boswell, Russ Morgan and Ork and Ray English, looks good to top *Island's* first week of \$105,000.

The Capitol (4,627 seats) is holding up remarkably well. Naturally, *Stage Door Canteen* deserves credit, but Hour of Charm Girls, with Phil Spitalny, also deserve heavy okay, as they are the stage show, without comedy support. Combo did same as last week, \$65,000, and started run with \$74,000. Other takes were \$70,000 and \$64,000.

The Music Hall (6,200 seats, \$95,402

average) did \$85,000 in final week of *The Youngest Profession*. Credit for this and previous week's business must have been given to the Don Cossack Chorus, as they've been held over, with the picture being eased out. New pic is Cary Grant's *Mr. Lucky*. Previous weeks did \$110,000 each, for the first two weeks, before it dropped to \$98,000 and \$90,000.

Loew's State (3,327 seats, \$22,856 house average) has pic debut this week with *What's Buzzin' Cousin?* Jackie Miles has been held over, with "Slapstie Maxie" Rosenbloom the new stage name. Jackie, with *Bataan* last week, did \$4,000 under expectations, but management didn't blame him.

BURLESQUE NOTES

NEW YORK:

MARGIE HART headed a host of talent which entertained at Fort Slocum, N. J., July 20. . . . BILLY (GROGAN) SPENCER, still another of the veteran burly comics to take stagerdoor jobs. He's on guard at the WOR Guild Theater. . . . ELINORE METNICK, former tap dancer, is the new office chief in the Phil Rosenberg (Hirst Circuit) booking office. . . . DAVE KINDLER, a comic on the old Columbia wheel who left burly in 1929, is now a mechanic in the Brooklyn Navy Yard. . . . JAI LETA finishing four weeks at the Hit Hat, Tampa. . . . GEORGE LEWIS and Jack Coyne have left for overseas with a USO-Camp unit. . . . CHARLES (PEANUT) BOHN and Kenza Vinton, with USO Tabloid Troop No. 7, played 10 days in Orlando, Fla., and continues at Miami, Tampa and other Florida camps until September 1. . . . EDDIE CHESTER, emcee, has moved to Ernie's, Greenwich Village. . . . JACK DIAMOND, comic, discharged by Uncle Sam because of physical disability, has teamed with Sid Stone for a vaude act. . . . SID KRAMER has wound up his concessionaire duties at the Howard, Boston, and is back orating for Tom McKee's Aqua Gals in Luna Park, Coney Island, N. Y. . . . BILLY WAGNER, comic, is playing a summer's engagement at Paramount Lodge, Greenfield Park in the Catskills. UNO.

Irons Plans Stock for Chi

CHICAGO, July 24.—Warren B. Irons, former burlesque operator, is readying a stock company to present farce comedies at the Forrester Theater here. He plans to start rehearsals as soon as a cast can be assembled. Because of the draft, he is finding difficulty getting juvenile men.

MILWAUKEE.—Empress, local burly house, closed for the summer Sunday (18) and reopens around September 3. Week-end summer policy was attempted, but biz was way off.

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BURLESQUE PEOPLE & MEN SINGERS
 ROAD SHOWS starting August 20.
 Full Season's Work—Singing People NOW!
Contact: Milton Schuster
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WANTED CHORUS GIRLS
 Top salary, long engagement, day off, reasonable living conditions. Contact **DEWEY MICHAELS**, Palace Theater, Buffalo, N. Y.

WANTED—CHORUS AND SHOW GIRLS

Must be young, slender and attractive. Salary \$40.00 net per week. Transportation paid by theater. Two shows daily. No midnights. Long season opens August 16th. Rehearsals August 9th. Half salary for rehearsal prior to opening.

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ALLEN GILBERT, Producer

BURLESQUE PRINCIPALS WANTED
 ALSO CHORUS GIRLS
 For **FRANK BRYAN'S**
CASINO THEATRE, BOSTON, MASS.
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Liquor Shortages Fold Spots

State Control Bars Hit; Closings in Detroit; St. Louis

DETROIT, July 24.—The acute shortage of liquor in Michigan is resulting in the folding of a number of cocktail spots and niteries for the summer. Most operators admit that they want to conserve their dwindling stocks of liquors in order to have them on hand during the cold weather. Liquor commission here has announced that the start of rationing next month will favor the package customer who will get the preference over the bar patron.

Among the spots here to fold up for a month or longer include Nebolo's, West Side spot; Ken Roberts's Bar, and the Corktown Tavern, which shuts August 1.

Operators of lounges in States where the government has direct control over the liquor distribution are in a bad shape. Their supplies are cut to the bone at a time when business is reaching a new peak.

The shortage of liquor folded the swank Savoy Lounge, St. Louis, after six months of operation. Management could not supply the trade with drinks and switched to a "bring your own" policy, but the gag didn't work.

In Pennsylvania lounges have been limiting the sales of brands of drinks. Owners of after-dark establishments in the Keystone State claim they are getting only about 25 per cent of last year's purchases, as against the 60 per cent promised them by the State Liquor Board.

Units for Memphis Spot

MEMPHIS, July 24.—W. L. Vesey, who has been operating La Fiesta for the past several years with juke box music, has switched to small combos. Angelina

And We Saw the Check

CHICAGO, July 24.—About six months ago Chuck Wright was banging away at his piano in the Skyride here when two couples from the Illinois corn belt, who were doing the town, dropped in. So impressed were they with Wright's eagerness to please, they invited him to the table. Before the evening was over, one member of the party promised Wright—"If my ship ever comes in, there's a G-note in it for you in appreciation of the way you've entertained us."
Months went by. Wright forgot the incident when—you guessed it—yesterday a letter arrived from Mendota, Ill. In it was a certified check for \$100 with the note: "My ship just came in. Made a killing in corn. Here's the \$100 I promised you. Have one on me."

and Her Roaming Cowgirls are playing Wednesday, Saturday and Sunday nights to good crowds. Angelina handles the accordion and lead vocals, Garnett Arnold plays Spanish guitar, also slings, and Gladys Webb handles the electric Hawaiian. Place is heavily patronized by soldiers and sailors, but is out of bounds for the WAAC, WAVE and SPAR. It has an attractive adjoining rock garden. Waitresses in their Mexican costumes make a striking appearance.

Radio Unit Into Lounges

PHILADELPHIA, July 24.—Slim and His Gloom Chasers, four men and a girl, for many years featured on NBC and WOR, New York, make a bid for cocktail fame in going under the personal management wing of Jolly Joyce here. Opened at the Circlon Lounge, Allentown, Pa., for two weeks.

Austin Buys Airtime

HOLLYWOOD, July 24.—Gene Austin has taken time over KMTR from 12:06 to 12:30 a.m. nightly, except Tuesday, to popularize his cocktail trio consisting of himself and the Sherrell Sisters. Program emanates from the Blue Heaven, Austin's night club, where the trio is appearing.

PHILADELPHIA, July 24.—Dewey Yesner, operator of the Shangri-La (closed for summer), is keeping the room's bar open, but is not letting the public in on it. By keeping the taps open, Yesner is able to continue buying up his quota of liquor, and over the closed weeks figures on having a healthy reserve of bitters to carry him over the new season.

Jordan Film Deal Set With Universal

LOS ANGELES, July 24.—Louis Jordan, colored leader of the Tympany Five unit, is the latest personality who has started in the cocktail field to be nabbed by the films. He has been signed by Universal Pictures to start as a single in an as yet untitled feature in which he will portray an operator of a "Sugar Bowl." A deal is now pending with the same company for the use of the full unit in a forthcoming musical.

Jordan and the combo start at the Swing Club here August 19.

Off the Cuff

EAST:

MAURICE ROCCO, boogie-woogie pianist at the Zanzibar, New York, started a weekly Coast-to-Coast sustaining quarter hour over the Blue Network Friday (23). . . . J. J. LEVIN, Midwest cocktail unit manager, in New York to be on hand for the run of Dick Buckley, one of his acts, at the Strand Theater.

PHILADELPHIA:

GEORGE MEANS TRIO in the top spot at Melody Inn. . . . DON RENALDO QUARTET, with Gloria Mann, open the new Chateau Renault, Atlantic City, Frank Scaffidi managing the room. . . . BILLY MAPLES AND RODNEY, voice and piano, leave the local scene for Lindsay's Cocktail Lounge, Cleveland. . . . FOUR QUEENS OF RHYTHM set by the Jolly Joyce office for Appelgate Tavern, Atlantic City.

FOUR BLUES into Irvin Wolf's 500 Cafe, Atlantic City, returning here in the fall for the circuit of Lou's Bars. . . . JOHNNY ARTHURS, after a season at the Philadelphia Hotel, takes his unit to the Hillcrest, Toledo. . . . HARRY MCKAY TRIO leaves the local scene for the Golden Dragon Cafe, Wildwood, N. J.

THREE SHARPS, alternating with Rita Joyce's songs, at Long's Musical Bar. . . . MARK HILBURN and the Nomans set at the New Plaza Restaurant, Easton, Pa. . . . SAL TAIBI'S unit set at Carlisle Grille, Allentown, Pa. . . . ROSEMOND, piano vocals, added at Irvin Wolf's Rendezvous here. . . . PAULIE STOHL and His Boys, featuring Ruth Ackerman, at the Wardell Hotel, Phillipsburg, N. J. . . . RUSS TAYLOR at the electronic piano at Max Herman's Music Bar, Atlantic City. . . . ALICE AND HER GIRLS get the call at Bon-nani's Cafe, Trenton, N. J.

MIDWEST:

MARIA KARSON'S MUSICALES got an extension at the Plains Hotel, Cheyenne, Wyo., thru September 7. Girls are get-

ting all decked out in cowgirl regalia for traditional Frontier Days celebration. . . . MACK AND SHANNON set for return engagement at the Eugene Hotel, Monroe, Wis., beginning August 17. . . . VAUGHN AND WHITNEY opening August 9 at Dayton Hotel, Kenosha, Wis. . . . PHIL FORREST remains at Chicago Skyride thru September 18. . . . AL LOPEZ TRIO handed an extension at Garrick Stage Bar, Chi. . . . PHIL AND PHYLLIS now at the Harris Stage Bar, Detroit. . . . The BARDS moved from the afternoon to the evening shift at Chi's Lippe Lower Level.

LOOKING OVER Chi talent last week

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In Demand Everywhere
The OWEN SISTERS
The Nation's Most Popular Girl Trio
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Now in His 3rd Consecutive Year at
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DELBRIDGE & CORRELL
FOX THEATRE BLDG., DETROIT
Personal Management WILLIAM MORRIS AGENCY



Two-Year-Old Recording Revives Mills Brothers Name; \$1,850 for Omaha Week

OMAHA, July 24.—Ralph Goldberg, operator of the Beachcomber here, has bought the Mills Brothers for week of August 7 at \$1,500. He will pay an additional \$350 for doubling them in his Town Theater on a Sunday (August 8). This is the top money Goldberg has yet paid for a unit of this size.

The Mills Brothers, because of a two-year-old recording now doing big nationally (Paper Doll), are back in the limelight, averaging \$2,000 to \$2,500 a week for theater dates and \$1,000 for one-nighters.

Their current tour, following Omaha, will be divided between theaters and one-nighters and will take them East by fall. They go into the Auditorium, Kansas City, Mo., August 14-15 for a \$1,000 a night and follow with the Auditorium, Little Rock, Ark., 16; Legion Stadium, Pine Bluff, Ark., 17; Skyline and Coliseum, Tulsa, Okla., 18-19; Auditorium, Oklahoma City, 20; Trocadero, Wichita, Kan., 21; Meadow Acres, Topeka, Kan., 22; Auditorium, St. Louis, 23; Coliseum, Evansville, Ind., 24; Paramount, Anderson, Ind., 25; Oriental, Milwaukee, 27 (week); Riverside, Milwaukee, September 3 (week); Palace, Columbus, O., 14-17, and Palace, Cleveland, 17 (week).

was C. A. Weatherby, who with Dr. Cusick operates the Theater Bar in Terra Haute, Ind., as well as the Victory Bell and Red Gables clubs, Indianapolis. . . . MIKE McKENDRICK'S International Trio held over at the Theater Bar, Terra Haute. . . . CRA brought HAL THORNTON from the East to open at the Kentucky Lounge, Chicago, July 23. . . . BOB AND SUE FORSYTHE got their third hike in salary and extension at Freddie's Cafe, Cleveland. . . . JEAN JAMERSON extended four weeks at the Mark Twain Hotel, Chicago. . . . LEROY GENTRY opened Fenway Hall, Cleveland, July 20 for four weeks.

AFTER SIX WEEKS in the army, Jay, of Jenita and Jay, are back together again at the Old Hickory, Chicago. . . .

JOHNNY STEVENS (4) set by the McConkey Orchestra Company into the Riverside Boat Club, Ottumwa, Ia. . . .

JULIA LEE moves into the Silver Frolics, Chicago, August 7. . . . AVIS MILLER, accordion and piano-voice, goes into the Kickapoo Cocktail Lounge, Monroe, La., August 14, following a seven-month date at the Gatesworth Hotel, St. Louis. . . .

JEANIE LEITT Duo switched from the New Yorker Lounge to the Continental Hotel, Kansas City, Mo. . . . STREAM-LINERS (3) are set at the Crown Room of the La Salle Hotel, Kansas City. . . .

CURTYS FOSTER (5), septa outfit, signed up with Nick Porozoff. . . .

JERRY FODOR and His Men of Music are booked on Steamer Greater Detroit thru October 15.

MARVIN MILLER, singer currently at Packer's Palladium, Green Bay, Wis., has signed with CRA. . . . BUNNY DILLON, former pianist with Hal Kemp, has joined Preston Sellers and Doc Parker at the Indiana Hotel, Fort Wayne, Ind.

AL AND LINDA DAVIS stay over at the Rose Bowl, Chicago. . . . FOUR CLEFFS have moved into the Lakeside Club, Decatur, Ill., for four to eight weeks. . . . CHARLIE SEEGAR, piano-voice, at the Famous Bar, Akron, is one of the first bookings made by Milo Stelt, new in the Frederick Bros.' cocktail department, Chi office. . . . MELODY MAIDS, veteran Chi trio, start at the Commercial Hotel, Elko, Nev., August 1. . . . LICATA BROTHERS (3) open at the Hoffman Hotel, South Bend, Ind., August 2. . . . FRANK GREGORICH, operator of the Maple Club, Peru, Ill., was in Chicago last week looking over the cocktail units working local spots. . . . JOE PERRETTA (5) stays over at Radisson Hotel, Minneapolis, thru August 26. . . . LARRY LEVERENZ, organ-piano, into Cafe 39, Richmond, Ind., for three weeks with options. . . . NIK AND BERNYCE NEVEL have opened at the new Hotel Governor, Jefferson City, Mo. . . . TOMMY MANN (5) signed by Nick Porozoff, of the McConkey Orchestra Company, Kansas City, Mo. Started at the Ace of Clubs, Odessa, Tex.

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PROFILES



JO-JO

Jo-Jo, big, blond newcomer billed as the "Singing Ton of Dynamite," went to New York from Detroit, and prior to that attended Hamburg Conservatory, Toronto.

Her experience was gained in the Middle West, where she appeared in Chicago's 500 Club and the Bowery, Detroit.

Jo-Jo handles blues, torch numbers and jump tunes with equal ease. In addition, she is a capable pianist and incorporates a lively dance style into her presentations.

Her current stand is at one of New York's five centers, Kelly's Stables.

She is handled by Jean Rose of the Mike Special office.

Fuehrer's Face is one). Wayne Marsh, good-looking kid, plays trumpet fine and sings the romantic ballads that draw the aha from the femme trade. Jack Stillman is the hefty guitarist, with a good voice for ballads. Al Witte, accordionist, plays well and helps out on comedy.

In all, this is a hep outfit recommended for spots catering to patrons under 65. Sam Honigberg.

The Four Senators

(Reviewed at Lounge Bar, Statler Hotel, St. Louis, Mo.)

Bright, bouncy, rhythms dispensed for dancing are the forte of this veteran combo, aware on how tastes run and how to cater to patrons. Manager is Bob Roberts, guitar, and he handles the bunch smartly and shrewdly. Front man who sells the music is Danny Danford, saxophonist.

Instrumentation also includes Don Finerty, bass, and Alex Asheyckik, accordion. Girl vocalist is Jo-Anne Ryan, new to the group, having replaced Betty Lynn, Danford's wife. Miss Ryan is attractive and her voice is more than capable for the pops and ballads.

Senators mix their rhythms wisely and well, varying pops with rumbas, blues and novelty numbers. Library is apparently inexhaustible and diversified, running the gamut from the oldies to the newest releases. Versatility is evident, bunch switching instruments so often it becomes confusing but remains entertaining. Group's best feature is the sparkle and animation they put into their work. Have the nucleus of a good big-time dance ork. C. V. Wells.

The Four Spaces

(Reviewed at Villa Riviera, Long Beach, Calif.)

Blending piano, trumpet, sax and bass, the Four Spaces, male group, turn out a fine brand of musical airs. Polished in appearance, group is paced by Taft Baker, bass and guitar, with Bob Barbay, who started out with Baker in a small combo seven years ago, at piano. Gail Green takes trumpet honors and Bill Hardman, newcomer, is on clarinet and sax.

Spaces can turn out any brand of music. Library is up-to-the-minute, with swiny and bouncy arrangements by Baker and Barbay. Green emsees, and his muted trumpet on south-of-the-border tunes is an asset.

Spaces are strong on vocals, with Baker, Green and Hardman doing solos. Barbay joins to make a vocal quartet.

Spaces know showmanship and fit into class spots. Offer good variety with a smooth finish that makes for top listening. Sam Abbott.

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; rc—roadhouse; re—restaurant; t—theater.

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

A

Alma & Roland (Shoreham) Washington, h. Ames, Bill (Belmont Plaza) NYC, h. Ames, Honey (Louise's Monte Carlo) NYC, nc. Ammons & Johnson (Forest) St. Louis, p. Andrews, Avis (Zanzibar) NYC, nc. Andrews Sisters (Paramount) NYC, t. Arden, Kay (Neptune Room) Washington, nc.

B

Baldwin & Bristol (Riverview Beach) Pennsylvania, N. J., p. Ballne, Dorothy (Mount Royal) Montreal, h. Ballatores, The (Beverly Hills) Newport, Ky., cc. Barrys, The (Pierre) NYC, h. Beal & Jefferies (Circle) Hollywood, cl. Belmore, Barbara (Latin Quarter) NYC, nc. Bergei, Jerry (Riobamba) NYC, nc. Bernard, George, Dancers (Glenn Rendezvous) Newport, Ky., nc. Berry Bros. (Zanzibar) NYC, nc. Black, Betty (Tic Toc) Montreal. Blackstone, Nan (Tommy Joy's) Utica, N. Y., nc. Blanche, Jean (Palace) Columbus, O., t. Blane, Rose (Riverside) Milwaukee, t.

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Bodanya, Natalie (Blue Angel) NYC, nc. Briggs, Bunny (Buffalo) Buffalo, t. Britton, Pamela (Latin Quarter) NYC, nc. Brown, Dolores (Onyx Club) NYC, nc. Brother, Mitchell (Versailles) NYC, nc. Brown, Randy (Helsing's) Chi, cl. Brown, Walter & Jean (Primrose) Newport, Ky., 26-Aug. 5, cc. Buckley, Dick (Strand) NYC, t. Buckwalter, Junior, Marimba Queens (Hamid's Pier) Atlantic City. Burton's Birds (885 Club) Chi, nc.

C

Cachita (Don Julio's) NYC, nc. Cadmus, Bill (Enduro) Brooklyn, cl. Calgary Bros. (Beverly Hills) Newport, Ky., cc. Californians, Two (Marty Bohn's) Wildwood, N. J., nc. Callahan Sisters (Hurricane) NYC, nc. Cantu (100 Club) Des Moines, nc. Capella & Patricia (Strand) NYC, t. Carl & Frances (Palace) Cleveland, t. Carlisle, Charlie (Bowery) Detroit, nc. Carmen, Lee (Phillips) Kansas City, Mo., h. Carr Bros. (Paramount) NYC, t. Carroll & Gorman (Mother Kelly's) Miami, nc. Carroll, Ruth (Beverly Hills) Newport, Ky., cc. Carver, Zeb (Village Barn) NYC, nc. Chords, The (Mounds) St. Louis, cc. Claire, Dorothy (Sherman) Chi, h. Claire, Vera (Phillips) Kansas City, Mo., h. Claudet, Marguerite (Hofbrau Theater) Lawrence, Mass., re. Colonna, Jerry (Oriental) Chi, t. Como, Perry (Strand) NYC, t. Conrad, Cliff (Embassy) Brooklyn, nc. Conte, Henrietta (Traymore) Newark, N. J., nc. Continental Skaters (Leon & Eddie's) NYC, nc. Cortez, Florez (Te Pee) Miami, nc. Crater, Nick & Dolly (Fair Park Casino) Greensboro, N. C. Crum, Robert (Sherman) Chi, h.

D

D'Arcy Girls: Lowell, Mass., 26-31; Holyoke Aug. 2-7. Daniel, Mary Ellen (President) Kansas City, Mo., h. Daye, Henry (Neptune Room) Washington, nc. Davis, Bus (Trouville) NYC, nc. Debutones (Latin Quarter) NYC, nc. De Croff, Ann (Astor) Montreal, nc. Delahanty Sisters (Ace Calmo) Hollywood, nc. Del Rio, Diane (Kitty Davis) Miami, nc. De Vries, Sharon (Kitty Davis) Miami, nc. D'Ivans, The (Chase) St. Louis, h. Dombey, Ken (Puritas Springs Park Rink) Cleveland, p. Donegan, Dorothy (Latin Quarter) Chi, nc. Dooley, Phil (Kentucky Lodge) Chi, cl. Doyle, Eddie & Amy (Cat & Fiddle) Cincinnati, nc. Doyle, Mary Jane (Phillips) Kansas City, Mo., h. D'Key, Phil (Bismarek) Chi, h. Durante, Jimmy (Fort Hamilton) Brooklyn 30; Brainbridge Naval Training Station, Md., Aug. 3. Dwight & Gordon (Continental) Kansas City, Mo., h.

E

Ebonites (Sky Bar) Cleveland, cl.

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Edmunds, Freddy, Trio (Colonial) Hagerstown, Md., h. Edwards, Cliff (Stanley) Pittsburgh, t. Eldridge, Jean (Lookout House) Covington, Ky., nc.

Emerald Sisters (Fort Devens) Worcester, Mass., 28-30; (Camp Endicott) Providence Aug. 2-4. Evans, Bob (Riverside) Milwaukee, t.

F

Farner, Evelyn (Chez Paree) Chi, nc. Fay & Gordon (Baker) Dallas 13-31, h. Fields, Sidney (Riobamba) NYC, nc. Fisher, Sid (Vodvil Lounge) Chi, cl. Fitzgerald, Ella (Zanzibar) NYC, nc. Flash, Strut (Leon & Eddie's) NYC, nc. Foley, Mary Ann (Sky Bar) Cleveland, cl. Forsythe, Christine (Oriental) Chi, t. Forsythes, The (Freddie's) Cleveland, c. Foster, Gloria (Monte Carlo Beach) NYC, nc. Frakson (Versailles) NYC, nc. Franklin, William (Village Vanguard) NYC, nc.

G

Galante & Leonarda (Blackhawk) Chi, re. Garrett, Patsy (Sheraton) NYC, h. Gaudsmith Bros. (Latin Quarter) NYC, nc. Gay Blades (St. Charles) New Orleans, h. Gerlty, Julia (Sawdust Trail) NYC, nc. Gifford, Gordon (Belmont Plaza) NYC, h. Gilbert, Ronnie (Tic Toc) Milwaukee, nc. Glover & LaMae (Broadmoor) Colorado Springs, Colo., h. Gomez, Don (Kilbourn) Milwaukee, h. Green, Jackie (Latin Quarter) Chi, nc. Green, Mitale (Chez Paree) Chi, nc.

H

Haines, Connie (Strand) NYC, t. Hall, Dale (Papiano's) Salt Lake City, c. Hannon, Bob (Plaza) NYC, h. Harris & Shore (Palace) Columbus, O., t. Harrison & Fisher (Latin Quarter) NYC, nc. Hart, Marge (RKO Boston) Boston, t. Hearn, Bobby (Ben Franklin) Phila, h. Henning, Pat, & Co. (Earle) Washington, t. Herbert, Jack (Edgewater Beach) Chi, h. Herbert, Tim (Paramount) NYC, t. Hibbert, Byrd & LaRue (Latin Quarter) Chi, nc. Hilda, Irene (Casbah) NYC, nc. Hildegarde (Copley-Plaza) Boston, h. Hillard, Harriet (Palace) Columbus, O., t. Hoffman Sisters (El Rancho) Las Vegas, Nev., nc. Holliday, Billie (Palace) Cleveland, t. Holst, Jack, & Milady (Earle) Washington, t. Howard, Mary Jane (Oriental) Chi, t. Howard, Willie (Folles Bergero) NYC, nc. Hughes, Ramona (Tic Toc) Milwaukee, nc.

I

International Revue (Beverly Hills) Newport, Ky., cc.

J

Jagger, Kenny (Sportsman's Club) Indianapolis. Jaxon, Great (House of David) Benton Harbor, Mich., p. (See ROUTES on page 44)

PRINCESS CHIO WORLD FAMOUS CHINA DOLL Now BEVERLY HILLS COUNTRY CLUB NEWPORT, KY. Thanks TOM BALL, 48 W. 48th St., N. Y. C.

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REVIEWS

Joe Franks and His Advocates of Swing

(Reviewed at Club Silhouette, Chicago)

Sock unit composed of four talented youths (three 4Fs, one 3A) who peddle fast and loud, musically and vocally. It has developed nicely within the last couple of years on the cocktail lounge circuit.

Boys dish out solid, varied dance sets, using pops and standards, and also sell good cocktail trade comedy.

Joe Franks is bass slapper, with a funny, rubber-mouth face which lends itself to the nutty novelties (Der

HEADLINE HINTS ON GREATEST YEAR BOOK EVER PUBLISHED

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See Music Department

Price Freeze Hits Balto Night Spots; Strict OPA Enforcement Is Expected

BALTIMORE, July 24. — Food and beverages in Maryland night clubs, restaurants and other eating places have been frozen, effective midnight Monday, July 26, the Maryland OPA office has announced thru its Director Leo H. McCormick. The freezing is at the highest level of April 4-10.

Since many Baltimore and Maryland night clubs do not serve food they will not be affected so far as food price freezing is concerned, but they will as far as drink price freezing is affected.

However, many other niteries in Baltimore and the State will be affected both as to the food and drink price freezing is concerned.

According to the price freezing order, night clubs, restaurants or other eating places will not be permitted to eliminate their non-tipping programs, nor are they permitted to step up cover charges. They're not permitted to boost their parking nor entertainment fees either as a means of offsetting any price rollbacks that may be found necessary.

The price-freezing action was taken,

Write Your Own Head

PHILADELPHIA, July 24. — Alan Mayo, who played the rear end of Pansy the Horse in vaudeville and musical comedy for years, was inducted into the army and assigned to special service. He's in charge of a pair of mules.

McCormick said, because prices at these spots were upped too rapidly and were threatening to rise further.

OPA inspectors, aided by local ration boards, will check complaints. Managements of night spots and restaurants have been warned that violators will be punished by invoking criminal and civil penalties.

Spot Bookings for St. Loo Ambassador

ST. LOUIS, July 24. — Ambassador, local Fanchon & Marco house, returns to spot bookings August 5 when Tons of Fun, the R. W. Rogers unit, comes in for a week. House uses a number of fresh shows per season, in accordance with an agreement made with the local musicians' union.

Fun unit lays off during July but cast will still star Billy House and feature Baron Novak "smallest man (23 inches) in the world." Line-up will also have the George Bernard Dancers, Ted and Flo Vallet, Lee Royce, Dorothy Ates, the Three McNally Sisters, and the Chords (2). Rogers is part owner of the Wallace Bros. Circus.

RENE GUNSETT (of Maarcya and Rene Gunsett) is a private at Camp Walters, Tex. . . . WAYNE EVANS, novelty act, is in the Army Air Force technical school at Scott Field, Ill.

Nitery Tag Lifted by YWCA For Soft Drink, Juke Box Anti-Juve Delinquency Spots

Twenty-Four-Hour Sessions Solve Kid Hang-Out Aches

NEW YORK, July 24. — Humble niteries have long been object of scorn on part of sacrosanct orgs. Stem's after-dark spots have been tabbed by nose-tilting groups as palaces of gin and sin. Nice pipples shouldn't go to night clubs.

So times change, as the guy said. Now comes the austere Young Women's Christian Association and up and swipes nitery monicker to needle kid attendance at org's wartime recreational centers. And now, believe it or not, there is a net of 413 YWCA night clubs across the country.

According to fem group, students and young war workers are making the new night club hang-outs their stamping grounds. In direct competition with roadhouses and gin-mills, many of the dry Y night spots operate around the clock. They offer every form of indoor

sport along with the juke box. Bar, of course, dishes out sodas only.

Youth committees in various locales have undertaken program for talenting clubs with pro artists from armed forces. Servicemen's centers in communities are combed for unformed talent.

In Chi, YWCA factory gals threw a club party for lads at Fort Sheridan and asked that all talented men turn out. Out of the mob stepped a Ringling Bros. razor-blade eater.

Idea of dry night clubs is not entirely new. When juve delinquency reached a high during the depression, some Midwest communities promoted same sort of thing. Lack of management and backing of national org caused a quick fold. YWCA expects to do better with borrowed monicker . . . and war-time dough.

MAGIC

By BILL SACHS

JACK AND ANNE GWYNNE scribble from Wichita Falls, Tex., under date of July 16: "Spent several days recently with Karsten, who in private life is Joe Price, located in the special service department at Fort Sill, Okla., giving and framing entertainment for the men. He's doing a fine job and is well thought of by the soldiers. Our son Buddy is over in North Africa, a pilot in the air corps. In his last letter he said he was happy and well and itching for action. Maybe he's getting it right now. On the way over, he did a show for the officers on the boat. Our show continues to top all USO shows, and it looks as tho we're in for the duration. We meet magicians in every camp and at Fort Smith, Ark., recently we were guests at the beautiful home of Bill Smith." . . . JOE SCOTT, still at the naval base at Lambert Field, St. Louis, infos that he keeps in trim by working an occasional show for the service lads and lassies in the territory. "I get letters regularly from our good friend, Dave Coleman," writes Joe, "and recently met 2-10 Daniel in St. Louis. Also spent a delightful evening at the Savoy Lounge, St. Louis, in company with McDonald Birch, Mabel Sperry, Si Stebbins, Jack Lippincott and Paul Rosini." . . . SID N. LEVINE, well-known Montreal trixster, has been appointed manager of the Arcade Theater, Brownsburg, Que. . . . LORING CAMPBELL and wife are winding up a two-weeker at George W. Pughe's Playland night club in Fresno, Calif., and putting in their idle hours cutting up magical jackpots with the Pughes, George and Eddy. Warner Baxter was a recent visitor to the club, and George, who according to Campbell still lives with a deck of cards in his hand, bowled the movie star over with one of his pasteboard niffles. . . . ASSEMBLY No. 20, Society of American Magicians, Bridgeport, Conn., recently elected the following officers: James P. Ryan, president; Wesley Johnson, vice-president; Dr. Joseph G. Milstein, secretary-treasurer; Charles Monkasy, scribe, and Edward Grella, sergeant-at-arms.

MR. AND MRS. McDONALD BIRCH (Mabel Sperry), that ideal magic couple, made us happy with a visit to the magic desk late Thursday (22), during one of their annual shopping expeditions to Cincinnati. After concluding a successful school season June 23, the Birches journeyed to their summer home at Malta, O., where they will relax until their new season begins early in September. . . . G. RAY AND JUDY TERRELL are holding forth for a couple of weeks at Hotel Fensgate, Boston. . . . JACK HERBERT, the deceptive humorist, is in the midst of a fortnight's stand at the Edgewater Beach Hotel, Chicago. . . . JOAN JOYCE, due to the serious illness of her mother, Orva the Mystic, is sticking close to New York, playing one-nighters in Loew houses in the territory, featuring the substitution trunk. Miss Joyce is exploiting her turn to bookers and theaters with an attractive new two-colored herald. . . . RALPH JOHNSON, stage manager and assistant to Woolridge the Magician last season, is now a private in Co. C, 4th Regt., O.M.R.T.C., Fort Warren, Wyo. . . . JULES KALLEN, of the magical team, Jules and Tita, has been inducted into the navy, and reported for training July 19. . . . DON FRASER, well known in magicdom, typewrites that he has been keeping busy for the past year around his native Salem, Conn., with his chalk-talk and vent turn. On July 28 he will double up with Martin Branner, originator of the Winnie Winkle cartoon strip, to show for the Eastern Connecticut Boy Scouts. It's a yearly event for Fraser and Branner. . . . PRINCE SAMARA (Terry Brady) made the Covered Wagon Days Celebration at Ogden, Utah, July 20-24, and July 30 opens at the Rialto Theater, Salt Lake City, with the pic, *Crystal Ball*. Samara recently bumped into Dr. Silkini, who he says has been playing to good returns in Fox West Coast Theaters with his *Asylum of Horrors*. . . . DELBERT DOUGLAS, Dallas magus, shoots thru a pony for Jack Herbert, to wit: "Jack Herbert is tops with Dallas magicians as a result of his recent two-week engagement at the Baker Hotel here. His genial personality, his keen interest in the art of magic, and his 'regular' attitude toward the local amateurs made an impression on the Dallas boys that they will long remember."

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Slout in Luck; Lands Crew and Keeps Show Out

GLADWIN, Mich., July 24.—L. Verne Slout Players, who were slated to cut short their season and close here last Saturday night (17) due to a shortage of workmen, experienced a last-minute stroke of good fortune which will keep the show going for the remainder of the season.

Just as the members of the troupe were preparing to disband, Manager Slout succeeded in engaging a capable man, with an ample crew, to take charge of the outfit. This will enable the Slout organization to fill its regular summer route on week stands.

Business since the opening at Albion, Mich., June 2 has ranged from good to fair, Manager Slout announces. Late planting of crops, as a result of an extended rainy season, with the farmers working in the fields until late at night, cut into June business considerably. That there is ample money in the territory and a willingness to spend it is reflected in the show's concert receipts and candy sales, Slout says. According to present plans, the company will wind up its summer trek with a limited stock run in Battle Creek, Mich., late in August.

The Dancing Hamiltons have been replaced by Mac Johnston, featured nightly in the concert with his hoofing. Caddy Small, singer of Western songs, has left, her place being filled by Cousin Cecl, the Hoosier Hillbilly. Stanley the Magician continues as a concert highlight. The cast now has Ora Slout, Mary Morris, Emily Stanley, Emile T. Conley, Mac Johnston, Carl Park, William Bale, Guy Stanley and L. Verne Slout.

Bill Slout is now attending officers' training school at the University of Wyoming.

Al Cooper Docks "Dixie" Till Peace

McGREGOR, Ia., July 24.—Capt. Al Cooper, owner of the Dixie Showboat, has tied up his boat at McGregor and announces that he will start again after the war is over. In the show business for 40 years, he has operated the Dixie Queen the last four years.

Cooper is lending his knowledge of the river to the War Department as commander of a coast guard patrol boat on the Upper Mississippi.

Longer Stands

By E. F. HANNAN

A SMALL tent show in New Mexico has been playing three-week stands, but has found it unprofitable away from centers of population. You've got to have natives to keep the ball rolling. You've also got to be able to give plenty of program changes. Few performers can carry on for more than a week without getting stale.

One show which has been in halls and is now under tent got around this by using pictures the first week and flesh the second week. The owner of the outfit says that this works all right, but he still sticks close to centers of population. It's peculiar, but the better class med show will spend more for changes of flesh material than will most any of the other tenters. As a rule, the best of med showmen will buy new material on their own account and throw it to the performers to use. There are several of these shows that keep pretty much up to date by taking on anything new that they can afford.

Gas rationing in some sections, lack of help in others, and general cost of moving a show, even the smallest, have made it almost imperative to stretch the length of the stay in towns but there is no use trying to get blood from a stone. You've got to have customers handy to do business, and you've got to give those customers a run for their money.

Rep Ripples

GENE AND RILLA STUTTSBERY, for many years with the Darr-Gray Stock Company, are located in Pasadena, Tex., where Gene is bandmaster of the Pasadena Sr. High School Band. He is also a member of the Houston Symphonic Orchestra. . . . AL STEVENS, old-time rep performer and musician, is a guard at the Brown Shipbuilding Company in Pasadena, Tex. . . . FRED G. BRUNK is operating a permanent tent picture theater in Avondale, Ariz. With him is Charles Monroe, many years with the Crescent Stock Company, and Joe Applegate, for many years with the Brunk shows and the Harley Sadler tenter. . . . STEVE POWERS, erstwhile tab and rep comic, is engaged in war work in Pasadena, Tex. . . . BLACKIE AND MARGUERITE MOORE, well-known rep and med folks, have made their home in Houston the last three years, where Blackie is sales manager for the Earthman Burial Insurance Company. . . . HARRY WARNER, whom virtually every repster knows, is now reception director at the Grand Prize Brewing Company, Houston, and a member of the Hila Morgan Show playing stock under canvas on Harrisburg Boulevard in that city. . . . H. V. AND CORA DARR, of the old Darr-Gray Stock Company, are located in Abilene, Tex., where their son, Jack, is doing electrical engineering for the government. Jack and Dorothy Darr recently celebrated the arrival of an heir—or maybe it was an heiress. . . . TOM CRAGO, of the old Crago Stock Company, is program director at Station KWFT, Wichita Falls, Tex. . . . BILL SHARP is now Pfc. Armond W. Sharp, Army First Aid Station, Clapp Building, McCook, Neb., and says he'd like to receive a line from his trouper friends. "One of the first things I did upon entering the army," writes Sharp, "was to black up and do *Over the River Charley* for the boys at Dodd Field, San Antonio.

HENRY L. BRUNK is working in a war plant in Wichita, Kan., and is also associated with a troupe putting on plays for the USO. . . . WILLIAM JULE YOUNG, who quit the profession in 1938 when he closed with the Fred J. Brunk Show to open a tavern in Elm Grove, Wis., has dispensed with the business and is now announcer and news commentator over Station WKFT, Wichita Falls, Tex. . . . FRANK CUMMINGS, steel guitar specialist and juve with the Glenn Brunk Show, is a welder at the Brown Shipbuilding Company, Pasadena, Tex. . . . JIMMIE AND MA JUKES, who trouped last with the Hila Morgan Show

and their own company, are located in Houston, where Jimmie is handling the managerial reins at the Joy Theater. . . . DUTCH MAHON, well known in Southwestern tab and rep circles, is managing one of the Horwitz houses in Houston. The only tab show in that city is at the Ritz Theater, where Eloise Mahan is presiding at the console. . . . E. C. REISWICK, formerly for a number of years electrician, mechanic and trombonist with the George C. Roberson Players, is now chief electrician at a Cleveland airplane plant. He's frozen on the job there for the duration but expects to resume trouping once the big brawl is over. . . . WINSTEAD'S MIGHTY MINSTRELS, which has been enjoying bang-up business in its established North Carolina territory, played a return date to fat receipts in Fayetteville, N. C., last week. The show has been fortunate in being able to retain a full crew of workmen.

DERBYSHOW NEWS

(Communications to BILL SACHS, Cincinnati Office)

HAVE YOU TAKEN a look at the Letter List? There may be mail waiting for you.

EDDIE BEGLEY, former derbyshow contestant now in the navy, letters that he is still in this country but expects to be shipped out any day. Eddie would appreciate hearing from old pals and can be addressed in care of AVA, Building 1800, USNTS, Newport, R. I.

WORKING in a war plant by day and doing a turn at a Pittsburgh club at night, Mickey Raye, former contestant, is keeping mighty busy. He asks what has become of King Brady, the Ryans, Eddie Leonard, Smitty Duncan, Jim Coffey and Jack Glenn.

INQUIRIES HAVE BEEN received on Harry Smythe, Doris Donovan, Kate Trimble, Bill Donovan, Johnny Anderson, Peggy Lamont, Joe Garry, Jack Freeman, Johnnie Armbruster, Jack Parr, Tonia Lee, Tony and Virginia Berthelot, Earle Greenup, Andy Johnson,

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 newsworthy line to the rep editor now, even if it's only a penny post card.

and their own company, are located in Houston, where Jimmie is handling the managerial reins at the Joy Theater. . . . DUTCH MAHON, well known in Southwestern tab and rep circles, is managing one of the Horwitz houses in Houston. The only tab show in that city is at the Ritz Theater, where Eloise Mahan is presiding at the console. . . . E. C. REISWICK, formerly for a number of years electrician, mechanic and trombonist with the George C. Roberson Players, is now chief electrician at a Cleveland airplane plant. He's frozen on the job there for the duration but expects to resume trouping once the big brawl is over. . . . WINSTEAD'S MIGHTY MINSTRELS, which has been enjoying bang-up business in its established North Carolina territory, played a return date to fat receipts in Fayetteville, N. C., last week. The show has been fortunate in being able to retain a full crew of workmen.

DOUG AND LOLA COUDEN typewrite from Cedaredge, Colo., under date of July 17: "Parked the trailer in a fine spot here, 6,000 feet elevation, right next to the Grand Mesa, and are playing small towns within a radius of 70 miles. Expect to finish the season around here, then into school assemblies in Utah. Since leaving the Southeast, where we worked three years, have come to the conclusion that the natives there get more flesh entertainment than the folks of any other section. In addition to circuses, carnivals and vaude acts in theaters in larger towns, there are many tent shows in that territory, and probably more school shows than in any other part of the country. In one spot in North Carolina, there were two other shows besides ourselves working the same territory for several weeks, all with trailers parked in same town, and getting the business. Billy Jones was doing

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Billboard

The World's Foremost Amusement Weekly

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Joseph Csida, Eastern General Manager
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Los Angeles—Sam Abbott, Manager, 416 West Eighth Street, Los Angeles 14, Calif. VANDike 8493.

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

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

Australia—Kevin Brennan, City Tattersall's Building, 195 Pitt Street, Sydney.

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

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a single—a one-man minstrel with vent figures; the Manhattan Players, a rep troupe, were doing plays and specialties, and we were presenting a variety of novelty acts. Also in the State at the same time were several magicians, a hypnotist, a dog act, a musical turn and a cartoonist, to mention a few, all doing school assembly shows." . . . CARL WHYTE, well-known rep pianist, closes a six-month engagement with Nat D. Rodgers's army camp shows at Alexandria. Before joining the Rodgers organization, Whyte says he hopped to Hollywood to investigate a proposition to work as a male nurse to the invalid Eva Tanguay, but gave up the idea almost immediately after his arrival there.

BEEFS ON SERVICE BAND

(Continued from page 19)

Coast Guard Band here has been a continual headache to the local union. However, lest the public accuse the union of being unpatriotic in trying to silence the band, Local 77 has softened its complaints. Trouble broke out on New Year's Eve, when the servicemen played, reportedly gratis, at a local country club, taking over a job that always called for the employment of a local band. And later in the year, the Coast Guard Band signed up to play a commercial radio program for the Supplee-Wills-Jones Milk Company here, playing from a local studio and having the music pumped to a station in Atlantic City. To make matters worse, the Atlantic City station happened to be on the AFM unfair list at the time. Radio series, however, was cut short before it started.

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Roadshow Films

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Boeing Produces Film To Attract Aviation Workers

SPOKANE, Wash., July 24.—A new production, *Fortress in the Sky*, a three-reel Kodachrome film documenting the Boeing Flying Fortress, has been announced by Harold J. Mansfield, Boeing's director of public relations. Princeton (N. J.) Film Center will handle distribution.

Telling the dramatic story of the fighting bombers which have played a spectacular role in the operations of our air forces since this country's entry into the war, *Fortress in the Sky* will be used extensively in Boeing's efforts to recruit additional war workers. The film, photographed mainly in Boeing plants and at an army air base, was produced by the Princeton Film Center under the direction of Gordon Knox.

Fortress in the Sky is scheduled for September release and will be available to all groups interested in aviation. Application for bookings will be handled directly by the Film Center.

Roadshowman Saunders Now Showing in the Pacific

(Cpl. T. William E. Saunders is a former roadshowman whose articles have appeared from time to time on these pages. Because of the interesting portions of his letter, we are reprinting it in full.)

Dear Roadshowman:

It has been some time since I last entered your pages, but just to let old friends know about a showman who often took part in discussions on your pages, here's my story—

In case some have forgotten, I was business manager for the Butler Movie Service, Danville, Ill., and it was during this time that I came to be known on the Roadshow page for our Outdoor Drive-In Movies and other innovations to the roadshow field. My last article appeared in *The Billboard* during the latter part of 1941. Since then I have been a constant reader of *The Billboard*, which keeps me up-to-date on roadshow activities and also of the Showmen's League of America, of which I am a member.

A lot of water has gone under the bridge since last appearing on your pages, but to keep the tradition that "the show must go on," I have done just that, now being a regimental movie operator. After some time overseas, our unit was issued a 16mm sound projector and generator—thus overseas American movies were brought to many hungry movie fans—the show was going on.

Now Have Latest, Best Movies

It wasn't the beautiful set-up of the good old days of 1940 when outdoor movies hit their peak, but it did provide the entertainment that all of our American boys had been waiting for. The movies were not the best or latest at first, but Uncle Sam soon took care of that by organizing a system by which we acquired the latest releases. Today we are showing some movies ahead of the States and the rest at the same time as they are playing to those at home.

I didn't just operate movies, however, for when we saw action on Guadalcanal, the projector was laid aside, but it was

ready to operate when the time came—and it has come. We are in a rest area now and I show every night in the week. I have all new equipment and our pictures are as good as anyone could see in the best of legitimate houses back home—believe it or not. I have shown on New Caledonia, Guadalcanal and other places—and before this thing is over I may have additional places to add to my list.

Our shows are always held outdoors, weather permitting, the only place that would hold the crowd. Our screen is an adaptation since the little beaded screen we had at first wasn't large enough. We took two sheets, sewed them together and stretched them over a pipe frame. I have new Amprosound equipment and a good generator that doesn't let me down in the middle of the picture as did the first one we had. So portable is our set-up that we can show in most any place. Recently I showed to a unit better than a thousand feet above sea level.

Two Operate Equipment

Two of us maintain the equipment and run the show. Sergeant Vesley, who hails from Chicago, is the other half of the team. So successful has our operation been that I have planned for a similar set-up after the war to use in outdoor movies.

Our attractions are not always just a movie itself, for we use live talent for a stagershow in conjunction with the picture. Most of these stagershows are the happy-go-lucky type, but they touch the sentimental as well. Usually it is a band from some unit putting on a variety skit in addition to the music.

And so the show goes on—a duty I'm glad to perform—for in these movies home is brought as near to us in the armed forces as it can possibly be.

Yours for Victory,

CPL. T. WM. E. SAUNDERS, APO 716, Care Postmaster, San Francisco.

CUTTING IT SHORT

By THE ROADSHOWMAN

JACK STERN, originator of "Ye Olde Time Movies" is now in his sixth season at Feltman's, Coney Island, N. Y. Showmanship plus the injection of real laughs is his secret of acquiring return patronage. Stern has been with all branches of the theater for 30 years and his experience has given him many rules for successfully exploiting old films. He is now negotiating for a theater on Broadway for the showing of old silent films.

AMENDMENT 1 to Limitation Order 1-178, effective July 16, limits the life of Form PD-870 to 180 days for the use of authorizations for 35mm motion picture film.

CAPT. JACK F. DAILEY, former Paramount ad rep, is now overseas disseminating 16mm film to troops.

WAR ACTIVITIES COMMITTEE of the film industry is conferring with Elmer Davis, OWI chief, on the resetting of the short subject program. Under the original program, OWI was to make 26 shorts, the industry was to make 13 and another 13 were to come from various government agencies. It is believed that the co-operation between the industry and the OWI will continue and it is possible that a full schedule of 52 subjects may be prepared.

THEATER EXHIB orgs eulogized the ending of OWI's film bureau by declaring that it ended the "greater" 16mm competition. They are opposed to the Navy's recently announced plan to shower films upon the nation's factories.

WPB Announces Formation of Film Advisory Committee

WASHINGTON, July 24.—The War Production Board has announced formation of a Photographic Equipment Industry Advisory Committee, which will advise on problems relating to 16mm. and 35mm. film and equipment. The committee is composed of the following:

Government presiding officer: Harold C. Hopper.

Members: C. C. Cooley, Da-Lite Screen Co., Inc., Chicago.

Talton B. Craig, Craig Movie Supply Co., Los Angeles.

William W. Drewry Jr., Agfa Ansco Division, General Aniline & Film Corporation, Binghamton, N. Y.

J. C. Fishel, Federal Manufacturing & Engineering Corporation, Brooklyn, N. Y.

Fred M. Hall, Bell & Howell Company, Chicago.

Homer Hilton, Argus, Inc., Ann Arbor, Mich.

Charles E. Kidner, the Kalart Company, Inc., Stamford, Conn.

B. Kleerup, Society for Visual Education, Inc., Chicago.

J. J. Kuscher, DeJur-Amsco Corporation, Shelton, Conn.

H. A. Schumacher, Folmer-Graflex Corporation, Rochester, N. Y.

Herbert M. Smith, James H. Smith & Sons Corporation, Griffith, Ind.

George E. Yeomans, Eastman Kodak Company, Rochester, N. Y.

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COZY THEATRE

Wolsky, S. D.

OWI Clarifies Its Part in War Film Set-Up

WASHINGTON, July 24.—The Office of War Information made it clear Tuesday that it will continue to serve as clearing house between the motion picture industry and all government agencies wishing the industry to distribute and exhibit war information films.

A formal request from Palmer Hoyt, newly appointed director of the domestic branch of the OWI, arrived at WAC headquarters, submitting the 47-minute War Department Technicolor film, *Report From The Aleutians*, and requesting that it be made available to motion picture theaters desiring to play it.

194 prints of this film are available for theatrical use, provided the program committee of the theaters division approves this film, which is being screened for local members of this committee. Members of the distributors division are also attending this showing.

This was the first official communication received at WAC headquarters since Hoyt's appointment as head of the domestic branch, and WAC marks it as a resumption of the intimate relationship between the OWI and WAC which has existed since the establishment of the OWI over a year ago.

OWI and WAC Carry on War Film Program

WASHINGTON, July 24.—Altho Congress cut the OWI's domestic budget and virtually killed the OWI's film bureau, it appears that OWI has no idea of relinquishing its contacts with the movie industry in the domestic field, but will continue as strongly as possible under limited funds.

Present outlook is that the War Activities Committee will carry the heaviest part of the load, arranging for production of films and their distribution. Toward this end, WAC officials conferred recently with Elmer Davis and Palmer Hoyt, the latter new director of domestic operations of the OWI.

While no official announcement emanated from WAC regarding the screen program of war information films, it is understood to include tentatively 52 releases, 26 of them to be one or two reel subjects and 26 shorter subjects. This would compare favorably with OWI's defunct program of 52 releases: 26 from OWI, 13 from Hollywood and 13 from

various government agencies. Washington developments during the past week included establishment of film distribution bureaus by the navy and a "consultation" group by the War Production Board. It appears that other bureaus may set up their own film departments. Their degree of co-operation with the OWI remains to be shown, altho OWI strongly declared they would represent government agencies. News releases by the navy (see story on this page) did not indicate that OWI would enter into their program of restricted factory showings.

Francis S. Harmon, WAC executive vice-chairman, made it clear that no official statement would be forthcoming from WAC until after further conference with the Hollywood division of WAC, the newsreel divisions and OWI officials.

The OWI curtailment stems from the reduction of its domestic operating funds by about six million dollars. Under the reduced budget, only \$50,000 was allotted for domestic film work—only enough for liaison work with producing units. Following this cut, Lowell Mellett, film bureau chief, and his assistant, Arch Mercey, resigned their positions. Many offices of the OWI closed on July 15, among them many active film units.

It is to be noted that the OWI's film bureau elimination will curtail the extensive 16mm distribution system organized under the direction of Paul Reed. Depositories now handling OWI film will, however, continue to circulate films already released.

The National Association of Visual Education Dealers have pledged to continue dissemination of 16mm motion pictures and have asked that *Prelude to War* be released to depositories.

Further developments in 16mm distribution are expected.

Navy Sets Up Own Film Distribution

WASHINGTON, July 24.—The Navy's Industrial Incentive Division has organized a national motion picture distribution service for the handling of its programs of motion pictures. The films distributed by the navy are designed especially for war workers and their families.

Film subjects will illustrate the relationship between the worker in the plant and the worker in the shipyard as well as the dependence of the fleet upon them. Most of the films will be restricted and will not be released for use in commercial theaters.

Companies interested will address their requisitions to the division at 2118 Massachusetts Ave., N.W., Washington. The navy will notify the distributor in the locality of the plant who will make all necessary arrangements in furnishing the film. A small charge will be allowed the distributor for his work.

Arrangements are also being made with distributors to furnish 16mm. projectors and experienced projectionists to plants and shipyards which do not have facilities or equipment.

With a comic application, the film provides the viewer with a cockpit view of hair-raising stunts. Stars Vince Barnett. Running time, 11 minutes.

ATAM DOUGH HELD UP

(Continued from page 22)

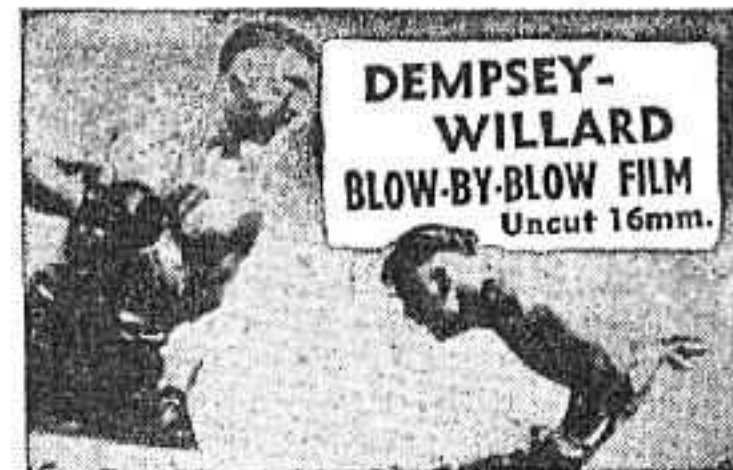
Davis means by "authorizes." In the managers' opinion this does not constitute an order. LYNT's reply to the board asks for clarification on three points: 1. Is the letter sent to ATAM equivalent to the "approval of the WLB?" 2. Has the board already made its final review and adjudication of the case? and 3. Does the letter constitute that final review and adjudication?

ATAM officials have already approached the League on getting together to arrange for payment of the back pay, but the managers will stand pat until they receive reply from the board. Union had hoped that all members would receive their money within two weeks, as negotiations to determine the amount of retroactive pay due have been going on between the union and the League since Brissenden made the award.

Under the terms of this award, handed down in March, ATAM-ers were to receive a blanket \$15 increase, retroactive to Labor Day, 1942, when the old contract expired. The \$50,000 figure is broken up into \$30,000 due from members of the League and \$11,000 from independent producers, not members of the managers' group. The Shuberts alone, incidentally, owe \$24,000 of the total due from the League.

League's attitude toward the board's action stymies non-monetary negotiations that have been going on between the two parties for the past three weeks in an attempt to settle points not included in the arbitration proceedings.

WLB's arbitrator came into the picture after several unsuccessful attempts to come to a "meeting of the minds" via a Department of Labor Conciliator (James F. Fitzpatrick) and, before that, a private conciliator. Neither side was willing to agree on a person to fill the latter role. Negotiations started last August and have been going on since.



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THE SHADOW STRIKES, released by Post Pictures. Presentation of a mystery character of the air, "The Shadow," who solves baffling murder mysteries in a mysterious manner. Running time, 63 minutes.

HITLER DOING THE LAMBETH WALK, released by Brandon Films. Trick photography and film editing turn Hitler and his marching Gestapo to goose-stepping in time to the Lambeth Walk. Running time, 4 minutes.

BROWN BOMBER, released by Ideal Pictures. The story of the rise of the World's heavyweight prizefighter, Joe Louis.

AIR MANIACS, released by Skibo Productions. A single reel packed with thrills provided by air daredevils.

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The Final Curtain

BAKER—Myron (Buck), 70, veteran vaude performer and circus clown, in Washington July 6. From 1902 until 1907 he appeared in vaudeville as a trick bicycle rider and in 1908 he joined Ringling Bros.' Circus and subsequently appeared with Walter L. Main, Morris & Rowe, Gentry and Hagenbeck-Wallace circuses. He was famed for his trick automobile contraptions. Survived by his sister, Lulu P. Everhardt, of Washington, with whom he made his home since his retirement.

BARNETT—Harry B., brother of E. L. Barnett, outdoor showman, at General Hospital, Ironton, O., July 17. Burial in Greenup, Ky. Survived by his brother.

BENNETT—Alfred H., 77, veteran outdoor showman, in Canton, Ill., July 16. For 40 years he operated the Bennett Family Show in the Middle West. Survived by his widow, Bertha, and two daughters, Mrs. Thomas Breur and Mrs. Gladys Shryock.

BOONE—William Alexander, chautauqua and lyceum entertainer, July 20 in Peoria, Ill. He had written several books of poems.

BYRON—Arthur William, 70, for 50 years a stage and screen actor, in Hollywood of a heart ailment July 16. His father, Oliver Dowd, as well as an aunt, Ada Rehan, were stage stars in the '90s. Another aunt, Hattie O'Neil, was also well known in the theater. Byron was a founder and a former president of Actors' Equity Association and a member of the Players and Lambs clubs. He was leading man to Maude Adams in *The Little Minister* and of Katharine Cornell in *Saint Joan*. In films he played character roles, including that of the President in *The President Vanishes* and of the warden in *Twenty Thousand Years in Sing Sing*. Services in Hollywood July 19, followed by cremation, with the ashes to be sent to the Byron summer home in Maine for burial. Survived by his widow, Kathryn, Studio City, Calif., and two daughters, Eileen, and Mrs. Wallis Clark, Encino, Calif.

CAROSELLO—Fred, violinist, in Painesville, O., July 11. Survived by his widow, son and two daughters.

CLAPP—Pvt. Harold Jr., 29, a former actor with Farragut Players in summer dramatics at Rye Beach, N. H., recently in a Japanese prison camp, according to a report received thru the Red Cross. He was a resident of York, Me.

COLLINS—John M., 70, veteran vaude performer, at his home in Torrington, Conn., recently. Forty years ago he appeared in Connecticut theaters with his brother, the late Michael F. Collins, as Collins and Collins, song and dance team.

COURTEMANCHE—Mrs. Lucille, 68, wife of E. Courtemanche, former outdoor showman, July 18 in Lake Geneva, Ill., of a heart attack. Cremation and burial in Oakwood Cemetery, Chicago. Survived by her husband, a member of the Showmen's League of America; a son and a daughter.

COURTENAY—Fay, actress and radio artist, at her home in New York July 18 of a cerebral hemorrhage. She appeared in stock in Cleveland, Columbus, O.; Detroit; Rochester, N. Y., and Toronto. She also was in *Sky Farm* with the Charles Frohman Company. In San Francisco, she starred at the Alcazar in *Happiness* and other plays and later appeared in New York in *She Couldn't Say No*, *Saturday Night* and *It Never Rains*. Her work in recent years was limited to radio, except for an appearance in Chicago in *The Curtain Rises*. She created the role of Edna Earl in *St. Elmo* and played in the silent picture of the same story.

FILDEW—William E., 53, pioneer motion picture cameraman, at his home in Hollywood July 17. He started his career in pictures in 1910, working successively for Biograph, Tannhauser, Reliance, Majestic, D. W. Griffith, Fine Arts, Kinemacolor, Goldwyn and Universal. Survived by his widow, Ethel E.; a sister, Mrs. August Will; a brother, Robin C., and his father, Francis.

GRIFFITH—William Woodson, 85, brother of David Wark Griffith, film pro-

ducer and director, at his home in La Grange, Ky., July 16.

HALLIE—James, 81, veteran minstrel and blackface comic, at Canton, O., July 12. Surviving are his widow and daughter.

LA MONTAGUE—(A. C. Brown), magician and entertainer, in Backus Hospital, Norwich, Conn., November, 1942. He appeared in niteries in Connecticut and Florida and was a former member of the Connecticut Legislature. Survived by his widow, a daughter and a brother.

LAWRENCE—Joseph C., 46, former outdoor showman, in Savannah, Ga., July 14. Survived by a sister, Mrs. Edith Lawrence Carter.

LAWSON—Louis, 41, auditor for Columbia studios, Hollywood, in that city July 16.

LEROLLA—Colie (William Coleman), 74, vaudeville performer and circus comedy acrobat, in Clinton, Conn., July 18 of a heart ailment. He was well known among circus people and toured Europe with the Barnum-Bailey circus in 1887-1888. Prior to that he starred at the old Niblo's Gardens, New York. He formed the Three Lerollas, an act which played at the Central Theater, Philadelphia, and with the Johnson, Davenport and Lerolla act played major vaude houses for 10 years. He was a member of the White Rats and a life member of Equity.

LORENZ—Alfred, 64, violinist and assistant concertmaster of the Philadelphia Orchestra, July 17 at his home there suddenly. One of America's most distinguished musicians, he came to this country in 1901 from Leipzig, where he played with the Gewandhaus Orchestra. His widow, Pauline, and two sons survive. Interment at Westminster Cemetery, Philadelphia, July 20.

LUCAS—Arthur, 61, veteran of 35 years in the film industry and head of a Georgia theater chain, in Atlanta July 17 of a heart ailment. He was a director and an organizer of North Carolina Theaters, Inc., and together with William K. Jenkins established the organization which now operates more than 50 theaters in Georgia and radio stations in Augusta, Savannah and Brunswick, Ga. Survived by his widow, a daughter and a son.

McLAIN—Rilla, veteran park man, July 1 2at Harper Hospital, Detroit, after a long illness. He became a concessionaire at Riverview Park (later Palace Gardens), Detroit, about 1908. He later was a ride owner, operating in the same park until it was closed in 1925. In 1927 he went to Eastwood Park, East Detroit, as president of the Eastwood Coaster Company, operating all rides, and later became secretary-treasurer of the Eastwood Pool Company. Survived by two daughters.

MATHIEU—Frank, 70, a vaude veteran performer, in McHenry, Ill., July 11. Known as Juggling Mathieu, he had traveled over the Orpheum and other circuits for 40 years. Survived by his widow and three sisters.

NORTON—Ernie Edward, 55, outdoor showman, in Melbourne, Fla., July 19. He had been with All-American Exposition, John H. Marks and Ben Krause shows. Burial in Melbourne July 23.

PICKERING—Mrs. Eliza A., 67, mother of Clarence E. O'Bryan, manager for United Detroit Circuit, and of Beryl O'Bryan, of the Butterfield Theaters office, Detroit, in that city July 12. Survived by her husband and three children. Interment in Roseland Park Cemetery, Detroit.

POPOVICH—Matthew, 53, Ukrainian opera singer, in Grimsby, Ont., July 17. He went to New York in 1909, where both he and his wife became members of the Metropolitan Opera Company. He later went to Canada.

ROSENBLUM—David, 55, former executive vice-president and treasurer of the National Broadcasting Company and former treasurer and general manager of *The New York Post*, in Hartford, Conn., July 18. Survived by his widow, father, three brothers and a sister.

SANDS—Charles S., 77, a pioneer film photographer, in Coral Gables, Fla., recently. He was formerly cameraman at

Lubin studios, Philadelphia, and aided in the filming of *The Great Train Robbery* and other early films.

TENNY—Arthur E., 66, vaude comedian and juggler, at his home in South Weymouth, Mass., July 12 following a long illness. He appeared in vaudeville with the team of Tenny and Allen. He also trouped in repertoire and minstrelsy and appeared in dramatic stock. Surviving are his widow, a son and a daughter.

Additional Night Club News

In Short

New York:

JACK EIGAN, WMCA movie commentator, makes his vaude bow at Loew's State August 12. . . . **FLORENCE HIN LOWE** is now terping from a specially constructed platform at the Folies.

HARRY KILBY, cafe department head of General Amusement Corporation, leaves for a Coast vacation August 25. . . . **JACKIE WOODS**, singer and tap dancer, has been signed by Moe Gale. . . . **CRANDALL SISTERS** has signed for Irving Caesar's *My Dear Public*.

JERRY PERKINS, formerly with Mal Hallett's band, has joined the Jan Savitt ork. . . . **SYLVIA COLE**, legit and radio actress, is preparing her cafe debut. Will do a comedy song-talk turn. . . . **MARIAN DAVISON**, ballerina, makes her debut as a dance single next week, with routines by Toni Mendez. . . . **LIEUT. I. ROBERT BRODER**, attorney, in town preparatory to being shipped overseas. . . . **JEANNE CARLETON**, formerly of the Ballet Russe, preparing a dance single, tutored by Toni Mendez. . . . **GLORIA SAFIER** has gone out to Hollywood, where she has joined the Myron Selznick Agency. Was formerly with Paul Small office.

Chicago:

JUDY STARR has signed a year's contract with WBBM here as a sustaining singer. Complications from the old Hal Kemp auto accident will keep her off the road. . . . **ROLF PASSER** has moved his mental act to the Drake Hotel's Camellia House for a run, doing one show a night. . . . **PALMER HOUSE** will switch shows September 9.

RUTH PRYOR and John Tio will take over in the Bismarck Hotel's New Walnut Room August 6 for four weeks. . . . **JOSIE THORPE** starts a USO tour following her Sherman Hotel date, ending August 2. . . . **FRANK PAYNE** goes overseas for USO next month. . . . **MALCOLM WILLIAMS**, old-time showman, now in the service personnel department for Balaban & Katz here. . . . **MARGIE WARD** goes into the Royale, Detroit, August 13 for two weeks. . . . **PAUL WINCHELL** will move into the Blackhawk here on the same date. . . . **DICK BUCKLEY**, comic, classified 4-F. . . . **DOROTHY DONEGAN** held over at the Latin Quarter until September.

MARIE NASH and the Hermanos Williams Trio start a four-weeker at the Blackstone Friday (30). . . . **DWIGHT FISKE** returns to that spot September 17 with Neil Bondshu's band. . . . **THREE LITTLE SISTERS**, new tumbling act, open at the Edgewater Beach Hotel August 13 for three weeks.

Here and There:

PRINCESS YVONNE AND DOC IRVING will resume with a USO tour following their run at Hamid's Million-Dollar Pier, Atlantic City. . . . **BARTON AND BRADY** have opened at the Alpine Village, Cleveland, after a stay at the Continental Club, Chesapeake, O.

GAY BLADES follow the Lookout House, Covington, Ky., with the St. Charles Hotel, New Orleans. . . . **THREE STOOGES** set for the Michigan, Detroit, September 13. . . . **NITZA**, a single since Ravel was inducted, bowed at the Touraine Hotel, Boston. . . . **DEBONNETTES** into the Latin Quarter, Boston, August 1.

LLOYD AND WILLIS will double between the Olympia Theater and Clover Club, Miami, beginning July 28. . . . **JOSE CABOT**, of Cabot and Dresden, was given a six-month deferment to work overseas for USO. They will work in uniforms. . . . **GARY GRAY**, character dancer and emcee, is in his 16th week at the Onyx Club, McKeesport, Pa. . . . **BERNIE LIT** is in his eighth holdover week at Kavakos's, Washington. His wife, Evelyn King, is also in the show.

COLEMAN CLARK has been signed by Columbia Pictures for a series of sport shorts. . . . **LES HUNT AND JULIET** are back at the Nixon Cafe, Pittsburgh. . . . **JACK W. GORDON**, Hartford (Conn.) agent, back at work after a six-week illness.

Correction

The July 17 issue carried the obituary of Charles E. Hermes Jr., magician and side-show operator with Dick's Paramount Shows. Subsequent information received indicates that Hermes recent illness had not resulted in death but that he is on the road to recovery.

Marriages

FERNALD-CORT—Richard C. Fernald, former radio editor of *The Springfield (Mass.) Republican* and now with the public relations staff of Bell Aircraft Corporation, to Helen Cort in Springfield July 18.

GREENFIELD-NIESEN—Albert Greenfield, Chicago restaurateur, to Gertrude Niesen, screen, radio and nitery singer, in Las Vegas, Nev., July 19.

HATTAWAY-WIMBERLEY—Earl Hattaway, agent with the Farris concessions on Snapp Greater Shows, to Marie C. Wimberley, nonpro, in Kahoka, Mo., July 16.

HOWARD-AYMES—Len Howard, ork leader at the Gayety Theater, Montreal, to Crystal Aymes, burlesque principal, recently in Montreal.

JAY-ADRIAN—George Jay, night club owner, to Iris Adrian, screen actress, in Hollywood July 22.

KIGHT - EDMONDS—Oliver Kight, veteran vaude, rep and tab performer, to Sylvia Edmonds, nonpro, in St. Petersburg, Fla., June 9.

LEWIS - WISDOM—Pvt. Marion O. (Buddy) Lewis, former Los Angeles orchestra leader, to Betty Wisdom, nonpro, in St. Louis July 15.

LINFOOT-GILES—Victor Linfoot, CBS announcer and formerly with Station CKLW, Detroit, to Betty Giles of Station CKLW's traffic department, in New York recently.

SCANLON-CLARK—John Scanlon, foreman with Miller's Rides on Baker's United Shows, to Jewel Clark, concession worker with the same carnival, at Martinsville, Ind., July 22.

SWOPE-McGUIRE—John Swope, airline executive and son of Gerard Swope, president of General Electric Company, to Dorothy McGuire, stage and screen actress, at the Hollywood home of Mr. and Mrs. Leland Hayward July 18. The bride originated the role of Claudia in the Broadway stage hit of that name and recently finished a film version of the production.

Births

A daughter, Stephanie, July 2 to Mr. and Mrs. Dolph Nelson in Chicago. Father is an NBC actor, now in the coast guard, and mother is Sarajane Wells, of NBC's *Guiding Light* serial.

A son, Charles Keith, to Mr. and Mrs. Paul Mackey in Baptist Hospital, New Orleans, July 6. Parents are known in outdoor show business as Chief Clearwater and Laura.

A son, Kirk, to Mr. and Mrs. Ed K. Wheeler July 21. Father is manager of Station WERD, Detroit.

A son, Louis Jr., to Mr. and Mrs. Louis H. Cecchini at Glendale (Calif.) Sanatorium July 6. Father is a concessionaire with Craft Shows and at Long Beach, Calif.

A son to Mr. and Mrs. Jack Simpson July 17 in New Orleans. Father is a director of NBC Central Division, Chicago.

A daughter, Kathleen, to Mr. and Mrs. Don Kelley July 20 at Chicago. The father is sales promotion manager of Station WLS there.

A son to Mr. and Mrs. Augie Klein July 17 at Chicago. Father is a member of the Rangers and the Dixie Dandies on Station WLS there.

Divorces

Viola Poynton, screen actress, from Cyril Poynton, MGM technician, in Los Angeles July 17.

IN MEMORIAM

OF A WONDERFUL MOTHER AND PAL

MRS. EFFIE PENNY HAYWORTH

Who Passed Away August 1st, 1942.

Mother, dear, a year you've been gone—the we still try to carry on—but we miss you so much.

“SEABEE”—**MARION AND JOE HAYWORTH**

Showfolk Honor Williams' Memory at Sydney Rites

SYDNEY, N. S., July 24.—Members of Lynch Greater Shows held memorial services at the grave of Ben Williams, showman, in Hardwood Hill Cemetery here. Executives, concessionaires and employees of the shows gathered at the grave for the services conducted by the Rev. Alexander Murray, of Westminster Presbyterian Church.

William P. Lynch, head of the shows, placed two large wreaths on the graves of Williams and his wife. Mr. and Mrs. John Goldie, Lynch concessionaires and formerly with Williams, laid a wreath and eight pots of flowers on the lot. Services were arranged by Lynch and Paul Gearin.

WM Chalks Win At Perth Amboy; Preps for Fairs

PERTH AMBOY, N. J., July 24.—World of Mirth Shows closed a successful seven-day engagement here July 16. Because shows were held over in Clifton, N. J., for July 4 and 5 stands, the opening here was delayed until July 7. Work of readying the midway for the coming fair season got under way on a big scale and many show fronts and rides have been rejuvenated. New canvas for the Gay New Orleans Minstrel Show was erected here, with Glen Porter following suit with a new blue top for his Side Show.

Wallace Cobb, master of transportation, returned to the shows after undergoing an operation in St. Elizabeth (N. J.) Hospital. Joe Ukens is successfully managing Mrs. Max Linderman's custard concession. Mrs. Mary Bryant visited her daughter, Lorena, clerk in the custard concession. Mrs. Flonnie Barfield reported that her son, Jimmie, is still in Naval Hospital, Pensacola, Fla. (See WM Chalks Win on page 88)

Pennsy Dates Big For Bantly; Bow In McKeesport Good

McKEESPORT, Pa., July 24.—Bantly's All-American Shows, following successful engagements in Wheatland and Sharpsville, Pa., opened a week's stand here July 12 to outstanding business, the management reported. Because of rain at Wheatland, the organization remained over three days and played to business which brought the shows out on the right side. Wheatland Fire Company, sponsors, headed by Tommy Williams, co-operated and Sharon Herald news carriers were entertained and escorted on a tour of the midway by Mrs. Helen Reynolds. Mayor Dennis Sweeney entertained several friends at a special midway party tendered them by Business Manager Joe Payne. Al Wallace joined (See Bantly Pennsy Dates on page 88)

Oakland to Crafts; City Council Okays Show Law Amend'mt

OAKLAND, Calif., July 24.—Oakland city council this week adopted an amendment to the regular carnival ordinance and the city manager will issue a permit to Crafts 20 Big Shows for a two-week engagement to start in August. This will be the first time that a carnival has secured a permit to exhibit in Oakland for over a 10-year period—only exceptions being carnivals maintaining a winter quarters in the city and paying taxes on the amusement property, that were given a two-week permit annually. Under the new set-up an ordinance, to be adopted later, will provide a higher (See Oakland to Crafts on page 88)

Fair List

A list of fairs and expositions will be found in the List Section of this issue.

GATE TREND ZOOMS



PHOTOGRAPHED WHILE ON A TOUR of the midway and grounds at Calgary (Alta.) Exhibition and Stampede, July 5-10, were these show business prominents. On the right is J. W. (Patty) Conklin, president Conklin Shows, which provided the midway to business which wound up on a par with 1942 results despite limited operations; Sally Rand, she of Chicago's A Century of Progress and Golden Gate International Exposition's Nude Ranch note; her husband, Turk Greenough, widely known rodeo contestant, and Greenough's nephew.

Conklin Count Holds Up Well At Regina; Kids' Day Is Best

REGINA, Sask., July 24.—Despite curtailed operations and a considerable decline in attendance at the main gate, business for Conklin Shows at the Regina Provincial Exhibition, July 12-17, held up well. "Receipts were beyond expectations," President J. W. (Patty) Conklin reported. He said that the public spent its money freely, as had been the case at Brandon and Calgary.

Terrific business was done on the midway on the second day, Children's Day, when the main gate attendance was 18,113. Admission to the shows and rides from 11 a.m. to 6:30 p.m. was 5 cents and everything played to near capacity.

Conklin said that on Wednesday, Citizens' Day, the Moon Rocket ride had its second best day in five years with the shows. Top grossers among the shows were Pete Kortess's Side Show, managed by Roy B. Jones, and the Posing Show, managed by Jack Ray. Ray, formerly a painter with the shows, is making his first tour as a show manager. Moon Rocket and Tilt-a-Whirl were the busiest rides.

Winding up his third week in Western Canada, Conklin said that despite the difficulties encountered thru working under labor restrictions there had been no accidents and no mishaps on the

circuit. Fair Manager James Grassick and members of the fair board said they were well pleased with the results of the midway attractions.

Show train has been remodeled this year, and midway personnel sleep two in a bunk. Bunks are three high and have even been built in the pie car. The six rides, five shows and over 200 employees move in 12 railroad cars due to governmental restrictions. The train made a long hop from Calgary and arrived at 7 a.m. on the first day of the fair. By mid-afternoon there was activity on the midway and by 5 p.m. everything was in full swing.

President Conklin was busy during the week on preparations for the forthcoming Fair-for-Britain at Toronto and said that he expected to raise \$100,000 for charitable purposes. Nell Webb, treasurer, received word that his brother, Sgt. Carleton E. Webb, of Long Beach, Calif., had been awarded the Distinguished Flying Cross for action in the Southwest Pacific. Sergeant Webb, a member of the Army Air Corps, is a brother of Mrs. Frank Conklin.

Bruce Peacock, The Billboard correspondent in Regina, renewed acquaintances with the Conklin personnel and was made an honorary member of the aggregation.

CW Builds Grosses at Buffalo; Lackawanna Disappoints; Buck Expo Debuts Okay in Yorkville

LACKAWANNA, N. Y., July 24.—Altho ideal weather prevailed for the week's run here, Cetlin & Wilson Shows worked to disappointing business at a downtown location under Polish Union Church auspices. Combo moved in from an engagement at Grant and Amherst streets, Buffalo, under American Legion Post auspices, where they played to hot weather and good business, the management said. Buffalo engagement, which ended July 10, attracted crowds to the lot on opening day before noon and they remained until late that night. Business the rest of the week was big. Shows' run was the second under the same auspices.

Relly Harrison, daughter of Mr. and Mrs. John Harrison held a birthday party on Friday night after the front gate was closed and a delectable dinner was served. After photographs were taken, Co-Managers John W. Wilson and I. Cetlin had the Scooter cars cleared for dancing. Guests included Mille Harrison, Tommy and Ruby Wilson, Johnny and Dorothy Miller, Perry and Nettie Cowan, Mr. and Mrs. Johnny O'Rear, Elmer O'Rear, Mr. and Mrs. Jack Wilson, Bobbie Barrow, Mr. and Mrs. Izzy Cetlin; Mr. and Mrs. William Cowan and daughter, Francine; Snookie Dewitt, Irene and Claude Sechrest; Mr. and Mrs. (See CW Builds Grosses on page 88)

Endy-Prell Big Draw at Stand In Coatesville

COATESVILLE, Pa., July 24.—Following a successful week's engagement in Elizabeth, N. J., Endy Bros.-Prell's World's Fair Shows Combined opened a week's stand at Corey Field, adjacent to Lukens Steel Mill, last Sunday under joint auspices of the Tall Cedars of Lebanon and Civillian Defense Committee. With the lot only five minutes from the downtown business district, employees of Bethlehem Steel Company and Lukens Corporation, 1,200 strong, turned out opening night, while gate admissions on Monday night totaled 5,600.

Shows were said to be the first to play here this season, and Raymond Strouse, committee chairman, gave good co-operation. Long move from Elizabeth was made in good time, with the last of the trucks arriving at 9 p.m. Sunday. New main gate was used here for the first time. David B. Endy, general manager, and Co-Owner Ralph Endy, who lives in near-by Pottstown, Pa., were warmly welcomed by city officials and friends on opening night. Mayor Gus Luebert sponsored today's Children's Party and paid for 12 inches of paid display space in The Coatesville Evening Record to advertise the event.

Ernie Uzella has the cookhouse and grab stand, while Jimmie Zabriskie is in charge of the four Diesel light units. (See Endy-Prell Draw on page 88)

Krekos Engagement At Vallejo Swells Charities Coffers

VALLEJO, Calif., July 24.—Setting up what is believed a record of some sort for benefit engagements, West Coast Victory Shows in a single week's engagement here turned over an appreciable sum of money to the Naval Hospital's Brace Fund, a check to the Mare Island Athletic Club and another large sum to the Vallejo unit of the American Women's Voluntary Services to establish a free canteen. In addition, the shows sent the Pacific Coast Showmen's Association a check for \$623.50 as the shows' contribution from the Showmen's Day July 2.

Concerning the latter, The Daily Vallejo Times-Herald ran a feature story lauding Mike Krekos, president of the shows, and describing his philanthropic work. Promotional features and the press releases of the Vallejo engagement were handled by Art Craner, personal secretary to Krekos. Both plan to return here in the fall to handle another war agency benefit.

Ralph Miller Buys Barker Equipment For Permanent Spot

CHICAGO, July 24.—Ralph Miller, Baton Rouge show operator, was in Chicago this week buying equipment. Miller recently bought the Stella Barker Shows, located at Charleston, Mo. Equipment included six rides, a number of trucks and various other equipment. Shows had been in the barn this year.

Miller plans to take the Barker equipment and that bought here to Baton Rouge and set it up on a permanent location. There are four army camps in Alexandria, La., near Baton Rouge, from which Miller draws a large patronage.

Johnson Quits PCSA Post

LOS ANGELES, July 24.—Lou Johnson today resigned his post as executive secretary of Pacific Coast Showmen's Association after over four years of service. Johnson plans a month's vacation before moving to another post. His successor has not yet been announced.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

FAIRS are beckoning.

FORMER carnival trouper, James Winters has set up a paint business in Macon, Ga.

G. NORMAN KING, former showman, is in the upholstering business in Mobile, Ala.

MR. AND MRS. NEWBURY joined Bright Lights Exposition Shows at Red Lion, Pa., with their basketball game, penny pitch and fishpond.

POPULAR front-gate question: "Have they checked cars here yet?"

MEMBERS of Oshkosh, Wis., county board have voted to discontinue the practice of renting the county fairgrounds for carnival purposes.

BOBBIE BURNS, Handless Wonder, with various Side Shows, has retired from the road for the duration. He is in the hotel business in Chicago.

J. J. PAGE, owner of shows bearing his name, has purchased a taxicab company in Johnson City, Tenn., and has Chris Jernigan, shows' special agent, handling the managerial reins.

been doing good business around Anniston, Ala.

DO you remember when, not so long ago, cookhouses flashed center shelves with popular brands of coffee?

MRS. MARJORIE KEMP advises that many showfolk friends sent expressions of their sympathy on the occasion of the death of her husband, Walter, recently. Among the expressions was a floral bouquet from the ride boys on Royal American Shows.

WHILE Bright Light Exposition Shows were playing Red Lion, Pa., Irving Shaefer tendered Princess Nadja, Garden of Eve attraction operator, a party and members of the personnel were guests. Nadja recently purchased some new drapes and costumes for the show.

WILLIAM (BILL) RICHARDSON, bingo operator with Crystal Exposition Shows for the last two seasons, joined Johnny J. Jones Exposition in Dayton, O., going there from St. Petersburg, Fla. En route north, he visited the John H. Marks Shows at Charleston, W. Va. He says the organization seems to be enjoying all the business it can handle.

THAT hairpin shortage can be remedied by looking under the make-up shelves in all gal-show dressing rooms.

BUD E. ANDERSON letters from Benton Harbor, Mich., that Mrs. Laura Anderson and not Mrs. Bud Anderson is with Arthur Bros. Circus, as was recently reported. He says that he and Mrs. Anderson have their stock on James



DAVID LINDERMAN, son of Mr. and Mrs. Jack Linderman and nephew of Max Linderman, general manager of World of Mirth Shows, holds the rank of first lieutenant with the army. Well known on the World of Mirth midway, he is stationed at Camp Maxey, Tex. Linderman enlisted as a private.

TICKET sellers' midnight song: "Waiting for the Last Shift To Arrive."

GEORGE WEST and Todd Anthony, currently employed in war work in Hartford, Conn., report that they plan to return to the road next month for a tour of the fairs.

J. (BILL) CARNEER joined Byers Bros. Combined Shows at Springfield, Ill., replacing H. F. (Punk) Hill, who resigned to accept a position with a jewelry store in Tullahoma, Tenn.

EDDIE COE, secretary of the Paddock & Lipsky concessions on the John H. Marks Shows, visited friends on the Johnny J. Jones Exposition in Dayton, O., July 21 and relatives in Cincinnati July 22.

SHOWMEN are undergoing many hardships, but many are too proud to admit them.

MARGARET LYNCH, former concession worker with Royal American Shows, who sustained a body injury when a stand fell on her, is in Mobile recuperating.

MINSTREL SHOW manager of note, Madam Burleson was a guest artist with the Art Lewis Shows at Norfolk, Va., recently and also visited the W. C. Kaus Shows at Ahoskie, N. C. She has framed a new show for her fair tour.

MRS. AL WAGNER, wife of the owner of Great Lakes Exposition Shows, was a visitor to Smuckler's Park, Mobile, Ala., July 17. She reports the shows have



A MEMBER of Colleen MacCormack's Underworld Show for the last two years, Pvt. John H. Mitchell Jr. is in Ward J-237, Surgical Brick Hospital, Fort Knox, Ky. Prior to his connection with the MacCormack attraction, Mitchell was a ride and train crew hand with Rubin & Cherry and Johnny J. Jones expositions and Hennies Bros. and Royal American shows.

M. Cole Circus, where his wife is presented her single elephant act. Bud has the Liberty Horse act on the show.

JOINING Lou Davis's Look at Life Museum on Great Sutton Shows at Silvis, Ill., for a few day's fill-in engagement while awaiting the opening of the Rubin & Cherry Exposition in Davenport, Ia., were Tinay Cowan, fat boy, and Bill Balwin, human pincushion. Davis says the shows opened well in Silvis, with the Side Show and Girl Show working to good returns.

NOW that former carnival swing musicians are in the armed forces, perhaps the old-time flageolet player could stage a 25-year comeback.

ROSTER of Cash Miller's Palace of Miracles Side Show on Endy Bros. & Prell's World's Fair Shows Combined, includes Matt Crown, talker; Scotty Mac Neal; Ralph Kornen, elephant-skin man; Dickie Hilburn, half boy; Raymond Smith, Child From Mars; Lillian MacGregor, iron eyelids; Mrs. Matt Crown,

Sherman Husted... Central Amusement Co. was making money with his first BIG ELI WHEEL, so he bought another BIG ELI and has it operating in Southeastern territory. P. W. CURRY, Houston, Texas, has just bought his second BIG ELI WHEEL. These experienced Amusement men know a BIG ELI is profitable investment. Just a few wheels left. Ask us about a money-getting No. 12 Wheel.



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Send 10¢ for Samples.
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Joe Sorensen's Broadway Museum
OPENING AUGUST 1
ALL PEOPLE CONTRACTED, ACKNOWLEDGE THIS CALL. SHOW WILL OPEN AUGUST 1ST IN THE HOLLYWOOD THEATRE AT BROADWAY AND ST. CHARLES. THIS THEATRE IS AIR CONDITIONED AND STEAM HEATED. Can use all Acts and Freaks suitable for Museum. Contact us at once. We are positively here by lease for the duration. All letters and wires address to MILDRED RUSSELL, 390 Arcadia Bldg., St. Louis, Mo.

Place Capable Secretary
Must know all forms of taxation. Salary no object. Ride Help who drive semi trailers. Good salary and long season. Place Agents for Clothes Pins, Coupon Stores and Slim Skillos. Capable Pea Pool Dealer. Girls for Ball Games. Mrs. Wagner can place Cookhouse Help. Fair secretaries in the South, have some open time and have our own light plants. Address:
AL WAGNER
Selma, Alabama, until August 4th.
Route to interested parties.

WANT TO BUY
For Cash—Roll-o-Plane, Double Loop, Moon Rocket, Fly-a-Plane, Ride-o-O or Caterpillar. Above rides must be in good shape. No junk wanted.
Will book Grab or Lunch Car. Also Frozen Custard if you can comply with the health rules of Tampa. We operate year around. Just 3 blocks from the heart of Tampa. Also wish to hear from any Ride Foremen who have worked for us before. Can give you year around work.
MRS. MABEL REID
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SECOND-HAND SHOW PROPERTY FOR SALE
New Phila. Tob. Laughing Sal with Amplifier & shipping case. Great for Fun House. Reasonable price. \$20.00 New Wall Tent, 8x10 ft. Poles. Others. \$5.00 Electric Peanut Warmer. Very flashy. \$35.00 Large Mounted Tiger Skin and head. Fine specimen. Cost \$150. Others.
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12 Strawberry Street Philadelphia, Pa.

WANT AGENTS
For Scale, Bingo and Hoopla, starting at Big Boonville, Ind., Fair, Aug. 2-7. Other Fairs follow.
JOHN GALLAGAN
Harrodsburg, Ky., Fair, this week; Boonville, Ind., follows.

CHEVROLET TRUCK
3-4T. Panel and Hasen built Trailer, 16 by 8 by 7, for studio and living quarters. Makes 1 1/2, 2 1/2 and 3 1/4 Photos. Power Master Light Plant, P. A. System, Automatic Record Changer, Neon Front. 6 Ohio Pairs, Outfit in operation with Happy Attractions at Crestline, Ohio, this week, and Shelby next week. \$1800 cash. J. L. HARPER.

FOR SALE
One Super Roll-o-Plane Ride, complete, in good shape, for cash. Never been on the road. Address:
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CAK PARK STATION, FLINT, MICH.

WILL BOOK
Chair-o-Plane, Girl Show, Animal Show and some Concessions for long list of Minnesota Fairs, starting Herman, Minn., August 5-8.

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20 Cases of Longs and 20 Cases of Shorts.
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Size 48x48", Price \$25.00.
Size 48x48", With 1 Jack Pot, \$35.00.
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30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$12.00

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Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Cans, etc.
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120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.
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Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

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Instant Delivery. Send for Wholesale Prices.

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Hoosier Pride Pop Corn and Hoosier Pride Seasoning is a combination that's hard to beat. We offer four distinct varieties grown in Indiana and processed in our plant. That's why we guarantee every bag; also boxes, bags, cones and salt. Write, wire or phone for description and prices. We specialize in supplying the Outdoor Trade and Theatres.
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FOR SALE
Come and get them. Chair-o-Plane, 16 seats, Durant power unit, ticket box, fence, etc., \$350.00. Now running. 8-Car Kiddie Auto Ride, complete with motor, \$200.00; extra wheels.
E. J. McARDELL
Brainerd, Minn., till Aug. 7th.

Hutchen's Modern Museum
Wants to join at once, long fall season, one Ticket Seller that can drive truck, one more Attraction, Freak or Working Act. No drunks. All address: JOHN T. HUCHENS, Grand Island, Nebr., in care of Anderson-Strader Shows.

Front-Street Location
BRainerd FUN FESTIVAL
July 30th to Aug. 8th—2 Saturdays—2 Sundays.
CONCESSIONS, \$5.00 to \$25.00. Want Bingo, \$85.00. No grift or racket. Shows, 25%. Rides booked.
E. J. McARDELL, Brainerd, Minn.

tattooed lady; Mrs. Capp, electric wonder; Bill Capps and Mary Casey, annex.

"JUST RETURNED here from Dawson Creek, B. C.," cards Stewart J. Scriven from Edmonton, Alta. "Crescent Canadian Shows played a highly successful two-week engagement at the supply base for the Alaska Highway there and entertained numerous soldiers. Management reports good grosses at all stands and an increase in business over last year."

WITH meat so closely rationed and spuds all but off of the market in some spots, this is no time to plan on juggling up a mulligan stew behind the shop wagon.

MITZI MASERANGE, four-year-old daughter of Mr. and Mrs. H. C. Maserange, operators of the Vogue Night Club, Mobile, has been selected Mobile's Personality Baby of 1943. Mitzi's mother is the former Mrs. Lucille Bates, of the Lachman-Carson, J. George Loos and Con T. Kennedy shows. Jack Edwards, general agent of T. J. Tidwell Shows, is Mitzi's uncle. Mitzi also was awarded the Princess Trophy for Beauty and Health by the White Shriners of Mobile.

ROSTER OF William (Sparkplug) Goodman's Sparkles From Gay New Orleans Revue with World of Mirth Shows includes Leonard Rogers, producer and emcee; Willie McGee, dancer; Rosie Wilson, Essie Meana Collins and Margaret Williams, chorus; Rose Moran, blues singer; Billy Freeman, Albert Adams, Willie Wilson and Henry Morris, band; Toots Hoy and Goodman, comics; R. S. Huffington, manager-talker; Mrs. Buffington, cashier; Lee Collins, H. C. Johnson and Kid Roosevelt, canvasmen.

WHILE B. & V. Shows were playing Plains, Pa., members of the personnel were guests of Mr. and Mrs. Joe Wilde and Cy Davis at a skating party in their rink. Attending were Mamie and Floyd Worley, Marie Worley, Elizabeth Buck, Sal Marcella, Glendora Scott, Frank Picchi, Steve Knight, Alice Ertz, Cy Davis, Bertha Richards, Emley Lutcho, Josephine Zicto, Charlotte Wilde, Joe and Ray Wilde, Joe Cantanzarite, George Rheha, and Justin Jr., Marge, Boots, Charlie, Mickey, Queenie and Justin Van Vliet.

THOSE hard-to-please-ride foremen, who often wondered why office secretaries threw pencils against office wagon walls when their patience was taxed, are now throwing wrenches.

NOTES from J. F. Sparks Shows by R. L. Overstreet: Recent week's stand at the fairgrounds, Somerset, Ky., was satisfactory despite inclement weather. Some difficulty was experienced on the move from Clinton, Ky., and the Spitfire and Chairplane did not arrive until Monday. Kiddie Auto ride truck, driven by John Meredith, was wrecked just outside of Clinton, but eventually made the trip to Somerset on its own power. It was replaced there by another truck. James Bowman and Henry Davidson, mechanics, were plenty busy on the run. Shows worked to good business at Springfield, O., under Navy Club aus-

pices. Fair weather prevailed and date marked the shows first engagement in Ohio in several years. Bill Dollar's Cotton Club registered a big week, as did Lee's Society Circus.

ARRIVING in Los Angeles last week for a short stay, Arthur P. Craner, personal representative of Mike Krekos, owner-manager of West Coast Amusement Company, said he planned to attend a routine meeting of the California State War Council and meet with the interim investigating committee of the California State Legislature. Craner told Southern California showmen that no changes in military dim-out or permit regulations as they affect the outdoor show business can be looked for, but that the army officers and the OCD are willing to string along with the showmen and grant all possible freedom of operation under the existing conditions. Maj. Gen. Cortland Parker, who has come from an overseas war zone to succeed General Maxwell Murray in the Southern California sector of the Western Defense Command with headquarters at the Huntington Hotel, Pasadena, will follow along the lines of the rules set up by his predecessor, Craner said. Western show operators, despite trying war conditions, report successful tours to date of their scheduled routes.

"WILL join you and bring most of this show's actors," wired a freak. When they met later the freak asked why his wire had been ignored, the Side Show manager replied: "If you would disorganize that man's show, you would do the same thing to me."

WORLD OF PLEASURE SHOWS notes from Muskegon, Mich., by Roy Marks: Shows second engagement here under Veterans of Foreign Wars Post was better than the initial week, altho rain interfered on Friday. Captain Sells, with his lion act, left to play his circuit of fairs. He was replaced by Ella Carver. Because of the low voltage of the local power company, only enough lights were used to illuminate the midway. F. W. Miller reported a good second week engagement, and Moe Smith returned to the shows after several weeks' absence. Stan Baker's Black Cat Taxi proved a winner. Happy Adams, Manny Brown, Bill Postlewaite and Kenny Russ reported good results. Floyd Million's cafe continues popular, as does K. L. Moyer's Kiddie Ride. Much paint was used here, with finishing touches being put on the Ferris Wheel by Bert Geyer. D. Droebe is doing a swell billing job. Mrs. Troy Scruggs and sons visited over the week-end. Joe Caffery, Octopus foreman narrowly escaped serious injury when his trailer went into a ditch en route here from Jackson, Mich. Personnel exchanged visits with members of Cole Bros.' Circus, and Troy Scruggs, Ferris Wheel foreman, renewed acquaintances with Louis Scott, electrician on the Cole combo. Mark Williams, Side Show manager, reports business for the season is about 30 per cent better than last year.

Baer Field, Ind., after sustaining a back injury in the North African campaign. Before entering the service he was a concessionaire with Hennies Bros., Getlin & Wilson and Penn Premier shows.

SPENDING a busman's holiday, PFC. Walter Morrow, human cannonball with the Fearless Greggs, free act on All-American Exposition Shows last year, visited Jack Vomberg's Badger State Show at Sparta, Wis., while on a recent three-day leave from Camp McCoy, Wis. Next on the list was a visit with F. O. Gregg in Plymouth, Wis. Gregg is in winter quarters making repairs on the cannon and breaking in a new act. Next stop was Elman Shows, playing Milwaukee. Morrow said all shows were playing to good business. Morrow is with Company A, 2d Engr. Bn., APO 2, Camp McCoy, Wis.

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
 GAMES, STRIKERS, ETC.
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 OCTOPUS—ROLLOPLANE—FLY-O-PLANE
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 AFTER THE WAR BUY A NEW
TILT-A-WHIRL
 In the meantime keep your old rides safe with the original builder's parts.
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RECONDITIONED REMINGTON AND WINCHESTER
 .22 Caliber Rifles, automatic and pump, \$40.00 Each.
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WILL SACRIFICE FOR CASH
A COMPLETE HIGH-CLASS CARNIVAL
 Consisting of 12 Rides, 12 Shows, 35 Concessions, 41 Trucks and Semi-Trailers, and all other Miscellaneous Items, comprising a complete well-going Carnival. Can be seen in operation by interested parties.
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Ferris Wheel Operator
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 For five outstanding New York State Fairs and balance of season, Grind Shows. Will furnish outfits. Also Monkey Show or Small Circus. Girls and Piano Player for Review. Concessions, including Photos, Scales, Lead Gallery, Taffy Candy. Ride Help, also those that can drive. Address
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 A Showman with long experience will operate your business to your entire satisfaction. Percentage or salary.
WITH OR WITHOUT INVESTMENT.
 Kindly send details in strict confidence to
SHOWMAN, 35 MAPLE AVE., WALLINGTON, N. J.

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.

ROBERT MIZE, with Sol's Liberty Shows prior to his induction, is doing overseas duty with the navy. He holds the rank of seaman, second class.

PVT. JAMES (BENNY) MALWIN, concession agent with Beckmann & Gerety Shows and Rubin & Cherry Exposition, is with Co. E, Prov. Trg. Bn., Port ASF, UTC, NOSA, New Orleans.

PVT. JOHNNIE (DAGWOOD) GRIEVES, concessionaire with F. E. Gooding and W. S. Curl shows, is with Co. K, 13th QMTP, T 918, Camp Lee, Virginia.

SERVING with the armed forces in Australia is Carl A. (Duke) Bartels, who, prior to induction, was ride superintendent on Zacchini Bros. and Victory Exposition shows, his father, Carl O. Bartels, reports.

CLIFFORD (STACH) GRAY, army air force sergeant, has been returned to

WANT ELI WHEEL MAN
FORTY DOLLARS PER WEEK
 Long Established Park, Location in Michigan. If you can appreciate pleasant vacationland surroundings with no grief and are a real Wheel Man, answer. Don't answer if you are only a third-rater or a lush hound.
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 Music Rolls for Artizan (North Tonawanda) Instruments, Cardboard Music for All Makes, Tuning and Repairing. Bargains in Newly Transformed Organs.
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WANTED WANTED
 Concession Agents for Swinging Ball and six Cats. This show has no gate. Wire answer to Boswell, Pa., if interested.
HIRAM BEALL
 Care Geo. Clyde Smith Shows

FOR SALE
 Used Marquee, 14x16, fifty dollars. 9x14 used Concession Top, \$45.00, in good condition. 300 feet 9-Foot Sidewall, 45¢ per foot (used).
MAIN AWNING AND TENT CO.
 230 MAIN ST. CINCINNATI, O.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, July 24.—Activities are light, but a few visitors drop in daily. Applications recently received were for Nick Dallesandro, Ben Glosser and B. R. Troutman. They were sent in by Lou Leonard, Maurice Ohren and H. B. Shive. President Jack Nelson is sending out a letter to members in the hope of bolstering the membership drive. Final notice of dues is being sent to all delinquents. They must be in by November 1 or their names will be placed on the delinquent list and reinstatement can be made only by filing a new application. Brother Sam Feinberg advises he is ill and may have to come to Chicago for hospitalization. Tom Rankine is still at Alexian Hospital. Members were saddened to learn of the death of Brother Courtemanche's wife. League was enriched by an attractive set of elephants of all sizes. They are the collection of the late Brother Lee R. Sloan.

William (Doc) Adams, showmen's friend from Maryland Hotel, St. Louis, visited. W. H. (Bill) Green stopped over for a day's visit. Harry Wingfield and Phil Waddle came in, and Rube Liebman stopped over en route to the West Coast to join the Floyd King Wild Life Exhibit. Brother John Lempart is located at Camp Haan, Calif. Fritzie Brown and Charles Abbott were among those in Chicago on business. Secretary and Mrs. Joe Streibich, accompanied by Pearl McGlynn, visited the Joe J. Fontanas and Mike Rosens on Buckeye State Shows.

Recent Red Cross donations came from Frank D. Shean, Billie Marino, Stella and Helen Royale, Jack Stevens, Homer Sharer, Robert Garrison, Hughie Mack, Jack Melton, Gravitio L. F. Jones, Ed Schofield and Jess Jordan. Mike Wright is busy trying to get action on awards for the Servicemen's Fund. This is the fund from which parcels are sent to the boys in the service. Recent visitors at the rooms included David Goldfen, Irv J. Polack, Rudolph Singer, Gus Bethune, Lou Leonard, Harry Martin, Jack Shelley, Jack Pritchard, Charles H. Hall, Al Cherner, Leo Berrington, Jack Kerschner, J. C. Donahue, J. C. McCaffery, Hi Adams, George Terry, Petey Pivor, M. J. Doolan, Mike Wright and Al Sweeney.

Ladies' Auxiliary

Club held a special board of govern-
(See SLA on page 84)

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, July 24.—Brother Gerald Snellens, chairman of the year book committee, published in connection with the annual banquet and ball, turned over \$600 in advertising for the book. He also placed his order for 20 tickets. Pee Jay Ringens came in from the West to visit his wife who is vacationing in New York. Brother Arthur Merrill came up from the South for a brief visit. Louis Light, of Lawrence Greater Shows, visited, as did Kenneth Howard, O. C. Buck Shows, and Dada King. Brother Sam Delaney, of the Frank Miller forces, is stationed at Fort Ontario, N. Y., while Brother Pvt. Frank Rappaport is in charge of PX at Camp Paterson, N. J.

Vice-President Jack Wilson forwarded four applications. Pvt. William H. Redmond Jr. is on a short leave from Station Hospital, Fort Eustis, Va., and Brother Pvt. Harry Koretsky is semi-permanently established with the Military Police at Elizabeth Armory. Brother Jimmy Davenport came in from Pennsylvania, and Brother Jack Lichter is back from a visit to Tulsa, Okla. Chairman Lichter says there will be a meeting of the eligibility committee and 40 applications considered.

Letters came from Brothers Daddy Simmons, Max Goodman, William Rabkin, Victor Bonomo, Tony Lewis, Albert Farley, Jack Lichter, William Hartzman, Jack Wilson, Joseph H. Hughes, Leo Eichholz, Al Katzen, Max Hummel, Jack Capria, H. W. Jones, D. Stack Hubbard, Victor Keney, Lou M. Riley, Allan Feinberg, Philip Kaplan and President Art Lewis. Brother William E. Hicks visited briefly. Sid Goodwalt left for New England. Ross Manning was in and Arthur Campfield is a daily visitor. Brother Francis King is still in a serious condition at Naval Hospital, St. Albans. Brother Dave Endy is recovering from a recent illness, as is Brother Sam Finkel. Brother Dan Schnair's broken wrist is healing.



Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, July 24. — Regular meeting July 12 was well attended. President Walsh presided, and session opened with a memorial for the late Brother A. W. Ronbeck. Club listened attentively to the reading of the minutes of the board of governors, which is now a regular procedure. Added membership were M. B. Allen, Bill Stathos, Charles Austin, William H. Hall and Virgil L. Latiker, all of West Coast Amusement Company.

Lion's head coughed up a substantial donation for the Christmas dinner, and Brother Ivan M. Christy added a neat bit to the sick and relief fund. George Reilly Dayton, late of Arthur Bros. Circus, brought a group of Uncle Sam's uniformed men in for a short stay while they awaited train connections. Kid Koster attended the meeting. Lieut. Fred E. Grant, late of Foley & Burk Show, picked up his duration card en route for the Army Transport Service. Whitey Elliott, of Heart of America Showmen's Club, Kansas City, Mo., is getting to be a regular. Brother Robert Lee Belles visited from the Naval Hospital at Corona, Calif.

M. E. Arthur, Kemp & Son, R. L. Belles, Speed Olson, Walton de Pellaton, Kokomo Andres, Frank Yaglia, Cal Lipes, Max Craig, Cliff Henry, George Conkling, Red Larkin, Joe Metcalf and Fred Stewart are among recent sponsors of the Mail-Order Hi Jinx, which is now well around the \$800 mark. Larry Ferris pulled a successful Showmen's Day party at Downie, Calif., July 16. Visitors from Frock & Meyer Shows included Jimmy Dunn, John Enright, Ed Walsh, Lou Johnson, Jim Gallagher, Charlie Farmer, Joe Blash Sr., Jack Brooks, Asa B. Quinsy, Mr. and Mrs. Ralph Losey and Mr. and Mrs. Bill Scott. The last named won the capital prize on the attendance contents and tossed it into the general pot for the good of the order.

Details of the financial results are not available, but it looks like \$250 will be added to the cemetery and sick and relief funds. The new duration membership cards are being readied for the brothers in the armed forces. Ted Le-For's Victory Park at Oceanside, Calif., has set July 27 for its Showmen's Day. Next on the list for Showmen's Day is Mission Beach.

Ed J. De Velde, Ben Holmes, R. L. Owens, Phil Jefferies, J. C. Beams and Clark B. Felgar are recent additions to the visitors' register. Mr. and Mrs. Eddie Tait are combining business with pleasure in and around Salina, Utah. Bill Hobday started on a camping trip, but the rubber shortage jinx spoiled it all, so he called the Relief Committee and was towed back to Long Beach, Calif.

38 applications for membership after submitting 36 at the last meeting. The race for life membership cards is getting exciting. Brother Harry Schreiber, of Mighty Sheesley Midway, is credited with 20 applicants. Brother Herbert Pence is disposing of several hundred dollars' worth of bonds each week. Brother Max Kerner, co-owner of Eastwood Park, was the winner of \$100 War Bond and promptly donated to the service fund. President Harry Stahl and Secretary Robbins are working daily with Jack Gallagher and his assistants on the Servicemen's Fund.

Admitted to membership at the meeting were Benjamin Glasberg, Mose Kalin, Eddie Young, Al Lytton, Dick Bays, George Rich, Rudolph Rivers, Joe Pisara, James Fulmer, Mick McNichols, William Rice, John Ponzio, James Helms, Jake Fisher, Jack Deeds, Walter Brooker, Forest Poole Jr., Bill Butler, John Carter, Earl Wagner, Harry Adams, Dee Blair Johnson, Gus Gelman, Chris Molay, Andy Anderson, Forest Poose Sr., Gordon Engelbring, Martin and Charles Rose, Ted Schulman, Richard Lewis, T. A. Stevens, Ralph Collons, Jim Knapp, Al Hubbard, Herman Aarons, Sal Beeson and Archie Gayer. Brother Eddie Young, ill in a Toledo hospital, is recovering.

San Antonio Showmen's Club

216 1/2 Soledad St., San Antonio, Tex.

SAN ANTONIO, July 24.—President Sam Feinberg is ill and confined to his room at the Lamar Hotel. Mr. and Mrs. Ben Block, Mr. and Mrs. Dave Stevens and Tillie Jones motored to Waco, Tex., to visit Alamo Exposition Shows. Roland Smith continues to play West Houston Street to good business with his Ferris Wheel, Merry-Go-Round, Scooter, Whip and concessions. Mrs. Roland Smith is active in U. S. O. and War Bond work here. Harry Rogers is operating his photo gallery in Playland Park. J. C. Tarkington, night manager of the Cock-tail Lounge in the clubrooms, reports summer business has been good. A new dance floor has been installed.

Mrs. Pat Shubb entertained 20 guests at a birthday party at the clubrooms. Mrs. Sally Stevens left this week for Shreveport, where she will visit Julia Hirsch and the new Fair Park, being operated by Barney S. Gerety and William R. Hirsch. Barney Allen and Hypo Deneke, of Alamo Exposition Shows, were rejected by the army. Ben Gross, formerly of the Alamo combo, is in the armed forces here. Hymie Ruback, brother of Jack Ruback, was promoted to sergeant recently and is stationed at Marsh Field, Calif. Blackie Ringol is here. Becky and Jimmy Carlson left for Shreveport to work in Fair Park.

Johnnie Delporte, manager of Playland Park and an active club member, left via plane for St. Louis, Chicago and New York on a buying expedition. Mrs. Delporte is operating her palmistry booth at Playland Park. Buster Shannon was or is to be inducted into the army this week. Harry Coin left for Mexico City on a vacation. Sid Wheeler is visiting here. Mr. and Mrs. Charles Jamison continue to operate the Lamar Hotel, mecca for outdoor showfolk, to good business. Mr. and Mrs. J. Kilowatt are operating a billiard hall. They were with Alamo Exposition Shows. Joe Rosen is here on business.

TENTS

Any size. Send \$1.00 for complete list of about 300 Tents, Poles, Sidewalls, Stakes, Wood and Steel, Power Stake Driver, Truck Covers. Complete equipment sold on money-back guarantee, or send stamp and tell us what you want and how much you want to pay. We will answer if we have it. Slightly used; good as new, A-1 shape Army Duck, rented 2 to 4 weeks each; Khaki, Green, some Blue; no rags; hand-roped manila, stainless thruout.

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Prompt delivery while limited amount of duck released by government lasts.

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World's Finest Paint FOR CARNEVALS

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Used, 10x19, 14x21, 20x30, 30x45. Also New Tents. New White Side Wall—Hand or Machine Roped—7, 8, 9, and 10 Ft. High.
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50x110 DRAMATIC TOP.
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New and Used
CARNIVAL and SKATING RINK
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Not many left, but some. Write us what you want and will try and fit you out.
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BAKER UNITED SHOWS WANT

For Fairs and Celebrations, legitimate Concessions not conflicting, Balloon Dart, Fish Pond, Guess Your Age, American Palmistry. Want neatly framed Cook House. SHOWS—Any Show of merit with own transportation, Mechanical, Monkey, Snake or any kind of Fresh Show. Have splendid route for Motor Drome. Want attractive Arcade after this week. No Girl Shows. Here is opportunity to join an organization playing Indiana's best territory. Route to interested parties. **WANT RIDE!** HELP—Want first-class Merry-Go-Round Foreman for Little Beauty. One that can get it up and down on time and drive Sent. Top wages and fair treatment.

BAKER UNITED SHOWS

Greencastle, Indiana, on the Square, 28-31; Frankfort, Indiana, August 2-7.

BUNTING SHOWS WANT

Experienced Ride Men for Octopus, Merry-Go-Round and Ferris Wheel. Top salary in cash every week. No meal tickets. Truck drivers preferred. SHOWS—Can place Mechanical, Monkey, Funhouse or any Show with own outfit and transportation (no Girl Show or Athletic Show) for following Fairs: Alamo, Ill., August 10 to 13; Cambridge, Ill., August 17 to 20; Princeton, Ill., August 23 to 27; Mazon, Ill., Sept. 3 to 6; Sandwich, Ill., Sept. 7 to 10. Others pending. CONCESSIONS—Can place for above few more Merchandise Concessions that work for ten cents. No coupons. Address: Princeton, Ill., this week; Lacon, Ill., week August 2.

Carnivals in the War Effort

By FRANK J. LEE

CARNIVALS throught America with few exceptions are co-operating in every way possible in the war effort. During recent weeks the writer has traveled 10 States from Texas to Ohio, visited about 20 midways, large and small, and noted various means used by carnival managers to carry on despite a shortage of men and materials. These managements are loyal in their own way in wanting to help Uncle Sam win the war, satisfied that in so doing the friends gained in ensuing months will help their future business when the United Nations shall have returned to normalcy again.

At the close of the 1942 season and during the outdoor showmen's meetings in Chicago last December (just one year after Pearl Harbor), most carnival owners had not made up their minds whether to allow their general agents to book 1943 routes, arrange to place their rides in some established park or leave all their equipment in winter quarters for the duration.

As nearly as can be learned, about 50 per cent decided upon touring after getting the stringent rules laid down by ODT; 25 per cent either put most of their riding devices, funhouses and Walkthru shows and concessions in regular amusement parks or leased the equipment to someone connected with their carnivals in previous years; 25 per cent stored all of their stuff for the duration, having other interests or enough money so they could afford to stay off the road, at least for this season.

Ideas for War Bond Sales

War Bonds have gotten most of the surplus funds of carnival men and women, they knowing them to be the best investment anyone could make, backed by the good earth that makes up these United States. It took little sales talk to convince any troupers that they ought to buy War Bonds. Various means are used, from the popular 10 per cent plan every payday to giving a bond to the winner at weekly bingo games held during an afternoon in every city played and open to all the personnel of a carnival and generally the sponsoring groups and their families.

Many carnivals give away a War Bond every night as an attendance prize on the front gate. Others auction bonds at their girl or minstrel show rambles.



FRANK J. LEE comes from a show family. His father, John F. Lee, was a circus and tent-show owner, making the fair circuits regularly for many years. Frank Lee has been a show operator on the Royal American Shows and publicity director of the Rubin & Cherry Exposition, Greater United Shows and Miller Bros.' Shows. He was legal adjuster on the Buckeye State Shows and general agent or business manager for the Texas Exposition Shows, T. J. Tidwell Shows, John R. Ward Shows, Blue Ribbon Shows, Al Basinger Shows and Pan-American Shows and was a concession owner on the Great Sutton Shows.

Some carnival managers are offering a \$100 War Bond to steady and reliable ride operators as a bonus for remaining the entire season. Others are matching an employee and when any of them buy a bond the manager gives one as a bonus when the carnival closes. War Saving Stamps are used by every traveling show to promote further savings by their entire staffs. Stamps also are given as prizes at many of the concessions and as change at box offices where tickets are sold.

Material Aid for Red Cross

The Showmen's League of America, as well as other showmen's clubs, has done much to help in the war effort. Large sums have been contributed by carnival men and women for the American Red Cross thru ideas given by J. C. McCaffery, past president of the League and in 1942 and 1943 chairman of its Red Cross fund activities. He also secured 100 per cent Red Cross memberships on many shows. Some carnivals, in addition to collecting federal tax on passes issued, have added a small fee for the Red Cross. In times of disaster carnival managers have immediately placed their trucks and man power at the disposal of local Red Cross authorities, as in recent years in the vicinity of the Mississippi and Ohio rivers. Most of them give special midnight performances, with the entire proceeds contributed to the Red Cross.

Last season, while publicity director of the Rubin & Cherry Exposition, this writer also was one of the officers of the ACA traveling post of the American Legion, helping to put on weekly dances on the big Skooter floor with either an Hawaiian string orchestra or a girl show band and with most of the receipts going to the Red Cross or for War Bonds. A small tent was maintained on the midway, near the office wagon, where mothers might rest with little children. It had a beautifully lighted front, properly inscribed by one of the members, the show artist, both the art work and reading matter urging the public to invest in War Bonds and Stamps.

Co-Operation in Civic Affairs

When Washington authorities gave the okay to outdoor amusements, circus, carnival, rodeo and other tent-show managers, realizing that their particular kind of show business could do as much as any indoor entertainment to give the members of the armed forces relaxation from strenuous training periods and also the folks on the home front in industry, business or farming who are helping to provide equipment and food for the United Nations in what we all hope is the last war, proceeded to appoint the one man best qualified in their organization capable of handling civic projects and he, in turn, picked his own committee to co-operate in all matters pertaining to the war effort.

In all fairness, let me state that the carnival owner who thinks only in self-sustaining terms and does not try to co-operate to the fullest with the U. S. officials in charge of ODT and other governmental agencies who have made it possible for him to travel at all this season may find himself out on a limb in the near future. Therefore, a little advice is not amiss. "Get with it" for your own future welfare as well as that of the carnival business in general.

Among carnivals choosing to locate this season at least are Al Baysinger, Maryland and Dee Lang shows, St. Louis; Royal American Shows, East St. Louis; Texas Exposition, Breckenridge Park, San Antonio; Goodman Wonder Shows, Little Rock; Jimmy Laughlin, Playland, Houston; Roy Gray, Main Street Park, Houston; Pan-American, Anderson, Ind.; Beckman & Gerety Shows, State Fair Park, Shreveport, La.; Four Star Shows, Leesville, La.; Swisher

Shows, Forest Park, Coffeyville, Kan.; Royal Palm Shows, Mobile, Ala.; Lee Amusements, Riverside Park, Austin, Tex.; Golden Belt Shows, Whittington Park, Hot Springs; W. E. West, Cherryvale, Kan., and several on the West Coast, in the Middle West and along the East Coast. Art Lewis returned to Norfolk, Va., after jumping out of his regular territory because of gas rationing.

For Midweek Kids' Days

As the fair season draws near carnival managers with a number of fairs booked will have less time in which to get the shows up and down and may miss many an opening day, usually known as Kids' Day. Therefore, wise carnival agents and fair officials ought to set a day in about midweek so as to be sure to have all rides in operation when the hordes of youngsters appear. There are many tie-ups possible with newspapers, fair boards and merchants' groups that can be used for extra War Bond and War Savings Stamp sales which ought not to be overlooked by carnival publicity men and women.

As *The Billboard* is willing at all times to mention anything of merit and any extra efforts in which carnivals are helping in the war effort, here is one suggestion for carnival owners. Revive the old combination ticket good for so many shows and rides at a set price (as some amusement parks have) and give every buyer a War Savings Stamp free or a free gate admission and encourage patrons to buy a stamp with the savings. Circuses are giving free admissions with bond sales this year. Most carnivals that are located for the duration are near large army posts or naval stations and traveling carnivals are, of course, playing many such spots this season to give the boys as much fun and amusement as they can.

Go-Getting Groups Active

Activities of the various showmen's organizations and Ladies' Auxiliaries are potent examples of what can be accomplished by go-getting groups in aiding

the war effort. Michigan Showmen's Association, Detroit, has in effect a program to help not only their own members but all outdoor showmen in the armed forces. Each month the club sends gift packages, of cigarettes, candy, clothing to fellow showmen participating in the conflict. Club also has instituted a plan whereby its members receive copies of *The Billboard* and other magazines. Showmen's League of America, Chicago, also provides members with gift packages each month in addition to its drive for funds for the Red Cross, under direction of J. C. McCaffery, chairman.

Heart of America Showmen's Club, Kansas City, Mo., and its Ladies' Auxiliary also have worked out plans to aid members in the service, while HASC has a fund which contributes to the support of the families of its members now in the armed forces. National Showmen's Association, New York, donated an ambulance to the army June 16 in the name of Pvt. Murray Polans, first club member to die in the armed service. Its Ladies' Auxiliary conducts weekly sewing programs for the Red Cross and many of the members are serving with the Civilian Defense Corps in that sector.

Ladies' Auxiliary, SLA, also presented an ambulance to the army, cost of which was obtained thru members' donations, card and bingo parties, etc., using quilts and other handmade articles as prizes. Pacific Coast Showmen's Association and Ladies' Auxiliary, Los Angeles, also have been tremendously active in the war effort, these two agencies being the source of large contributions to various war activity bodies. International Showmen's Association, St. Louis, and San Antonio Showmen's Club and Missouri Show Women's Club have gone all-out in their efforts to aid the nation's war program. All organizations have been purchasers of large amounts of War Bonds and Stamps.

Suffice it to say that when Uncle Sam needs help the majority of carnival managers will go all-out to do their part and when it's over over there they will again travel into the regular routes they used to play, helping many fraternal and community organizations to help someone else, and then will those managers who have done their bit realize what good will means.

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10 DAYS, COMMENCING JULY 28

West Broad Street Grounds

CAN PLACE LEGITIMATE CONCESSIONS, ROTARIES OPEN. GOOD
OPENING FOR PENNY ARCADE, WILD LIFE EXHIBIT
OR ANIMAL CIRCUS.

WANT—RIDE HELP AND SEMI DRIVERS.

Great Route of Defense Towns and Fairs To Follow, Closing Miami, Fla.,
in December. All Answer to RICHMOND, VA.

HENNIES BROS.' SHOWS

SHOW LEAVES CHICAGO, AUGUST 2nd, FOR FALL TOUR

WANT POLERS AND CHALKERS. Sammy Smith, contact me!

CAN PLACE A-1 HEY-DEY FOREMAN, ALSO TRACTOR DRIVERS.

CAN PLACE 2 OR 3 NON-CONFLICTING SHOWS AND RIDES, to start

at Chattanooga, Tenn., Fair, September 16; Birmingham, Ala., to follow.

Fairs closing at Beaumont, Texas, November 1.

All address HARRY W. HENNIES, Mgr., Hennies Bros.' Shows, Chicago, Ill.

FERRIS WHEEL FOREMAN WANTED

Must be sober and reliable, also Second Man that can operate clutch. No tickets unless known. Top salary.

Concessions that work for stock and not over 10c. Sell exclusive Popcorn and Apples.

Custard. SHOWS with own transportation.

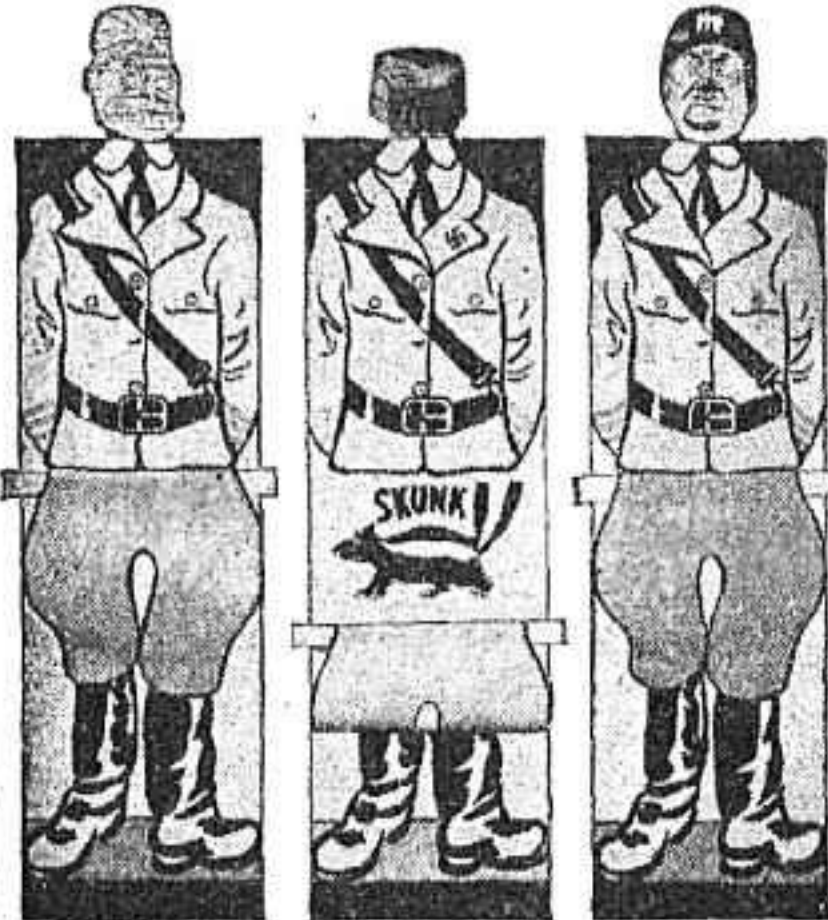
WILL PAY SPOT CASH for 8-Car Octopus, No. 12 Ell Wheel or any good ride immediate acceptance. Wire

L. C. McHENRY, Mgr. Crescent Amusement Co.
CAFFNEY, S. C., THIS WEEK.

SOCK THE AXIS!

"KNOCK THEIR BLOCKS OFF"

A NEW FAST MONEY-MAKING BALL GAME FOR CARNIVALS, FAIRS, PARKS, CELEBRATIONS, ETC.



SEE THEIR PANTS FALL PLENTY OF LAUGHS

- ★ Throwing Distance 12 Feet
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Your Choice of 3 Figures \$124.50
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American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 24.—Visitation program was continued with a visit to Cetlin & Wilson Shows at Lackawanna, N. Y., on July 16, where they were exhibiting under auspices of a Polish society. Owners John W. Wilson and Issy Cetlin, Secretary William Hartzmann, Business Manager William Cowan and Press Representative R. C. McCarter made the visit pleasant. During the call 100 employees of the shows subscribed for personnel memberships in the association.

A novel situation with relation to personnel memberships has developed. For the first time in association history two shows are tied for first place—James E. Strates Shows and Cetlin & Wilson Shows—who at this writing have entered 100 personnel memberships each.

Several months ago we predicted that the ban on so-called pleasure driving in the eastern shortage area would be lifted during July. Altho there has been confusion in conflicting statements between the Office of Price Administration and the Office of Petroleum Administration for War, it begins to look as tho our prediction will be correct and that some modification will be in evidence in the near future. The pressure of public resentment against unduly harsh restrictions in the East Coast shortage area, backed by a serious editorial campaign in the press, we think, will hasten the lifting of these restrictions.

The July 15 Office of Defense Transportation statement requesting cancellation of conventions and similar group meetings on account of the shortage in transportation facilities, is, of course, merely a request limited to those meetings that would not actually contribute in an important way to the winning of the war. As has been repeatedly stated by those in authority, the outdoor amusement industry contributes in a big way to public morale and certainly this meets the test, in that it contributes in an important way to the winning of the war. Consequently, based on the ODT statement, this association and the other groups in the outdoor amusement industry would be justified in going ahead with plans for their annual meetings.

It should be borne in mind that the meetings of these outdoor groups would be taking place in the late fall when vacation travel will virtually have ceased and when civilian demand for travel facilities is normally at low ebb.

AMUSEMENT DEVICES MODERN DESIGN—DISTINCTIVE APPEAL

- Moon Rocket
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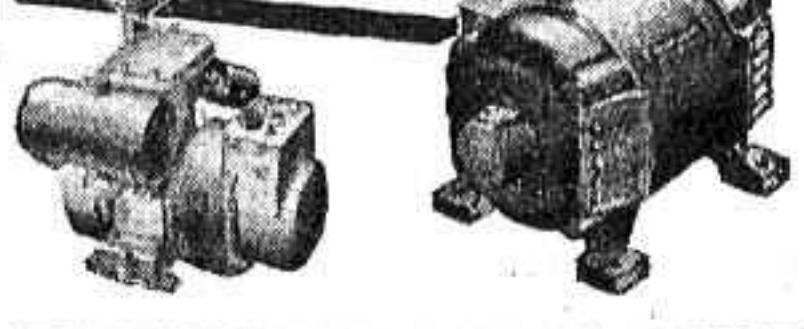
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THE SHRUNKEN JAP

SEE THE TINY SHRUNKEN BODY

A reproduction of Jap body in shrunken condition. Straight black hair, eye lashes, brows, hands, fingers, toes, etc. Weight about 7 lbs.; length over all about 3 feet. Shipped in nice basket, post paid, only \$15. Japanese imitation shrunken head about half life size, postpaid, \$8. Biggest window attractions in America. Stops all Carnivals, museums, circuses, store shows, window attractions. Order today. If C. O. D., send one-half deposit with order.

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Safford, Arizona

WANTED

For **FULTON CO. FAIR**

Lewistown, Ill., Aug. 17-18-19-20th Shows, Concessions and Rides that do not conflict. Ride Help for all Rides and Concession Agents. This fair adjoining Camp Ellis, 35,000 soldiers. This will be a red one. Wire or write until fair dates:

Wilson's Famous Shows
Care White City Park E. Peoria, Ill.

Hurry—Hurry—Hurry For Sale or Trade

3 FINE ORGANS—2 CALLIOPES
For Information Write or Wire
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4948 Waveland Ave. CHICAGO 41, ILL.
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PARTS FOR HI STRIKERS—NOW

Mauls: No. 1 size, \$2.75; No. 2, \$3.50; No. 3, about 11 lbs., \$5.00. Chasers for Lapeer Strikers, \$2.25; for any other make, special, \$3.00. Regular Maul Handles, 35¢; Heavy Pic Handles, 45¢; Hardwood 4x8 Seasoned Leavers, painted, \$8.00; Curved Steel Springs for Leavers, \$2.50. Any other Parts, write us what is wanted. We can supply only one Bright Red Double Striker in about 8 days' time and first order received gets this; all others will be returned at once, as there will be no more for this year. Price on the Double is \$125.00. F.O.B. car here, weight about 450 lbs.

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649 TURRILL LAPEER, MICH.

Soft Drinks—Fruit Ices—Sherbets

MAKE YOUR OWN WITH—JUICE POWDERS

For Carnivals, Picnics and all Public Gatherings.
Refreshing Beverage Base—Stronger—Better Powders.

- 15 Gal. Size Can.....\$ 1.25
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Make 80 cents profit on every dollar sold. Trial package for 25c postpaid. Send stamps or money orders, no C.O.D. or checks. This will assure prompt delivery. Quality and purity unsurpassed—A Vitamin product.

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MINNEAPOLIS, MINN., AQUATENNIAL CELEBRATION

Two Saturdays — July 31th to August 8th — Two Sundays

AND FOR BALANCE OF OUR SEASON
SHOW CLOSING ABOUT DECEMBER 31

MOTOR DROME, GLASS HOUSE OR ANY FUN SHOW; MONKEY SHOW, MIDGET SHOW, ROCKET OR SILVER STREAK, TILT-A-WHIRL, OR SPIT FIRE. WILL FURNISH WAGONS FOR ANY SHOW OR RIDE. CAN ALSO PLACE ANY LEGITIMATE CONCESSION.

CAN USE SOME WORKING MEN IN ALL DEPARTMENTS, BEST OF TREATMENT, GOOD SALARY, AND NO MEAL TICKETS OR BRASS.

WIRE, DON'T WRITE. ALL ADDRESS

DODSON'S WORLD'S FAIR SHOWS

EAU CLAIRE, WIS., UNTIL JULY 27TH; THEN MINNEAPOLIS, MINN.

PORTABLE RIDES FOR SALE

SCOOTER BUILDING with 15 front wheel drive Dodgem Cars
Dual OCTOPUS (12 car), loads on one semi
Rolloplane Super model

These rides now operating at Willow Grove Park near Philadelphia, and will be sold for delivery after Labor Day. Terms cash. Write

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BANTLY'S ALL AMERICAN SHOWS

Week July 26th, Johnsonburg, Pa. Downtown on the Streets.

Best spots in Pennsylvania and New York States. WANT Shows not conflicting with own equipment and transportation. Legitimate Concessions of all kinds except Ball Games. Want High Striker, Fish Pond, Pitch Till You Win Stores. Merchandise Concessions that work for a dime wanted. For Sale—8-Onr Mangels Streamlined Whip. Cash only. Ride Help—If capable wire or come on. We can place you. All replies to HERMAN BANTLY, BANTLY'S ALL-AMERICAN SHOWS, Johnsonburg, Pennsylvania, week of July 26th-31st, inclusive.

SELL MORE POPCORN

HYCOL Golden Yellow



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Added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

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WANTED WANTED

EAST MANSFIELD MIDSUMMER FESTIVAL

AUGUST 9 TO 14

Corn Game, legitimate Concessions of all kinds. Can place Shows at 25%. Ride Help, come on. Tiffin Fair, Wapakoneta, Burton, Andover and Wooster to follow. Address all mail and wires to J. R. EDWARDS, Quaker City, Ohio.

H. W. JONES WANTS

BINGO HELP

Gen. Del., Sea Breeze, N. Y., and for following Shows as per B. B. route:

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Don't Let Any Fair or Homecoming Go By Without Our Big Patriotic Show

THE INVASION

Being on the Midway

THE NEW SHOW OF:

ACTION—FIRE and FLAME HEAVEN Here—HELL Over There

With Flaring Banners That Pack Them In.

\$300.00 to \$500.00 a week not unusual. What they have all waited for: THE INVASION. 2 people easily run the show. Greatest show known for fairs. Framed on 12 to 20 ft. front, 24 to 30 ft. deep. Carried in any auto. Even small county fairs \$150.00 to \$300.00 a week. Larger fairs more money.

Show with 3 banners, 20 viewing boxes with war scenes, 24 pictorial panels, 4 blowups in color in frames of Eisenhower, Patton, MacArthur and INVASION; also full directions for framing and running show, complete as above.

ONLY \$140.00

Wire or mail \$40.00, remainder collect. Supply limited. Also free war scenes sent you prepaid all season on address as new things happen. Or write for free info. on our shows and our plan "How To Make Big Money on the Fairs." Our new show "MIRACLE OF BIRTH" is piling up hundreds of dollars a day at 25 cents a throw. Order now or write at once.

CHAS. T. BUELL & CO.
BOX 306, NEWARK, OHIO

Oregon Notes

By VIRGINIA KLINE

SALEM, Ore.—Silver, a four-year-old Arabian horse, joined Russell Bros.' Circus when it played Salem. He was formerly owned by Ray Atherton, who entered him in the Cheyenne (Wyo.) rodeo last year, where he won first place in calf roping and \$700 for his owner.

E. J. Davis visited the Eyerly factory en route from Hillsboro, Ore., his Fourth of July spot, to Silverton, Ore., with Browning Bros.' Amusement Company. When Joe was asked how the new limit of one pint of whisky to a person in Oregon for a month was working out, he said that it reminded him of the way soldiers maneuvered in the last war to be served with any kind of drinks. He said he and his partners, when they got away from Camp Merritt, would buy an old suit and hat and each wear the outlong long enough to get drinks and then go back of the buildings and change their uniforms and go in and take turns at quenching their thirst. Joe has been having some good days with his rides despite a shortage of help. He is one of the lucky ride owners who has a wife to help him, and Mrs. Davis is the kind of helper who stops at nothing, so the Davises manage to keep going and make money.

The Los Angeles PCSA Auxillary, under direction of President Edith Bullock, is not overlooking any bets this year for raising funds. The latest is a small apron with a pocket in it which is to hold an amount equal to a member's waist measurement. Each member receives one of the aprons. Then after they have all been turned in the aprons will be made into a quilt. Another plan is the distribution of glass banks, shaped shaped like bells, with instructions to "ring the bell" with money for the club treasury. The latest program was a news broadcast with a quiz where Helen Smith and Stella Linton sang *God Bless America* and each received a \$5 grocery order.

Everyone who has ever been in the suite in the Reid Hotel, where Hattie and George Howk live every winter, will remember the many priceless photographs of showfolks of now and of times past that were in Hattie's collection. Those pictures will be missed this year, as they, with all of the Howk personal belongings, were destroyed in the recent fire in Fairyland Park, Kansas City, Mo.

Mrs. Virginia Laughlin, who has her Roll-o-Plane and Octopus in Playland Park, Houston, is rapidly recovering her health while looking after her interests there.

James R. Patterson, now a flying instructor at Corsicana, Tex., recently visited his father in Paola, Kan. He was accompanied by his wife, Maxine, and while they were in Paola Milly Lou Patterson Alexander, with her two children, visited from Akron, O. Word was received several weeks ago that Robert Patterson, youngest son of James Patterson Sr., has been raised to the rank of captain and had been awarded the Distinguished Flying Cross for exceptionally bravery in action. Robert was in his third year at Kansas University when he enlisted in the marines and took his flying training at Corpus Christi, Tex.

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DeLuxe KIDDIE RIDES

Any Type — Any Kind — What Do You Have?

TRAIN and CARS

We Want a Train Large Enough to Carry Adults as Well as Kiddies. Good Shape.

ANY MAJOR RIDES

We'll Pay Spot Cash for Any Major Rides Must Be in Good Operating Condition.

WANTED—FROZEN CUSTARD EQUIPMENT

Must be in A-1 Shape—no junk. Cash is here waiting—send details.

WRITE, WIRE AT ONCE—SEND DETAILS IN FULL—CASH WAITING

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WANT
FOR DEPARTMENT STORES
XMAS SEASON, 1943
Circus and Novelty Acts, Midgets, Side Show Entertainers for Circus Side Show.
Write all to
GEO. E. ROBERTS, Manager
Licensed and Bonded Agent
Circus Headquarters, 3504 N. 8th Street, Philadelphia 40, Pa. Tel.: SAGmore 5536. P. S.—Cut this ad out; will not appear again this season.

BIGGER THAN THE STATE FAIR
ELKS' NATIONAL CONVENTION
AUG. 19 . . PITTSBURGH, PA. . . AUG. 28
Independent Shows, Johnny Rhea, write, Fun House, Platform, Silochrome. All Concessions open. Will sell exclusive Eats, Drinks, Penny Arcade, Novelties, Bingo. Want to hear from the following: Homer Ginther, Mespelt, Johnny Ciburrie, Natie Roth, Joe Gerber. Will book one more sensational Free Act. **W. J. MURPHY**, 2207 Wylie Ave., Pittsburgh, Pa.

Special Printed TICKETS
Roll—Folded. 100,000—\$18.50.
DALY TICKET CO.
COLLINSVILLE, ILL.

WANT—SHAFER SHOWS—WANT
SHOWS OF ALL KINDS, WITH THEIR OWN OUTFITS. CAN PLACE CONCESSIONS THAT DO NOT CONFLICT. WILL BOOK ONE MORE RIDE WITH OWN TRANSPORTATION. WANT GOOD AERIAL FREE ACT. State salary per week. Edward Leroy, wire. Have good proposition for you. CAN USE RIDE HELP ON TWIN FERRIS WHEELS, TILT-A-WHIRL, MERRY-GO-ROUND, MIX-UP AND OTHER RIDES. Wire or write SHAFER SHOWS, J. C. WRIGLEY, Texarkana, Texas, this week.

WANTED FOR SEVENTH ANNUAL CELEBRATION
August 3 to 7, Belleville, Mich.
Legitimate Concessions of all kinds. Experienced Man for Dipsy-Doodle, \$55 a week; Second Man for Dipsy-Doodle and Ferris Wheel. Other Celebrations to follow on the streets. Address
FRANK MILLER
Apt. 38, 118 Davenport, Detroit, Mich. Telephone 16729.

WANTED FOR WANTED
ALAMO EXPOSITION SHOWS
CAPABLE MAN AND WIFE TO HANDLE MOTOR DROME THAT LOADS ON TWO TRUCKS. WILL BOOK SIDE SHOW, SNAKE SHOW OR FUN HOUSE. HAVE COMPLETE FRAME-UP FOR ATHLETIC SHOW. FOREMEN FOR FERRIS WHEEL, TILT-A-WHIRL AND RIDE-O. This Show Will Stay Out Until December, Playing Nothing But the Best Money Spots in West Texas. Dutch Kantrell, Wire Me.
Address: San Angelo, Texas, this week; (Soldiers' Pay Day) Midland, Texas, August 2 to 7.

Advertising in the Billboard since 1905

ROLL TICKETS DAY & NIGHT SERVICE
FOLDED SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

10,000..\$7.15	50,000..\$13.75	90,000..\$20.35	250,000..\$45.75
20,000.. 8.80	60,000.. 15.40	100,000.. 29.00	300,000.. 68.00
30,000.. 10.45	70,000.. 17.05	150,000.. 30.25	500,000.. 88.00
40,000.. 12.10	80,000.. 18.70	200,000.. 38.50	1,000,000.. 170.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
2000 PER ROLL
1 ROLL.....75c
3 ROLL.....0.....60c
10 ROLL.....0.....50c

WELDON, WILLIAMS & LICK
FORT SMITH, ARK.
TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 800,000 HAS BEEN REACHED.

POPCORN AND SUPPLIES
C. R. FRANK
SEASONING—OILS—SALT—POPCORN—"VICTORY" BAGS—CARTONS—CONES
4310 DELMAR BLVD.
ST. LOUIS, MO.

GET REPAIR PARTS
FOR YOUR PRESSURE GAS AND OIL COOKERS, LANTERNS, HANDY GAS PLANTS AND ALL TYPES OF HEATING EQUIPMENT.
A. G. BRAUER SUPPLY CO.
2100 WASHINGTON AVE. ST. LOUIS, MO.
Generators—Mantles—Gas Tips and Needles

Page Tenn. Gates Okay; Greenville, Johnson City Best

GREENVILLE, Tenn., July 24.—J. J. Page Shows, said to be the first carnival to play the ball park in downtown Greenville in nine years, garnered the second best week's stand on the season so far. Management said the opening engagement in Johnson City was the only one to top the local stand thus far. Monday was lost to rain, but Tuesday night got away big and each night's attendance increased until Saturday attracted 4,700 paid gate admissions. Midway was jammed and all rides, shows and concessions registered a big week.

Ride-o topped rides, while the Minstrel Show, with Frank Earl on the ticket box, did near capacity all week. Jack King's Side Show was second. Eddie Brenner's bingo has been doing well all season, while Roy Fann's concessions also clicked. Sam Housner's eating stand continues popular. James Ben, son of Frank and Dot Earle, is doing big business with his stereopticon movie. A. G. Crowe and son, Cecil, visited, coming in from Johnson City. Mayor John Ber-

nard was a nightly visitor. Greenville Sun was generous with daily front-page spreads.

Erwin, Tenn., under auspices of the fire department, resulted in large grosses. Lot was crowded when it didn't rain. Two weeks at Harlan, Ky., under the auspices of the police department, was only fair, as rain hampered business the first week.

ROUTES

(Continued from page 31)

Jeanne, Myra (Nixon) Pittsburgh 26-Aug. 7, c. Jenkins, Bo (RKO Boston) Boston, t. Jo-Jo (Club 18) NYC, nc. Jones, Jane (Belleisle) Kansas City, Mo., h. Jones, Spike (Orpheum) Omaha, t. Jules & Webb (Park Plaza) St. Louis, h.

K

Karson, Maria, Musicales (Plains) Cheyenne, Wyo., h. Kay, Dolly (Latin Quarter) Chi., nc. Kaye, Alma (Enduro) Brooklyn, cl. Keene, Linda (Belmont Plaza) NYC, h. Kelso, Joe (Patio) Cincinnati, nc. Kent, Lenny (La Conga) NYC, nc. King, Betty (Majestic) Phila., nc. King, Dolores (Leon & Eddie's) NYC, nc. Kings, Three (Stanley) Pittsburgh, t. Knoll, Great: Lake Haslett, Lansing, Mich.; Owosso Aug. 2-7. Koki, Sam (Town House) Reno, Nev., nc. Kraft, Molly (Tahiti Bar) Phila., cl. Kruger, Jerri (Glenn Rendezvous) Newport, Ky., nc. Kramer, Stan (Chin's) Cleveland, cl.

L

LaBato, Paddy (Stevens) Cleveland, nc. Lavarr, Paul, & Bro. (Palace) Columbus, O., t. La Vola, Don, & Carlotta (Utah Canteen) Salt Lake City. Layton's Dogs (Cat & Fiddle) Cincinnati, nc.; (Neon) Louisville Aug. 2-7, nc. Lee, Bob (Wivel) NYC, re. Lee, Gloria, Dancers (Glenn Rendezvous) Newport, Ky., nc. Lee, Marjorie (Peabody) Memphis, h. Lefcourt, Harry (Rogers' Corner) NYC, cl. Lester & Irmalean (Lake) Springfield, Ill., nc. Leticia (Hurricane) NYC, nc. Le Verde, Leon (3700) Cleveland, nc. Lewis, Happy (Tic Toc) Milwaukee, nc. Lewis, Ralph (Blackhawk) Chi., c. Liberacci, Walter (Ruban Bleu) NYC, nc. Lib, Bernie (Kavakos) Washington, nc. Livingston, Deacon (Moose) Johnstown, Pa., nc. Lloyd & Willis (Clover) Miami, nc. Locke, Marie (Stratoliner) Chi., nc. Loose Nuts (Majestic) Phila., nc. Loring, Lucille (Town Tavern) Rockford, Ill., nc. Louis & Cherie (Lakota's Supper Club) Milwaukee. Lowe, Hite & Stanley (State) NYC 29-Aug. 4, t. Lucas, Nick (Palomar Supper Club) Vancouver, B. C., Can., 26-Aug. 7.

M

McKay, Harry, Trio (Golden Dragon) Wildwood, N. J., nc. McMahon, Jerry (Versailles) NYC, nc. Mack, Bobette (Cabash) NYC, nc. Manning, Myra (Village Barn) NYC, nc. Marcus, A. B., Show (Ramona) Grand Rapids, Mich., p. Marcus, Doc (Latin Quarter) Chi., nc. Marshall, Jack (Chez Parée) Chi., nc. Martz, Marshall (Lewis House) Utica, N. Y., cl. Marlowe, Don (Slapsie Maxie's) Hollywood, nc. Marquette, Pee Wee (Three Deuces) NYC, nc. Masters, Freddie (Enduro) Brooklyn, cl. Masten, Kay (Jimmy Kelly's) NYC, nc. Maurice & Cordoba (Plaza) NYC, h. Maurice & Maryea (100 Club) Des Moines, nc. Mayehoff, Eddie (Ruban Bleu) NYC, nc. Mayfair, Mitzi (Earle) Phila., t. Maysy & Brach (Beverly Hills) Newport, Ky., cc. Maxellos, The (Leon & Eddie's) NYC, nc. Melville, June (Sawdust Trail) NYC, nc. Merrill, Joan (Chase) St. Louis, h. Midnight Voodoo Party (Liberty) Kellogg, Idaho, 28, t; (Dream) Coeur d'Alene 29, t. Mignon (Belmont Plaza) NYC, h. Miller, Freddie, Quartet (Rogers Corner) NYC, cl. Minevitch Rascals (Copacabana) NYC, nc. Moke & Poke (Zanzibar) NYC, nc. Montana, Jerry (Sandy's) Paterson, N. J., cl. Monteros, The (Tivoli) Juarez, Mex., c. Monti, Mickey (Cabash) NYC, nc. Morgan, Loumell (Chin's) Cleveland, nc. Moya, Lolita (Glen Park Casino) Buffalo, nc. Murray, Jan (La Martiniere) NYC, nc. Myrus (Pierre) NYC, h.

N

Nevel, Nik & Bernyce (Governor) Jefferson City, Mo., h. New, Janie (Hickory House) NYC, nc. Nitza (Touraine) Boston, h. Nov-Elites (Happy Hour) Minneapolis, cl. Novellos, The (Primrose) Newport, Ky., cc. Novis, Donald (Matteoni's) Stockton, Calif., nc. Novis, Mary (Town Tavern) Delair, N. J., nc.

O

O'Dare, Dale (Mon Parée) NYC, nc. Olsen & Shirley (Chicago) Chi., t. Oxford Boys (RKO Boston) Boston, t.

P

Pedova'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. Paris & Gaynor (Majestic) Phila., h. Penton, Kay (Ruban Bleu) NYC, nc. Pickford, Murry (Oris El Tropico Room) Boston, nc. Pitchmen (Le Ruban Bleu) NYC, nc. Porter, Dorothy (Versailles) NYC, nc. Price, George (Latin Quarter) NYC, nc. Princess Chjo (Beverly Hills) Newport, Ky., cc. Pripps, Edde (Latin Quarter) Chi., nc.

Q

Quitsie (Victory Room) Buffalo, nc.

R

Rabben, Lee, Trio (Chatterbox) Seaside Heights, N. J., nc. Radio Aces (Hurricane) NYC, nc. Radio Ramblers (Glenn Rendezvous) Newport, Ky., nc. Rae, Nan, & Mrs. Waterfall (Earle) Phila., t. Remos, Paul, & Toy Boys (Beverly Hills) Newport, Ky., cc. Reynolds & Donegan Skaters (Ringling Circus) Springfield, Mass., 29-31; Buffalo, Aug. 2-4. Rhythm Rockets, Four (Latin Quarter) NYC, nc. Richards, Danny (Beachcomber) Baltimore, nc. Richey, Jean (Earl Carroll Theater) Hollywood, re. Rios, Rosita (London Chophouse) Detroit, nc. Robertos, The (Mount Royal) Montreal 19-Aug. 2, h. Robinson, Ann (Three Deuces) NYC, cl. Rocco, Maurice (Zanzibar) NYC, nc. Rogers, Billie (Chicago) Chi., t. Rogers, Roy (Wisconsin) Milwaukee, t. Rollerettes, Four (Beverly Hills) Newport, Ky., cc. Rollini, Adrian (Rogers' Corner) NYC, cl. Rosati & Smolen (Monte Carlo) NYC, nc. Rosenbloom, "Slapsie" Maxie (Riobamba) NYC, nc. Rosyettes (Earle) Washington, t. Ruvell, Norman (Patio) Cincinnati, nc.

S

Samuels, Three (Leon & Eddie's) NYC, nc. Scott & Suzanne (Village Barn) NYC, nc. Seaton, Monroe (Leon & Eddie's) NYC, nc. Sharon, Nita (Esquire) Norfolk, Va., nc. Shaver, Buster, with Olive & George (Oriental) Chi., t. Shaw, Sandra (Rendezvous) Phila., nc. Sheridan, Nora (Blue Angel) NYC, nc. Sherman, Hal (RKO Boston) Boston, t. Smith Kids (Le Ruban Bleu) NYC, nc. Snow, Dorothy (Manhattan) Detroit, nc. Solar, Willie (Village Barn) NYC, nc. Sons of the South (Palace) Columbus, O., t. Stanley, Neal (Buffalo) Buffalo, t. Steiner, Herb (New Kenmore) Albany, N. Y., t. Step & Marg (Dayton) Kenosha, Wis., h. Sterlings (Hickory House) NYC, nc. Stooges, Three (Stanley) Pittsburgh, t. Streamliners (Miami) Dayton, O., h. Suen, Asta (Village Barn) NYC, nc. Sullivan, Lee (New Yorker) NYC, h. Sumner, Helen (Ivanhoe) Chi., re. Sumner, Suzanne (Phillips) Kansas City, Mo., h. Suns, Three (Piccadilly) NYC, h. Sven, Asta (Village Barn) NYC, nc.

T

Theodora & Florine (Patio) Cincinnati, nc. Toy & Wing (Stanley) Pittsburgh, t. Tucker Sisters (Little Club) Chi., nc.

U

Usher, Billy (Riobamba) NYC, nc.

V

Vinay, Marlon (Tic Toc Club) Milwaukee, nc.

W

Wallace Puppets (Roosevelt) New Orleans, h. Walton & O'Rourke (Ruban Bleu) NYC, nc. Warren, Annette (Carter) Cleveland, nc. Warwick, Lee (Applegate Tavern) Atlantic City, nc. Watson Sisters (885 Club) Chi., nc. Wayne, Jinja (Chin's) Cleveland, cl. Wedell, Jack, Quartet (Kentucky) Louisville, h. Weidner, Virginia (Earle) Phila., t. Welles, Phyllis (Artists & Models) NYC, t. Wences, Senior (Winter Garden) NYC, t. Westley, Roger (Last Frontier) Las Vegas, Nev., 30-Aug. 12, nc. Whalen, Maurice & Betty (Blackhawk) Chi., c. White's, George, Scandals (Tower) Kansas City, Mo., 23-29, t. Williams, Cookie, Trio (Rendezvous) Phila., nc. Williams, Mary Lou (Cafe Society Downtown) NYC, nc. Wilson, Dooley (Palace) Cleveland, t. Winchell, Paul (Chicago) Chi., t. Wong Troupe, Jin (Latin Quarter) Boston, nc. Wyse, Ross, & June Mann (Buffalo) Buffalo, t.

Y

Yost's, Ben, Vikings (Beverly Hills) Newport, Ky., cc.

DRAMATIC AND MUSICAL

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

Able's Irish Rose (Shubert Lafayette) Detroit. Claudia (Biltmore) Los Angeles. Dough Girls (Selwyn) Chi. Dough Girls (Geary) San Francisco. Good Night Ladies (Blackstone) Chi. Jane Eyre (Cass) Detroit. Junior Miss (Erlanger) Chi. Junior Miss (Colonial) Boston. Kiss and Tell (Harris) Chi. Laugh Time (Curran) San Francisco.

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.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: San Angelo, Tex.; Midland Aug. 2-7. All-American Expo.: Iron Mountain, Mich. Allen, Fred: Onida, N. Y., 29-Aug. 7. Anderson-Spader: Grand Island, Neb.; Kearney Aug. 2-7. B. & H.: Newberry, S. C. Badger State: Osted, Minn. Baker United: Greencastle, Ind.; Frankfort Aug. 2-7. Bantley's All-American: Johnsonburg, Pa. Baysinger, Al: (Washington & Vandeventer) St. Louis, Mo. Beam's Attrs.: Mount Pleasant, Pa.; Sharpsburg Aug. 2-7. Bistany, Leo: Daytona Beach, Fla. Bee's Old Reliable: (Fair) Harrodsburg, Ky. Bright Lights Expo.: North York, Pa. (P. O. York). Buck, O. C.: Auburn, N. Y. Buckeye Expo.: Evansville, Ind. Buckeye State: Belvidere, Ill.; Ottawa Aug. 2-7. Bunting: Princeville, Ill.; Lacon Aug. 2-7. Buffalo: Watertown, N. Y. Burdick's: Temple, Tex. Byers Bros.: Urbana, Ill. C. & V.: Clyde, N. Y. Capell Bros.: Stillwater, Okla., 27-Aug. 10. Casey, E. J.: (Fair) Lloydminster, Sask., Can., 26-28; (Fair) Vermillion, Alta., 29-31; (Fair) Vegreville Aug. 2-4; (Fair) Red Deer 5-7. Catin & Wilson: Sharon, Pa.; Butler Aug. 2-7. Chanos, Jumble: Sidney, O. Christian: Mason City, Ill., 29-31. Coleman Bros.: Norwich, N. Y. Colley, J. J.: Hobart, Okla. (See ROUTES on page 89)

CIRCUS

Arthur Bros.: Seattle, Wash., 26-Aug. 1; Bremerton Aug. 2-3. Beatty, Clyde-Wallace Bros.: Norwood, O., 27; Newport, Ky., 28; Hamilton, O., 29; Middleton 30; Dayton 31-Aug. 1. Cole, James M.: Mount Pleasant, Mich., 27; Owosso 28; Fenton 29; Ypsilanti 30; Monroe 31. Fisher Bros.: Foster City, Mich., 27; Sagola 28; Republic 29; Champion 30; Michiganme Aug. 1. Gould, Jay: Lansing, Ill., 26-27. Kelly, Al G., & Miller Bros.: Richmond, Mo., 27; Excelsior Springs 28; Cameron 29; Savannah 30; Maryville 31. Mills Bros.: Benton Harbor, Mich., 27; Paw Paw 28; Osgo 29; South Haven 30; Holland 31; Greenville Aug. 2; Ionia 3; St. Johns 4; Durand 5; Lapeer 6; Imlay City 7. Polack Bros.: (City Aud.) Eureka, Calif., 29-Aug. 1; (Municipal Aud.) Long Beach 7-14. Ringling Bros. and Barnum & Bailey: Worcester, Mass., 26-28; Springfield 29-31; Buffalo, N. Y., Aug. 3-4; Cleveland, O., 6-8. Russell Bros.: Chehalis, Wash., 27; Olympia 28; Seattle 29-Aug. 8.

MISCELLANEOUS

Barrett, Roy (Madison Square Garden) New York. Couden, Doug & Lola: Cedar edge, Colo. Craig, Mystic (Roxy) Atlanta 26-29. DeCleo, Harry, Magician: Marysville, O., 26-31. Griffin, Hal: St. Louis 26-31. Hamilton, Ollie, Grand Ole Opry: Weatherford, Tex., 28; Cleburne 29. Harlan, Doc & Maxine: Danville, O., 26-31. Hugo Players: Scottsbluff, Neb., 26-Aug. 1. Letter, Bert, Magician: Revere Beach, Mass., 26-31. Lippincott, Magician (Fontaine Ferry Park) Louisville 26-31. Long, Leon, Magician, with Winstead's Minstrels: Laurinburg, N. C., 26-31; Wilmington, Aug. 2-7. Mille, Mystic (Cedar Point) Sandusky, O. Renfro Valley Show: Wooster, O., 28; Massillon 29-30; New Philadelphia 31; Uhrichville Aug. 1; Coshocton 2. Rieton's Dogs, school show: Scottsboro, Ala., 26-31. Schaffner Players: Oakwood, Mo., 26-31.

ADDITIONAL ROUTES

(Too Late for Classification)

Balabanows, The (Larson's Night Club) Lincoln Park, Mich., 26-31. Hazard, Nap. & Mary (Camp Van Dorn) Baton Rouge, La., 29-31. Romas, Flying: Norwich, N. Y., 28-31.

FOR GREATEST FAIR ROUTE IN HISTORY OF SHOW WANTED

EXPERIENCED HELP ON ALL RIDES TOP SALARIES. No Brass—No Meal Tickets. We pay every week.

ALSO CONCESSION PEOPLE In all Departments, especially GOOD BALL GAME AGENTS and HELP ON BINCO.

ASSISTANT ELECTRICIAN

GIRLS For Dignified POSING SHOW.

NEON Man experienced to operate our Plant.

RUBIN & CHERRY EXPOSITION

DAVENPORT, IOWA, thru July 31; CHIPPEWA FALLS, WIS., Aug. 3-8; LA CROSSE, WIS., Aug. 10-16; MINNEAPOLIS, TOPEKA, HUTCHINSON, OKLAHOMA CITY; JACKSON, MISS., AND MANY OTHER BIG ONES.

RIDE MEN WANTED

For Fly-o-Plane 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

Minneapolis, Minn. (Aquaticennial), July 26 to August 8.

WANTED TO BUY

Immediately for cash. 32-Ft. Merry-Go-Round. Must be in good condition. Also Tripod Scales. RAY STECK Pender, Neb.

Advance Bookings

CHARLIE BARNET: Eastwood Gardens, Detroit, Aug. 6-19.
BLUE BARRON: Eastwood Gardens, Detroit, Aug. 27-Sept. 2.
MAJOR BOWES UNIT, Three Stooges: Riverside, Milwaukee, Sept. 10-16; Oriental, Chicago, 17-23.
CARROLL AND HOWE: Riverside, Milwaukee, July 30-Aug. 5; Orpheum, Minneapolis 6-12.
BERNIE CUMMINS: Trocadero, Evansville, Ind., Aug. 13-28.
CHUCK FOSTER and band, Mills Brothers: Oriental, Chicago, Aug. 27-Sept. 2; Riverside, Milwaukee, 3-9.
BUDDY FRANKLIN: Elitch Gardens, Denver, Aug. 23-Sept. 6.
JAN GARBER: Lakeside Park, Denver, Aug. 13.
RICHARD HIMBER: Peabody Hotel, Memphis, Aug. 14.
GEORGE OLSEN: Schroeder Hotel, Milwaukee, Aug. 10 (four weeks).
TONY DI PARDO: Muehlebach Hotel, Kansas City, Mo., Aug. 20 (four weeks).
MARJORIE WARD, Randy Brown: Club Royale, Detroit, August 13-26.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Sans Credito, Salvador.
July 24, 1943.

Dear Editor:

The railroad move here covered some 300 miles over half a dozen short roads. The move by mountain trail was only 30 miles, so General Agent Lem Trucklow, who also lays out the lot, decided to take the short route and he spent two days crossing the hump with only a pack mule and a grub stake. Several weeks ago the discovery of gold was reported here, but the rumor soon died, altho many of the natives still believed that there was something to it. With his snow-white flowing beard and long hair, Trucklow looked very much the part of a mountain prospector, and upon his arrival the rumor started anew. Altho he advertised the fact that he was a general agent and drank freely on lithograph passes to prove that he was a big man, the bar flies eyed him with suspicion and as one who had a hidden secret. After laying out the lot with some 100 stakes, he retired to his inn to wait for the show to arrive.

The owners of this show were always suckers for salesmen, providing they could buy on the easy-payment plan. Firms down here insist upon cash, which makes it difficult to operate a carnival. The tractors on this show are American made and getting parts for them is impossible. When the train arrived here Manager Pete Ballyhoo learned that every tractor was on the blink. Hearing of the shows' plight, two tractor agencies bid for the boss's business. After listening to the sales talk of both firms, Pete asked for demonstrations. The agencies' demonstrators pulled down trees and moved big rocks to prove their tractors' powers. Manager Ballyhoo argued that such stuff made good farm demonstrations, but didn't prove that they could pull heavily loaded show wagons.

Finally the firms agreed to demonstrate by letting one make of tractor move the wagons to the lot and the other make to move them back to the train Saturday night to prove which was better. Thus we learned of a new way to move the show without any drivers, gas or oil expense. Arriving at the lot, the bosses were surprised to find it all dug up, with many of the holes 10 feet deep. New stakes covered the lot, the names of local natives being written on them. To the bosses' further surprise they learned that the natives thought that Trucklow was laying out ore claims and when he retired to his inn they had rushed out and staked out their own claims and registered them. Monday was spent in filling and leveling the lot. Then the new claim squatters demanded rent for their land from the show. This put the lot rent 500 passes above normal.

Business was good the rest of the week, with our gal show topping the midway thru plenty of publicity radiated from barbershops and women's clubs. The wagons were pulled back to the runs and loaded, as a demonstration. As both firms were not educated to the modern way of doing business, demanding cash, no carnival agreement could be reached. Manager Pete Ballyhoo (the little showman with a big heart) stated that even

tho he could not come to any agreement with the tractor agencies, he highly endorsed both makes and said that the firms were free to use his endorsements on their letterheads without cost. Gold is only on top and not under lots.

MAJOR PRIVILEGE.

Sheesley's Bingo Adds \$157 to MSA Servicemen's Fund

DETROIT, July 24.—Michigan Showmen's Association's Servicemen's Committee was \$157 richer this week following a donation from the Mighty Sheesley Midway. Contribution was the result of a special bingo party staged on the shows by Capt. John M. and John D. Sheesley after the shows closed at a recent stand and represented the net profits of the party.

Chairman Ben Moss, of the Servicemen's Committee, in accepting the Sheesley check, said: "It is more than gratifying to know of the heartfelt interest that the Mighty Sheesley Midway has shown in behalf of our showfolk soldier boys. Thru the bingo on the Sheesley midway the committee has derived enough revenue to take care of our brother members who are fighting for Uncle Sam."

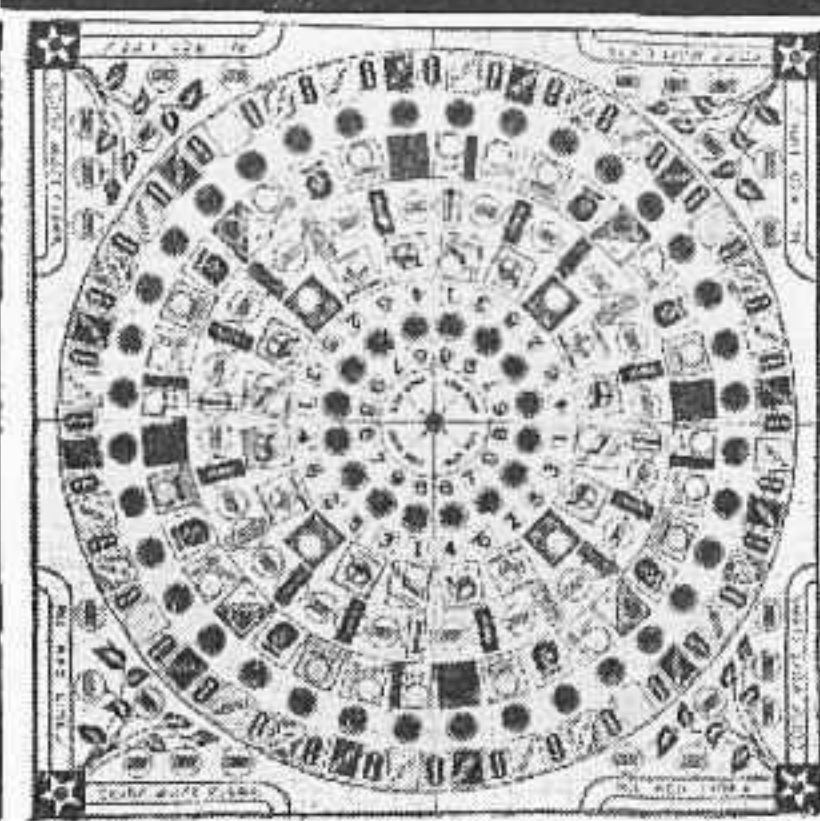
"There is no question of a doubt that honorable mention must be made anent the Mighty Sheesley Midway and the fine work it is doing to help our worthy cause along."

ERIE, Pa., July 24.—Altho hampered by rain the first two nights, Mighty Sheesley Midway concluded a six-day stand at the Pittsburgh Avenue showgrounds, just outside the city limits, under Elks' Girls' Drum and Bugle Corps auspices Tuesday. Management pronounced business satisfactory and arrangements for the local showing were made with the assistance of Dell Darling, Erie County commissioner.

Sponsors co-operated, with drum corps members taking tickets on rides and shows. Liberal space and good co-operation came from Erie papers and radio stations. Officials assisting included A. J. White, Erie Dispatch-Herald; Charles Wells, Erie Times; V. Hamilton Wier, WLEU, and Ed Pierson, WERO.

John M. Sheesley, general manager, is with the shows and is resting following his recently reported illness. Honey Lee Walker joined to take over the Gay New Yorker show. The Funhouse, completely rebuilt and reconditioned, also will open soon. The French Casino is featuring a new front, illuminated with neon. Al Renton's Side Show obtained a new top. Show is featuring Singles of India, fire eater. Harry Clarks' Gay New Orleans Minstrel Show reports excellent business. Silver Streak led rides. On Friday night city officials, including Dell Darling and Alderman Brabender, were guests of the shows' officials at a fish dinner in the cookhouse.

PENNY PITCH!



LATEST IN CIGARETTE PITCH

SOMETHING NEW AND NOVEL
A BIG MONEY GETTER

This Penny Pitch Board is made of tempered masonite and comes in four sections, making it easy to carry, and is colorful in design. Pays off in merchandise, cigarettes, matches, candy, chewing gum or money. Has proven a big success and will pay for itself the first day. Can be mounted on your old Penny Board.

PRICE \$40.00

Frame extra, upon request

NOTE: Due to limited supply of material, we urge you to order early.

ACE CARNIVAL GAME SHOP 5617 S. HALSTED ST. CHICAGO, ILL. Phone: Eng 4472

FAIRS 10 Veterans of Foreign Wars Carnival FAIRS 10

EVANSVILLE, IND., AUGUST 2ND TO 7TH
EAST RIVERSIDE DRIVE

Can place for this date and balance of season, including 10 Southern Fairs, Octopus with own transportation or will buy same for cash if in good mechanical condition. Want Girl Show, must have own equipment, also transportation. White Noltie, answer at once. Can place all your Shows. Manager for Monkey Show, everything furnished.

WANT CONCESSIONS—Ball Games, Frozen Custard or any 10c Stock Concession. Can place Agents for Ball Games, Penny Pitches, Grind Stores, Slum Concessions. Barney Allen, wire Hawkshaw or come on. Mike Booth, call me long distance or come on. Musicians, Performers, Blues Singers, Comedian for Minstrel Show. Long season South. Want Kiddie Auto or Set of Kiddie Rides. Ride Help, Semi Drivers, Workingmen, Help of all kinds, write, wire or come on. Emerson Bowers, can place you, also Bill (Monk) Kaiser.

WALLACE BROS.' SHOWS

Jasper, Ind.; this week; Evansville, Ind., August 2 to 7.

HAPPYLAND SHOWS

We can place Side Show, Monkey Show, Fun House, Birth of Twins, other Grind Shows. Also a few Legitimate Concessions for the following early celebrations and fairs in Michigan:

Metropolitan Club, Summer Festival, Owosso, August 2 to 7; 23rd Annual Home-Coming, Wayne, August 9 to 14; Wayne County Free Fair, Northville, August 17 to 22; Tuscola County Fair, Caro, August 23 to 28; Northwestern Michigan Fair, Traverse City, August 31 to September 4.

Address:
HAPPYLAND SHOWS

Elks' Charity Festival, Pontiac, Michigan, This Week.

FIDLER UNITED SHOWS

WANT FOREMEN AND RIDE HELP THAT CAN DRIVE SEMI TRAILERS FOR TILT-A-WHIRL, SINGLE WHEEL AND OCTOPUS. Top salaries—all cash. CAN PLACE LEGITIMATE STOCK CONCESSIONS OF ALL KINDS. ADDRESS: FIDLER UNITED SHOWS, CICERO, ILL., THIS WEEK.

HELLER'S ACME SHOWS

Want Diggers, Custard and Bingo. Good proposition for Arcade and Kiddie Rides. Want Grind Shows and Concessions. Want Help on Rides; Semi Drivers preferred. All address HARRY HELLER, Gen. Mgr., West Paterson, N. J., this week; Hackensack, N. J., next week.

WANT FOR LIONS' FESTIVAL

ROANOKE RAPIDS, N. C. — WEEK AUGUST 9

Rides with own transportation. Octopus and Whip preferred. Good percentage or will pay flat rate. Concessions—A few open. No Wheels. Shows of merit. Will finance. Ride Help in all departments. Long season of fairs and defense areas.

W. C. KAUS SHOWS

RUSS OWENS, MGR.

CLINTON, N. C., THIS WEEK

JIMMIE CHANOS SHOWS WANT

Ride Superintendent that knows Merry-Go-Round, Wheel and Chair-o-Plane. I have good boys and reliable help. Also want all kinds Stock Concessions, Athletic Manager that has Wrestlers and Fighters. Also Wheels to work with office. Fair and Celebration Secretaries. I have a few dates open. This show will go south. All wires to JIMMIE CHANOS, Sidney, Ohio, this week.

Fourth Headquarters Co., S. C., Defense Force Wants

For season here—Rides, will book or buy. What have you? Shows open—Minstrel with band or high-class Girls' Troupe. We have outfits. Also need Funhouse, Custard, Hi Striker, Scales, Grab, etc. No gate or grift. All replies:

LIEUT. FRANCIS

Charleston, S. C.

3000 BINGO Direct from the Lots

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
 25 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$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 6¢.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$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.

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BALL THROWING GAMES

Bottles, Cats, Dolls, Toppins, Eskimo Kids, Yukon Kids, Yukon Queens. Complete portable racks and tables. We have orders booked to keep us busy thru September, but can still accept orders for late fall, winter and early spring delivery. All orders filled in the order received. No rush orders accepted.
 LaMANCE, 752 Marion, S. E., Atlanta, Ga.

WANT TO BUY

PERFORMING DOGS, PONIES, OTHER SMALL TRAINED STOCK
 Want young men not in the draft or boy assistant for reputable bird act and dog, pony acts. Must be reliable. Write all Geo. E. Roberts, Manager, CIRCUS HEADQUARTERS, 3504 N. 8th St., Philadelphia 40, Pa. Phone: Sagamore 5536.

J. F. Sparks

Huntington, W. Va. Week ended July 10. Location, Pecks Beach Show Lot. Business, fair. Weather, stormy.

On the move into Huntington, the Tilt-a-Whirl semi went over a cliff at Louisa, Ky., destroying the tractor and semi and seriously damaging the steel and other equipment. Otis Townsend, driver, and one of the ride boys riding with him escaped serious injury. Efforts are being rushed to repair and rebuild the ride. Show lost Wednesday night to rain. Storms on Thursday, Friday and Saturday nights also drove the crowds home and as a result only fair business was registered. Harry Coughenour has taken over the cook-house, operated by Bill Dollar. Mrs. J. F. Sparks returned from a visit home.

Paintsville, Ky. June 27-July 5. Business, satisfactory. Weather, some rain. Last season a tremendous gross was registered here July 4th, and everyone looked forward to the return engagement, but off from last season. What started out to be a good Sunday play was marred by rain. A good gross was registered on Saturday. Show remained over on Monday to satisfactory results. Cy Cooper, Joe Radcliffe and members of the sponsoring committee co-operated. Several members of the show were ill during the week but have recovered. J. T. Sparks returned to Birmingham and several members of the ride crew left for other shows.

Ironton, O. Week ended June 26. Business, excellent. Weather, fair.

Ironton was another of those cities giving the show good business. Location was some distance from town but the crowds came and spent liberally with

the shows, rides and concessions. Walter Fox and Pete Jones visited and members of the Huntington Police Department were over on two nights looking the shows over. Mr. and Mrs. Buck Saunders visited Saturday. Mr. and Mrs. Harry Lettridge closed here.

Dayton, O. Week ended June 19. Location, Ducks Park. Business, fair. Weather, rain.

Enthusied over the reception in Springfield, everyone anticipated another big week in Dayton. Putting it mildly, they were disappointed. Maybe it was the location, maybe the people just weren't show-minded, regardless of what, the crowds failed to materialize, business being far below expectations.

R. L. OVERSTREET.

Crafts 20 Big

Richmond, Calif. July 12-18. Location, 23d and MacDonald streets. Business, big. Weather, good.

This crowded, war-boom city responded with the best single day's gross business of the season so far on Thursday, payday at the local shipyards. The first week was outstanding, as each night's business exceeded the other at the gate. All ball games did capacity, as did other concessions at 25-cent prices. Rides operated at a quarter, as did the grab stands. Front-gate admission was 15 cents and three ticket sellers were required to handle the crowds. Cool winds from the Golden Gate hampered night business the second week. In fact, many wore overcoats and ticket sellers in the ride booths kept warm with electric stoves. Carol Ann Warren, granddaughter of the Crafts, celebrated her fourth birthday here and received many gifts. Mr. and Mrs. Pat Munzo and Frenchy Larue, operators of the lunch stands, reported good crowds until early morning each day. Mrs. Charles Cooper chalked excellent business with the Yankee Doodle Dandy and Magazine Cover Girls shows, as did the Gonzales, now operating the Side Show. Charlotte and Frank Warren and Mack Doman are in the Penny Arcade this year for Mrs. Crafts. Harold Mook, auditor, is busy since the 20 per cent deduction came in. San Francisco, a short distance away, was the mecca for many showfolk during the local engagement. With good fishing waters near by, the show's fishermen have been busy, latest big catch being made by Roy Rutter, who landed a big haul of jack smelts and rock bass out of the ocean, a stone's throw from the lot.

JACK SHELL.

Garden State

McAdoo, Pa. Week ended July 18. Location, St. Michael's Ball Park. Auspices, McAdoo Fire Company. Business, good. Weather, fair.

Shows reached the half-way point of the season here, with one of the best weeks on the tour so far. All rides, shows and concessions report good grosses. The fire company gave good co-operation. Shows moved here from Shamokin, Pa., where satisfactory business was enjoyed. They opened Monday night as scheduled and drew one of the largest Monday night crowds the shows have had since opening. Wednesday night was hampered by rain, but despite the inclement weather a fair gross was reported. Show are carrying five rides, three shows and 20 concessions. Several new attractions joined here. City officials gave the shows good co-operation, as did local papers.

R. H. MINER JR.

O. C. Buck

Fort Edward, N. Y. Week ended July 17. Business, good. Weather, fair.

Long trek over the Vermont mountains from Claremont, N. H., delayed shows' arrival here. The semi-trailer carrying the recently purchased Merry-Go-Round ran off the road and a crew had to go back after the ride and pull the truck back on the road. Shows did not arrive until late Sunday, while part of the trucks came in Monday morning. Rough road jarred the electric power plants to get out of line and chief electrician Bob Johnson and head mechanic Luke Seifker spent all day Monday getting the equipment in order. Shows did not open until Tuesday night. A fair crowd came out Tuesday, but a thunder-shower caused the shows to close early. Claremont was a winner, rides and shows getting a big play for the four days.

Mr. and Mrs. Paul La Cross motored to St. Albans and brought their children, Betty and Bob, and Paul's parents, Mr. and Mrs. Mose La Cross, and sister, Mrs. Ella Frost, over to visit the shows. Philip Houlton, secretary Cambridge Fair, visited the show and the writer to discuss the fair situation in the State.
 ROY F. PEUGH.

Byers Bros.

Springfield, Ill. Week ended July 17. Location, White City Park. Auspices, Navy Club. Business, good. Weather, ideal.

Chalking up the highest gross of the season so far, shows finished a two-week engagement here under the same auspices in a park location. Large crowds prevailed nightly and daily matinees proved winners. All rides worked to near capacity nightly, with the Tilt-a-Whirl leading. Much credit was given the personnel for an over-night move from Collinsville, Ill. Everything was ready for an early opening. Co-Owners Carl and Jimmie Byers accompanied by general representative J. (Bill) Carneer went to Cleveland, O., during the engagement to buy additional equipment for the fair tour which begins in Taylorville, Ill. Cotton Ellis, in charge of the office-owned concessions, reported a big week here. W. N. Clay, scenic artist, is putting finishing touches on all fronts and banners. Staff and other personnel, including ride foremen and assistants, remain the same since opening in the spring except Cotton Ellis. J. M. (Dad) Byers, who suffered serious injuries in auto accident three years ago, has discarded his crutches for a cane and is ably handling the lot man's chores and building activities. W. J. Dunn has strengthened his Congress of Wonders for the fair tour. The writer did near-capacity business with office-owned corn game during the stand.

ROBERT E. JACOBS.

Anderson-Strader

Salinas, Kan. July 7-17. Location, Beverly Sales Pavilion. Auspices, American Legion Post. Business, good. Weather, rainy.

Shows moved in on Tuesday and was ready to operate by 8 p.m. Salina always proves a money spot. Shows were the third show to exhibit here within five weeks and it was their second visit here this season. Cooney Clark's Tilt-a-Whirl led the rides, with the Ferris second. Athletic Show, operated by Jack Nazworthy, topped shows. Concessions reported good dividends for the 10 days. Jockey Jones was rushed to a local hospital suffering from snake bite. He was forced to remain there for a few days pending release by his doctor, but he is recovering. Joey Ray joined here as agent for the writer on his razzle dazzle.

TOMMY MOONEY.

George Clyde Smith

Phillipsburg, Pa. Week ended July 17. Auspices, Chester Hill Fire Department. Business, good. Weather, good.

Shows played a return engagement here under the same auspices, and with ideal weather, business proved satisfactory. Children's matinee drew large crowds and rides, shows and concessions did good business. Ferris Wheel topped rides and Bozo's Congress of Oddities led shows. Jackie Bost's Chez Paree was a close second. Congo's Reptile Show, Midget Show and Peggy Ewell's Gay Nineties also did well. Women concessionaires reporting good business were Mrs. Jack Rockway, Mrs. Hiram Beall, Mrs. Gunnard Olson, Mrs. Petey Weigand, Mrs. Jack King, Jane Cappello, Mary Lee and Dolores Mae Smith, Jessie Miller, Rachael Cochran and May Kerschgen.

BOBBY KORK.

Buckeye State

Kankakee, Ill. Week ended July 17. Location, fairgrounds. Auspices, VFW Post. Business, big. Weather, ideal.

Forty-two mile move in from Morris, Ill., saw shows up early, well laid out and ideally located. Big-time billing

FLAVORS

FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS AND DRINKS

A Complete Line of Flavors, Certified Colors, Citric Acid, Vortex-Lily Cups and Safety-Edge Tin Spoons.

WRITE FOR SAMPLES AND PRICES

All Flavors Guaranteed to Comply With Pure Food Laws.

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GAMES

Available Now:

Wheels and Posts, also Counter Posts. Skillos, Pan Joints, Big Dice, Laydowns, Wood Bottles (pints and quarts), Brazilian Boards, Roll Downs, Pea Pool End Tables, Chuck Logs, Bingo Blowers, Waterfall Blowers, Buckets (both kind), Scissor and Old Style.

If not listed here it cannot be had.
Catalog Free if you mention your business.

BAKER'S GAME SHOP

2907 W. WARREN AVENUE DETROIT, MICH.

WANT

FOR CENTERVILLE, INDIANA, 30TH ANNUAL OLD SETTLERS' REUNION AND FOUR H FAIR COMBINED

DAY AND NIGHT — AUGUST 3-4-5-6

Will book the following Concessions: Jewelry, Photos, Ball Games, Darts, Popcorn, Carmelcorn and Taffy, Snowballs, Scales, Fishpond, Pitch Tilt U Win, Bumper, Hi-Striker, Age, Floss Candy, Candy Apples, Novelties, Lunch and Refreshments, Pitchmen, Bingo, Percentage Games, American Palmistry, etc., etc. SHOWS: Ten-in-One, Illusion, Monkey, Minstrel, Snake, Pil, Hawaiian, Revue, etc. WANT TWO MORE FLAT RIDES, Tilt, Octopus, Heyday, Rocket. Can use these rest of season. WANT Fun House, Penny Arcade, Motor Drome. WIRE (paid) AT ONCE TO

HOOSIER AMUSEMENT CO.

THIS WEEK, LAUREL, INDIANA.

P.S.: Plenty of good Street Fairs and Celebrations following for balance of season.

WANTED

FOR MISSISSIPPI'S BEST FAIRS AND CELEBRATIONS

Legitimate Concessions, Bingo and Diggers. Will book Tilt-a-Whirl. Roll-o-Plane, Octopus and Shows with own equipment. Wire or write Louisville, Mississippi, 26th to 31st; Hattiesburg following.

GENTSCH & SPARKS SHOWS

WANT DANCING GIRLS

Must be young and attractive, for Girl Revue, Strip Tease, Fan Dance, Hawaiian, Rumba, etc. Unexperienced Girls considered. Salary \$35.00 sure. Frances Robinson, come on; bring Johan and Harriet—Mike. Those that worked for me before, come on.

E. H. MILLER

HAPPYLAND SHOWS PONTIAC, MICH.

BINGO MEN WANTED

Top salary plus bonus for Counter Men and Caller. Can use Concession Agents that can stand prosperity. Want Working Men to handle tops and frames. Playing best spots in the heart of the defense territory.

W. O. KING

Care Happyland Shows PONTIAC, MICH.

was used here for the second time this season, 20, 24 sheet boards, plus 700 sheets of smaller paper. The local daily was used several days in advance, and Kankakee, a town which could never be definitely depended on, gave the shows the second biggest week's gross of the season so far. A heavy rain and wind storm hit in mid-afternoon Friday and did considerable damage to the canvas and left the lot in such condition that attendance slackened some that night. Boss Joe Rosen went to Milwaukee for a few days. Bruce Duffy purchased a new popper for his popcorn stand. Shows have had six consecutive big weeks, all the folks have money and spending is in vogue in all exhibition towns. Shows make a good appearance and consists of 6 shows, 8 rides, band; Dillon, sub-stratosphere man, free act, and about 30 concessions. Admissions range from 11 to 25 cents. H. B. SHIVE.

Hastings Run Solid For Anderson-Strader

HASTINGS, Neb., July 24.—Anderson-Strader Shows wound up a week's engagement at City Ball Park today, under police department auspices, to hot weather and exceptionally good business, Press Representative Tommy Mooney said. Shows made a fast move in here from Salina, Kan., and everything was ready for opening Sunday night. John T. Hutchens, with Freak Museum and Side Show, joined, coming in from Texas after closing with Alamo Exposition Shows.

Shows attracted near-capacity crowds nightly and rides obtained a big play. Management found it necessary to hire extra help from town to take care of the crowds, Mooney said. Concessions chalked up one of the best weeks of the season so far.

Shows report they have encountered no labor shortage thus far. Blackie Miller, ride superintendent, is doing a good job with the wrecking crew. All equipment is being readied for the fairs.

St. Louis

ST. LOUIS, July 24.—Denny Pugh, Joe Murphy and Noble C. Fairly, of the World of Today Shows, visited *The Billboard* office during the week, driving over from Granite City, Ill., where the shows are playing to a splendid week's business. Max Goodman, owner of Wonder Shows of America, off the road for the duration, also visited Wednesday. He reported his rides are doing well at Little Rock. Dave Picard, for many years with Conklin Shows, but now engaged in a commercial enterprise, was in the city for several days this week on business. While here he visited with the various showfolk in the vicinity.

Denny Howard visited while en route from Shreveport, where he has been at Fair Park for the past four months, to his home in Chicago. He said his plans for the immediate future were incomplete. Steve Handing, for several years with Alamo Exposition Shows and now engaged in war work here, returned this week from a vacation spent on the Alamo combo. Frank Fellows, president Ozark Empire District Fair, Springfield, Mo., spent several days in town this week purchasing horses and making arrangements for owners of various stables of horses to ship to his fair, where a four-day race meet will be featured this year.

Gabe DeKreko was in town several days visiting relatives. He came up from Louisville, where he and his brother Joe, last of the five DeKreko Brothers, are engaged in war work. Curtis L. Bockus, general agent Dodson's World's Fair Shows, also visited *The Billboard* office while en route to the South and West. He was elated over his success in landing the contract for Minneapolis Aquatennial. Ernie G. Campbell, of the Campbell Tent & Awning Company, was in the city Tuesday on a buying expedition. Tom W. and Nell Allen spent several days here this week visiting friends. They came up from Waynesville, Mo. Morris Schachter, who is operating several Penny Arcades here, reports business is good.

Good Weather, Business For Zacchini at Bridgeton

BRIDGETON, N. J., July 24.—Zacchini Victory Exposition Shows opened a return engagement here under auspices of the fire and police departments Monday to good weather and business. Shows, rides and concessions chalked up impressive results, and midway was jammed all day.

Shows set up on Memorial Field, near the main business district. Organization made a good appearance, and Brunhilde Zacchini, free act, proved popular. Shows plan to remain over for a second week.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER
(Communications to 25-27 Opera Place, Cincinnati 1, O.)

Pro Acts Pep Up War Plant Show

CHICAGO, July 24.—J. P. Seeburg Corporation, formerly manufacturers of music machines and now engaged 100 per cent in war work, staged a show July 17 for their employees that had more than a little of the professional touch. Among the hundreds of employees in the company's four plants there are many former professionals from both indoor and outdoor show business, and these were enlisted for the 1943 *All Seeburg Varieties*, in which more than 125 persons appeared.

Earl Shipley, for years a producing clown with the larger circuses, staged and directed the show and appeared in a number of clever clown stunts. Due largely to Shipley's direction, the program ran with remarkable smoothness.

Besides Shipley, the former professionals who had parts in the show included Jimmy Cassidy, pianist, formerly of vaudeville and radio; Mary Kallas and Eleanor Mack, tap dancers; Virginia Rushworth, vocalist; Ruth Morrison, vocalist; George Peterson, vocalist formerly with Art Kassel and other bands; Ben Liszewski, member of the Chopin Choir. Edward Farrar, wrestler; Leo Pennino, harmonica artist; Ralph Seeburg, former professional magician, and Gene Kuebler, ork leader.

Edna Dee Curtis and Hattie Shipley lent their professional aid in costuming the show.

1943 Plans Mapped For Taylor Carnival

TAYLOR, Tex., July 24.—Annual Cotton Carnival, sponsored by the American Legion Post here, will continue this year despite the war, Thomas M. McLaughlin, general chairman, said this week.

Some curtailment in entertainment may be expected, McLaughlin said, but the legion has decided that the event is too important to this area to completely close down.

Hillsdale Cele Big Draw

DETROIT, July 24.—American Legion Post Celebration July 4th at Hillsdale (Mich.) Fairgrounds drew its largest attendance in three years. Annual featured three horse races and an eight-act show, booked thru United Booking Association.

Free Acts for Wayne Fete

WAYNE, Mich., July 24.—Annual five-day celebration and home-coming, sponsored by local civic groups, will again use acts provided by United Booking Association, Manager Henry Lueders reports. Event is one of the oldest annuals in Michigan. Show will use three high acts.

Shorts

STILT WALKER James Cogswell reports signing a number of celebrations, including Northwest Businessmen's and Church Carnival, Chicago.

FLEETWOOD JACK and His Nevada Ranch Gang were among features at the VFW Fair in Coatesville, Pa., July 1. Gang included Jack as emcee, Marjorie Lee, Rusty and Julia Reggar and Jerry Noel. New attraction with the group is the Nevada Ranch Yodeling Troubadour.

WANTED For Fire Dept. Committees at LABETTE CO. FREE FAIR

August 29-31
Carnival company with 4 or 5 or more Shows, Rides and Concessions. Exclusive on all. We furnish lot, license and electric current. Wire, write or phone. JOE A. CARPENTER, Contract Agt., Oswego, Kans.

SENSATIONAL MARION
Presenting THE BREAKAWAY POLE!
JUST A SLIP OF A GIRL WITH COLOSSAL NERVE
For Barnes-Carruthers
Now Summit Beach, Akron, Ohio
Representative CHARLES ZEMATER, 54 WEST RANDOLPH CHICAGO

GRANGERS

(Fair)

PICNIC

Aug. 30 to Sept. 6 Inc.

WILLIAMS GROVE PARK

—Outlook Excellent for This Year—

"Our old friends and concessionaires given preference on limited space available."

Can place Concessions and a Couple Good Shows.

ROY RICHWINE, Mechanicsburg, Pa.

WANTED

CARNIVAL — RIDES — CONCESSIONS for BUCKLIN ANNUAL HOMECOMING
AUGUST 19-20-21
BUCKLIN, MO.

—WANTED—

Small Carnival—Concessions. LYNDWOOD PARK
Lynd, Minnesota.
14th ANNUAL BEAUTY-TALENT EVENT and HARVEST FESTIVAL
August 14-15

BEATY'S RIDES WANT

For the Lexington Colt Show, week of Aug. 9th. Stock Concessions working for ten cents. Show will work Aug. 11-12-13-14. Address all communications to GEO. CAIN, Box 478, Lexington, Miss.

WANTED SHOWS

For Annual Home-Coming WENTZVILLE, MO., SEPT. 4-5-6
Contact or Address: O. H. NIEDERJOHN, Wentzville, Mo.

READING'S SHOWS WANT

Ball Games, Lead Gallery, Bowling Alley, String Game, Grind Shows, Fat, Midget, Snake, Illusion, Freak; have tops. Want complete Minstrel Show. Playing First and Spring Sts. lot, Nashville, Tenn., until fairs start. Murfreesboro, Tenn., Aug. 16. Address: W. J. WILLIAMS, Mgr., 1417 Dickerson Road, Nashville, Tenn.

Milwaukee Grocers Sign Talent Array

MILWAUKEE, July 24.—Plans were completed here last week for the two-day Parade of Stars and Olympic Circus presentation at State Fair Park under Milwaukee Retail Grocers' Association auspices.

Show will be held in front of the grandstand, and attraction line-up includes 16 Sirenettes, Singing Commandos, Zabatta Troupe, Joe Thomas Saxophone Jesters, Rollerettes, Powers Elephants, Zoppi Troupe, the Orantos, Hubert Dyer and Company and St. Clair Sisters.

TOP OF THE WORLD
Kyle's
Merry Melange of Mirth + Melody
MUSICAL
CHARLES KYLE

"LEST WE FORGET"—STILL GOING STRONG
Airplane, Motorcycle, Auto Thrill Shows are out for the duration. But—no are still presenting the Stage and Stadium version of our own title, with or without circus acts.
Fraternal — Civic — Celebration Committees — Chambers of Commerce — Police — Fireman — Veteran Organizations.

FUND RAISING CAMPAIGNS ARE OUR SPECIALTY
Can furnish you Musical Comedies, Vaudeville Units any time. Now contracting indoor and outdoor dates for any event. Address or Phone Susquehanna 7-8348, Room 209, 1947 Broadway, New York City. Can use phone and promotional men later. Must be capable to handle campaigns. CHAS. KYLE, "ACE AMUSEMENTS."

WANT a party to act as Assistant Manager, invest dollar for dollar, for store show. Timely and a money-getter. Address:
104 Judson Ave., New Haven, Conn., Phone 5-9347, or New York City.

WANT BIG FIRST CLASS CARNIVAL

For One Week, August or September, Organized Labor Newspaper Sponsorship. Sponsor has four acres, in middle of city, between two main highways; easy access to show grounds from each road. Best spot in West Virginia; two weeks' protection ahead of play date. Best carnival town in this section. If you don't have a first class carnival in every way that can fill this space don't waste your time; otherwise write—phone—or wire immediately.

L. J. CALLINAN, Charleston, West Virginia
P. S.—Have all the information on license fees, etc., plus complete co-operation.

13th ANNUAL FAIR

SHARPSBURG, PA., AUGUST 2-7
PARADES—FREE ACTS—10,000 PEOPLE NIGHTLY.

47th ANNUAL FIREMEN'S FAIR

BLAIRSVILLE, PA., AUGUST 9-17

\$2000 in awards. Beam's Attractions hold midway contract for above events. Space available for Shows, Merry-Go-Round, Flat Rides and Kiddie Autos. Some Concession space available. Write or wire M. A. BEAM MT. PLEASANT, PA., THIS WEEK.

Babe Labarie Wants

Talker, Ticket Sellers for Life and Kid Shows; 25 per cent. Must join at once. Wire Soda Springs, Idaho, week July 26; Rock Springs, Wyo., week August 2.

MORE DATES HIKE

RB 10-Dayer Set in Detroit

DETROIT, July 24.—Change of dates has been set for the Ringling Circus to open August 13 for a 10-day stand. Original dates set were August 19-24. The show moves here from Toledo. Change in location was also set by Al Butler, contractor, who persuaded city council to allow use of a new grassy lot at Harper and Connors Avenue for the first time. New lot is about three-quarters of a mile from the older circus lot at Warren and Connors Avenue and avoids the problem of fencing off Victory Gardens on part of the lot, previously reported. It faces four streets and is considered more suitable than the original site. Show will open for first five days on the west side lot, Livernois and Lyndon Avenues, and then move to the Harper-Connors lot on the east side.

Exceptional tie-up of the conservative Wayne County Retailers' Committee with the Ringling show has been arranged in the promotion of a War Bond drive. A group of 45 leading Detroit stores, acting as issuing agents, are active and are giving free seats to the circus to all War Bond purchasers between now and August 7. Plan calls for reservation of the for bond buyers on opening night, with no matinee on the first day, plus reservation of 288 seats at each following show. Campaign is being well plugged in local newspapers as well as by the individual retailers.

Late August Chi Date

CHICAGO, July 24.—The Ringling show has contracted Soldier Field for a 12-day engagement starting August 24. Arthur Hopper, general agent and outdoor advertising manager, is here and billing will soon start. Last year the show played Chicago in mid-September and encountered cold and inclement weather.

Cole Time Doubled In Salt Lake City

SALT LAKE CITY, July 24.—For the first time since the days of quick transportation, a major circus will make war-swollen, entertainment-hungry Salt Lake City more than a one-day stand. Cole Bros.' Circus has been booked for August 9 and 10. Last year at a one-day stand the circus played to a capacity matinee, was forced into an extra evening performance, and played both night shows with customers on straw to the ring-banks. It will not cost any more this year, but the city commission this week demanded two new bonds before granting permits. One, for \$500, guaranteed the removal of posters by August 15 and the other, for \$1,000, was protection on the movement of heavy equipment. Tho not antagonistic, the commission warned on stricter enforcement of ordinances on snipe billing.

CB Straws 'Em in Denver

DENVER, July 24. — Attendance of 75,000 was announced for the run of Cole Bros.' Circus here (July 19-22) by Ora O. Parks, press representative. There were a matinee and one night performance daily. Four-day run is believed to be a new Denver record. Top was about two-thirds filled at matinees, but nights were all on the straw despite the fact it rained during three nights. Wednesday night, when the circus had its biggest house, there was a three-hour downpour. Opening spec was eliminated to prevent damage to costumes. Some track numbers were dropped because of the over- (See CB Straws in Denver on page 87)

Dickman Biz Satisfactory

WYE MILLS, Md., July 24.—Bob Dickman played here July 21 to satisfactory business. Show is making a tour of Eastern Maryland and Delaware, Eastern Shore country. Because of rationing only night performance is given. Program has recently been strengthened. Performance is given in one ring and music is by transcription.



CIRCUS VICTORY PROGRAM staged in downtown Portland, Ore., July 19 brought out big noonday crowds to see Russell Bros.' Circus performers. Arrangements were made by the show's publicist, Bill Antes. It was estimated that 10,000 were on hand.

Garden's Return to Bouts Would Mean Clipped Run for Spangles; Sunbrock Refinancing Is Talked

NEW YORK, July 24.—Mike Jacobs, boxing promoter, would like to have Madison Square Garden back by about August 15, according to the sports grapevine. Reports of unprofitable business for the Ringling Spangles, now in the Garden and announced to run until September 1, have led to the belief in some circles that the circus management will not object to the reported Jacobs plan.

The Spangles performance is generally praised by spectators, but observers point out that not until this week has advertising focused attention on the \$1.10 seats and that attendance also has been hurt by lack of publicity on the half price offered to those under 12 years.

Columbus Is Out Strong For Beatty-Wallace Show

COLUMBUS, O., July 24.—Clyde Beatty-Wallace Bros.' Circus had a big three-day engagement here July 21-23 under auspices of Franklin Post, American Legion, at the head of which is Don S. Howland, Circus Fan. First-day matinee had a three-quarters house and night was capacity; second day, capacity matinee and two night performances; third day, big attendance.

Lima, O., on Monday gave two full night shows and a capacity matinee. There were two capacity houses in Springfield on Tuesday.

Jacobs is said to have penciled in some bouts for the Garden between August 15 and Labor Day. Reports that second-string fight promoters may take over the Larry Sunbrock Big Top Circus location behind the Roxy Theater, as the canvas is still in the air, for \$2-top bouts have given rise to talk that Jacobs would like quick action in getting back into the Garden.

Following the Sunbrock bankruptcy proceedings, formation of a new Delaware corporation to refinance Sunbrock, not necessarily in New York, has been reported. Those close to the red-haired promoter have declared there is not a chance of his reopening here.

Holland Calls It Quits

BRIDGEPORT, Conn., July 24.—The Holland Circus, which opened here two weeks ago after having been closed for over a month, again closed this week, this time definitely for the season. Show was in Pleasure Beach Park. On the first try the show was under direction of Bernard Van Leer, while on the second try Pleasure Beach Operations, under direction of Perry Rodman, operated. Bad transportation problems, plus the engagement of the Ringling show within several blocks of showgrounds, contributed toward poor business.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Less Scratch, Colo.
July 24, 1943.

Dear Editor:

Trying to hire help that is on the up-and-up is this show's biggest problem. When the show is in the air there are always four or five men wanting to join, but after they have had their suppers and dinners they can't be found. This happened for the last 10 days. Some of them even went on the nut for a few bucks to get cleaned up on. Last Wednesday night the bosses collared five men while they were trying to take a sneak and it was then we learned that we were being bilked by a free-fed racket. The bosses also learned that the racket was organized by one of their

former employees who had been discharged for disorganizing our working crews by getting them to ask for money. At the present time the former employee is working as a foreman of a pipeline laying crew moving at the same speed as this show. Each day he has sent over different men to hire out, get them fed and have them back at work the next day.

The bosses decided to lay for the next ones who tried to work the racket. At Heave Ho, Colo., last Thursday five men, wearing oily overalls, asked for jobs. Manager Upp, being on the alert, refused to feed them until they had put in a day's work. The men refused to (See Won, Horse & Upp on page 87)

Circuses, 1999 A. D.

By BILLY PAPE

WITH the new life-prolonging elixir as potent as ever, we find ye ole showmen of yesteryear rampant and not only holding their own but actually matching wits with present-day circus impresarios. Time is no longer a sand pile thru which they can merely run their fingers.

LARRY SUNBROCK again takes the spotlight. The deal is off for him to show Mars. All of his advance paper has been covered by the Spangles show, which beat him to the spot. But the impeccable copper-haired character is aiming his arrow of success higher than ever. His all-new skysteel opry is slated for a lengthy stay on the moon. The indomitable Titan contemplated featuring the man-in-the-moon as a concert attraction until he discovered the sissy could do nothing more than swinging ladder. Larry's once subtle, omnipotent voice is now slightly corrugated.

CLAYTON BEHEE isn't exactly hitching his wagon to a star, as we used to say, but he infos that his rigging will soon be suspended from two mammoth rockets that will trail the American Air Line's space ship to and from the Horizon Club. A free act, we once called it.

Selden Comes Up

BARNES-CARRUTHERS is featuring Selden, former "Stratosphere Man," with the Circus Utopia on Neptune. That's the Atlantic's largest floating seadrome (See Circuses 1999 A. D. on page 87)

Polack Sets Record At Oakland; Longest Trek To Be in '44

CHICAGO, July 24.—After a final audit of accounts for the annual Aahmes Temple Shrine Circus in Oakland, Calif., Irving J. Polack, co-owner of Polack Bros.' Circus, announced that Shriners' share of receipts amounted to \$43,000 and total attendance reached 110,000 for the 10-day run, making it the record stand of the season.

Attending the Imperial session of the Shrine at the Palmer House here, Polack scored with a choice plum in the indoor field, signing a three-year contract to produce the annual circus for Al Bahr Temple at San Diego. The show will open a two-week engagement there September 3.

"According to the number of contracts signed at present, the show will play a total of 48 weeks in 1944, an increase of four weeks over the previous year's route, making it the longest circus route in the United States," said Polack.

Word was received at Polack's Chicago headquarters that El Paso has been set by Dwight Pepple on September 20-26 for El Maida Temple, with Denver following on October 4-9. Show will make its first Eastern stand in Peoria at the Shrine Mosque on November 18-28. Louis Stern reports that West Coast theater dates recently played have been far ahead of those of previous years and that the show has been moving with little difficulty and a minimum of labor shortage.

Russell Stages Victory Program At Portland, Ore.

PORTLAND, Ore., July 24.—Bill Antes, general press and radio representative of Russell Bros.' Circus, staged a Circus Victory program during the noon hour in downtown Portland July 19. He made the arrangements, working in co-operation with Jerry Fowler, manager of the Oriental Theater, and Randolph T. Kuhn, of the Treasury Department's war-saving staff.

The event attracted an estimated 10,000. Police roped off three blocks in the heart of the business section. The Portland Journal and The Oregonian carried much publicity, The Oregonian having a front-page box. As features the circus auctioned pairs of reserved-seat tickets to bond buyers and in addition gave free rides on Nellie Dutton's (See Russell in Portland on page 86)

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Sturdily built of hardwood to give extra years of service. Light weight. Fold flat and stack flat. Three sizes.

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With the Circus Fans
By THE RINGMASTER

CFA
President FRANK H. HARTLESS 2030 W. Lake St. Chicago
Secretary W. M. BUCKINGHAM P. O. Box 4 Gales Ferry, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., July 24.—Mills Bros. Circus Sundayed in Rochelle July 11 with satisfactory business the next day, under auspices of the Knights of Columbus. This day of leisure for the writer and the show people gave opportunity for a visit and on Sunday evening a party made up of the following caught the Jay Gould Circus in Rockford: Mr. and Mrs. Jack Mills and daughter, Arlene; Mr. and Mrs. Jake Mills; Doc Ford, his wife and son, Lewis; Milt Herriott and Mr. and Mrs. W. H. Hohenadel. The party was shown every courtesy and enjoyed a pleasing performance.

A letter received from Burt Wilson, Chicago, on the day that this was written, stated that he would catch the Mills show in Westmont and would be accompanied by Nat Green, of *The Billboard*; Joe Strieblch, Lon Ramsdell and Harry Atwell. Wilson said that, with Bob Hickey, he caught the Cole show in Joliet and also visited with Clyde and Harriet Beatty on the Wallace show in Elgin.

Willie Clark, veteran clown and foot juggler with the Mills show, was a caller at the office of *White Tops* while the show was here.

CFA friends of Jane Meredith, known to many as Skippy Boland, will be pleased to know that "Skippy" is now Mrs. Myron Saxon, of the Saxon Troupe, presenting a roller balancing act and playing at Pontchartrain Beach, New Orleans.

CFA F. E. Loxley, Cranston, R. I., caught the Shrine Circus in Attleboro, Mass., and Newport, R. I.

Dr. David E. Reid, CFA of Lebanon, Ore., caught the Arthur show and visited with the owner, Martin Arthur, the Oliveras, Bert Rickman, Glenn and Cliff Henry and Jimmy Woods. He visited with Cal Lipes and Walter de Pellaton on the midway. Cal is doing nice business with the Side Show and De Pellaton is working in the white wagon. He also caught the Russell show at Eugene, Albany and Portland and had visits around the lot. Visited with Dick Lewis, CFA of Los Angeles, who is spending a leave of absence working in clown alley. Visited with Jorgen Christiansen, Maurice Marmalejho, Fred Freehand, Jack and Martha Joyce, Walter and Ethel Jennier, Bill Antes, Paul Eagles, and met Art Concello, the new owner. In Eugene show had a straw house, banked to the ring curbs. After the matinee at Albany, Jack and Martha Joyce were guests of Doctor Reid for dinner, then rushed back for the night show.

Collectors' Corner
—By FRED P. PITZER—
292 Madison Avenue, New York City

More about the Charles Bernard collection from Hen Lofgren. A few weeks before Charley's death he had a booth at the Chicago Hobby Show. At that time I bought his two large personal scrapbooks, one bound volume of the *New York Clipper* for the year 1883 and many of his circus photos. Previous to that time I had bought several of his books and more than 100 of his old circus photos and several other articles and more than 100 old *Clippers* from the year 1879 on and 10 *New York Clippings* for the year 1865.

Here is some advice sent by a western collector of Circusiiana. Never send for letterheads while the show is en route. Never send post cards or write with lead pencils. If you haven't a nice letterhead of your own, don't write at all. In the United States send a 3-cent stamp with your request and 5 cents in coin, and to foreign countries send a 5-cent stamp and 10 cents in coin. It takes away that mooch effect by doing the above and they usually return the coin when they send you their letterhead, plus a few words complimenting you for your efforts in behalf of the circus; at the same time you get their signature. I have also received single passes, also passes not to be taken up and invitations to visit their back yards, none of which I use or take advantage of. (We suppose the foreign countries return the United States stamp that you enclose.)

Take the above for what it is worth. All we can add is that the Cornerite who uses the above system has been very successful with his plan.

Dressing Room Gossip

RINGLING-BARNUM—Trenton to Paterson and on the following Sunday off practically the entire performing personnel and staff members reviewed our sister show, Spangles. All agree that it is truly a magnificent production and tops anything on Broadway. An extraordinary job has been done in the transformation of the Garden to a theater, with much emphasis on the stage and a huge cyclorama measuring 200 by 60 feet. Music, costuming and the show itself is beyond comparison. Strictly Continental. The most beautiful number is the "Deheos" ballet featuring Dr. Ostermaier and his white stallion, Deheos. A novel dance production is the "bear" number with the chorus line and Mr. and Mrs. Pallenberg's act of motorcycle and bicycle bears, Brook Fleming, Betty Hacket, Dot Donahue, Florence Walsh, Alleen and Lucretia Darnay and Bernice (Powers) Peck, all formerly of our ballet are there, and quite a gathering was had in the corridors during intermission renewing friendships, old and new.

The following Monday in Bridgeport many of the Spangles cast visited. They were the Novak Sisters, Lopez Trio, Adriana and Charlie; Betty Hacket and husband, Don Dietrich, formerly on the show; Mickey Graves and June Cristiani. While some of the showfolk saw Spangles Sunday, others were enjoying themselves at a swimming party in Pleasure Beach Park, dancing to Tony Pastor's orchestra and seeing the Holland Classical Circus as well. The Faludys, La Tosca and others from the Holland show visited, and also seen on the lot was Ullaine Malloy, recently of Larry Sunbrook's show. Little Ann Burak left but will rejoin in a few weeks. She went to Hollywood for a picture with Warner Bros. While in Sarasota last winter she made an under-water photo for them at Silver Springs, Fla. Speaking of pictures, we have in our midst another daughter of the films, Chat Childers. She has a role in the current picture, *Stage Door Canteen*.


Seen practicing between shows every
(See *Dressing Room Gossip* on page 87)

Tights-Spangles Trimmings
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JAMES M. COLE CIRCUS CAN PLACE

Cornet, Trombone and Bass Player for Big Show Band. Union scale. Good single berth. Also two first-class Clowns. Wire reply: July 27, Mt. Pleasant, Mich.; 28, Owosso; 29, Fenton; 30, Ypsilanti; 31, Monroe; Aug. 2, Bowling Green, Ohio.

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New 8x10 Glossy Prints of Old-Time Circus Performer Groups, Bands, Parade Wagons, Wrecks, Fires, \$1.00 each. Norris & Rowe, Campbell Bros., Sig Sautelle, Welch Bros., Sun Bros., many other old titles. Postal card brings latest list.

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Used Trick Horse Outfit for Two Men. Also Fall-Apart Trick Bicycle.

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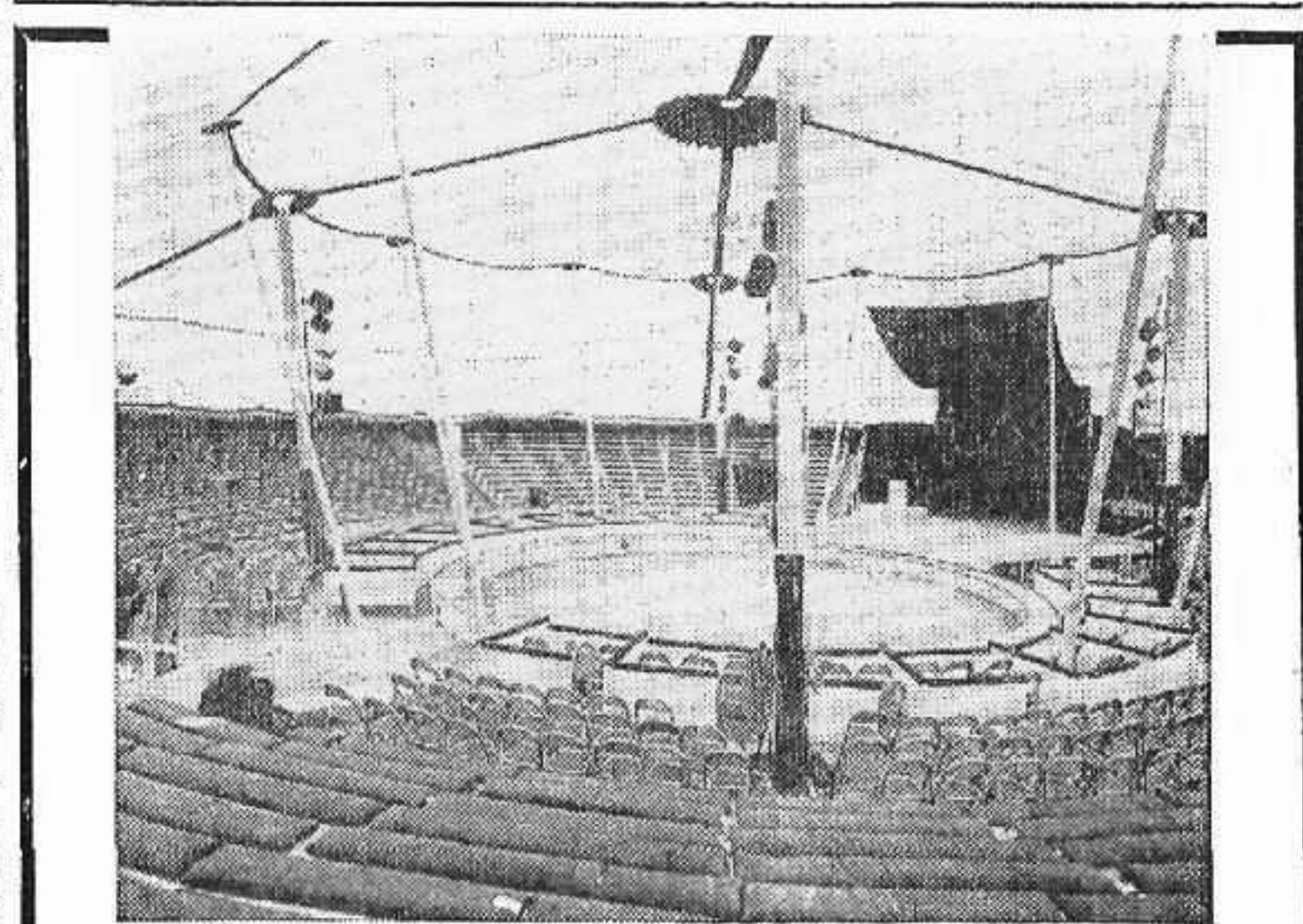
Circus Historical Society

FARMINGTON, Mich., July 24.—A new member is J. A. Havirland, circus model builder of Chicago. He recently made up many data sheets on Hagenbeck-Wallace, Cole Bros. and other circuses, for use of collectors and historians.

CHS members Del Brewer, Walt Pietschman, Ed Myers, John Young, C. LeRoy and the writer enjoyed several visits with our fellow member, Bill Woodcock, elephant man with the Betty-Wallace circus, at Michigan stands. Altho busy, Woodcock brought forth dozen of old show photos for perusal of the historians. The writer renewed acquaintances among several performers who had previously been on the Tom Mix Circus, including Erma Ward, Charley Arley and Mrs. Tom Mix. Marie McCaffery, of Riverside, Calif., ran across some old-time advertising in Wisconsin of the Luella Forepaugh Fish Wild West Show, which toured that State in 1903. Can any of our readers supply other information on this show?

V. Y. Dallman, editor of the *Illinois State Register*, Springfield, wrote an interesting circus column in that paper, dated July 1, 1943. After attending a meeting of CFA Henry Kyes Tent, Dallman looked up some circus history in his own paper and unearthed a half-page ad of John Robinson Circus, July 8, 1873. Listed as features of this show were "one-fifth of a mile of anacondas and boa constrictors in huge Crystal Den," and a "Royal Nondescript Taurus, with three horns and eyes; cost \$9,000, and the only one in America." Three solid miles of procession described the parade of this Great World's Exposition. Reported by Don Smith.

ELMER SCHARDER, former animal trainer on Sells-Sterling Circus, recently enjoyed a five-day furlough at his home in Sheboygan, Wis. While there he met Albert Sigsbee, former general agent for the circus, and talked over old days. Elmer, who is in the cookhouse department at Camp Bragg, N. C., declares that he baked a fine cake for Bill Lindemann while in Sheboygan.



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COMPLETE WITH RING AND STAGE

SEATING CAPACITY APPROXIMATELY 2,500

Equipment Includes:

1. 120 ft. completely ROUND TOP with box seats, chairs, bleacher seats WITH CUSHIONS, entire side wall covered with VELVET.
2. ANIMAL TENT, 120x40 ft., Two DRESSING TENTS, 40x40 ft., and MARQUEE.
3. Complete LIGHTING EQUIPMENT, consisting of TWO 50 k.w. gas-driven generators, cables, spotlights, switchboards, etc.
4. Complete SOUND EQUIPMENT.

Fully erected and can be seen now at Pleasure Beach Park, Bridgeport, Conn.

Contact . . . HOLLAND CLASSICAL CIRCUS
BRIARCLIFF MANOR, N. Y. ● PHONE BRIARCLIFF 1782

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

TIME flying.

LOU DAVIS visited Mills Bros.' Circus when the Great Sutton Shows played Chillicothe, Ill.

L. C. LANGHART, lithographer, is with the Beatty-Wallace Circus. His name was omitted from the roster of the advance.

MANY bosses and pushers are threatening to "get even" after the war is over.

FLOYD KING'S Wild Life Exhibit on Atlantic City Boardwalk, according to Frank B. Hubin, is doing good business, as are all concessions on the Walk.

KIT CARSON, Champion, Neb., writes that he had the pleasure of being a trouser again for a day while visiting old friends on the Cole show at McCook, Neb.

RUN-OF-THE-MILL: New Workingman—"No, I don't get lushed every day. I'm a periodical."

WALTER L. MAIN, Geneva, O., was recently made an honorary member of Dexter Fellows Tent, Circus Saints and Sinners Club, at an executive board meeting in New York City.



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Good's 1943 Ringling-Barnum Circus Views

Extra clear, post card size views of performance, parade, "specs," Court's animal acts, elephant acts, Repenski, Evans band, backyard scenes, closings of open carved cages and "LIBERTY" Bandwagon, etc. Send 20¢ for sample and list of 60 interesting subjects. ROBERT D. GOOD, 1609 Turner Street, Allentown, Pa.

NEW ADDRESS
for duration.

P. M. McCLINTOCK

BOX 1, N. E., DETROIT 2, MICH.
I want old Circus Photos, Bills, Programs, Routes, Etc. Send dollar for big printed list and sample. Fall Spl.—12 Old Parade Pix and Herald, \$5.00.

EUGENE M. HAERLIN, in the Engineering Department at Dayton, O., is a fan and is willing to assist circus and carnival agents making the city. He is said to know the score.

NEWEST Complaint: Colored Woman (to adjuster): "Yo-all's elephant done et six ob mah best chickens."

E. M. MENDENHALL, off the road this season, caught the Beatty-Wallace circus at Danville, Ill., journeying there from his home in Veedersburg, Ind.

RINGLING-BARNUM will be in Milwaukee three days instead of the original two scheduled. Dates are given as September 5-7 and show will be at the usual site, south of Lincoln Memorial Bridge.

NATIVES always refer to circus funsters as "funny old clowns," and nine out of 10 times they're right—this season.

ANIMAL additions to Hunt Bros.' Circus include an elephant, two llamas, a chimp and a hybrid zebra. Elmer Kemp, writing from Trenton, N. J., adds that business has been good despite transportation troubles.

CIRCUS FAN J. B. Gripp, Des Moines, reports that Cole Bros.' Circus showed there at the fairgrounds to good crowds. He spent both days on the lot in the company of Noyelles Burkhart and Curley Stewart. Says Gripp: "The tall corn State always appreciates a good circus, and Cole Bros.' Circus usually brings it to us."

"W-A-L-L," drawled Hiram Hayraker, as he watched a group of lions being fed with big chunks of horse meat, "that's what causin' the beef shortage."

GEORGE E. ROBERTS, owner of the original Pamahasika act (birds and animals), reports a busy season. Already booked for the Christmas season, Roberts will begin work in a department store in early November. His society circus is playing parks and fairs and will close open-air work the latter part of September. His headquarters are in Philadelphia.

E. W. ADAMS, Atlanta, recently received a Rock Island (Ill.) paper that had three circus acts and a carnival ad in it, listed as follows: "Clyde Beatty and Wallace Bros., Moline, Ill., July 6; Cole Bros., Rock Island, July 8; Jay Gould, Davenport, Ia., now playing; and World of Today Shows, Rock Island circus grounds, now playing." Adams, former showman, reports a recent bout with sickness. He has retired from the hotel business.

"THAT man you hired is too old to do good canvas work," complained a pusher. "I knew that when I hired him," replied the boss canvasman. "Had he been any younger the army would have had him."

BETTE LEONARD writes from Wichita, Kan.: "The Pan-American Train Show, featuring a whale, is exhibiting here. I was surprised to find so many circus folks with it, including Ray and Jane Guyer, formerly with Sparks; Mr. and Mrs. E. E. Bailey, relatives of the famous Mollie Bailey; Clem Clark, legal adjuster, formerly with Christy Bros.; C. C. Smith, who tramped on the John Robinson Circus, and Don Harry Cavilla, veteran clown.

NOTES from Bette Leonard indicate that L. H. Griffith, Buffalo, Okla., now stationed in Alaska, had a fine visit with Lieutenant Pryor, who was on the Cole show last season. They talked over their days on the 101 Ranch Show. Dr. E. N. Olzendam, veterinarian of Manchester, N. H., mixed business with pleasure by spending a week with the Hunt Circus. The doctor reports the Connelly riding act and the Stanleys going over big. Louis Reed has charge of the elephants at Benson's Wild Animal Farm, Nashua, N. H. Bessie Costello visited Hunt's Circus at Nashua. She recently closed with Gilbert Bros.' Circus. Charlie Hunt has purchased a new top from the Gilbert show. Buddy Weden, former clown on Seils-Sterling Circus, now page boy at Lansing, Mich., visited the Cole show there.



EMMETT LEO KELLY, oldest son of Emmett Kelly, tramp clown with the Ringling circus, now stationed at Great Lakes (Ill.) Training Station. He is in Company 486, NSNTS.

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.

SGT. JESS MORRIS, who has been released from the army under the over-38 rule, is working in a war plant in Harrisburg, Pa.

JOEY HODGINI, seaman second class, visited his father on the Cole circus while the show was on the Harvey (Ill.) lot. He is with Co. 15-A, U.S.N.T.S. (Radio) at the University of Chicago.

FRANK AUSTIN, clown, last season with Art Lewis Shows, who has been honorably discharged from the U. S. Air Corps, is engaged in war work in Spokane.

CORP. GEORGE (ART MIX) JONES, formerly with Ringling Bros., Russell Bros. and other circuses, is now stationed in the South Pacific. His designation is Corp. George E. Jones, 37179296, APO 953, care Postmaster, San Francisco.

AMBROSE McKEONE, of the English Macks and the Three Byrons, has enlisted in the Navy Seabees and holds the rating of petty officer second class. He's with the Seabees at Area C3, Platoon 4522, Camp Peary, Va.

EDDIE BILLETTI, writing while en route to a secret destination, a navy Seabee training camp, reported that the Billetti Troupe is in the barn for the duration. Helen Billetti, however, has a high ladder act, The Sensational Starlets.

PFC. A. M. HAFFARDS (Little Red), stationed at Hill Field, Utah, who visited Dalley Bros.' Circus in Ogden, reports he met many friends and had a fine visit, with special courtesies extended him by Mr. and Mrs. Ben Davenport. Haffards has been promoted to chief mechanic and truckmaster of the 89th Depot Repair Squadron at Hill Field. His wife is off the road, working in a war plant in the East.

PFC. EDWARD H. HOWE is a prisoner of war, interned in the Philippine Islands, according to his father, M. D. (Doc) Howe, of 20th Century-Fox Film Corporation. He enlisted in the marines in 1941 after having been with the ushering department of the Ringling show. No word had been heard of his whereabouts for 16 months. A recent partial list of American prisoners of war in the Manila Bay area reported his internment. Doc Howe was informed that he could communicate with his son in care of the Japanese Red Cross, Tokyo, Japan, via New York.

THE CORRAL

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

FAMOUS XIT Ranch, Buffalo Springs, Tex., has changed ownership with its purchase by C. D. Shamburger, Wichita Falls, lumberman. The 8,900-acre ranch, once known as the largest under fence, has been the birthplace of many performing bronks and steers of the country.

ARTHUR PHILLIPS, 15-years-old bulldogger saved Neal J. Reed from certain death July 17 at Sterling City, Tex. Tangled in a rope and dragged by a horse nearly 240 yards, Reed was saved when Phillips leaped from the back of another horse onto the neck of the fleeing bronk and bulldogged the horse into a clump of cedar trees stopping him.

JOHN A. GUTHRIE'S Stampede and Championship Rodeo has been booked for six performances in Springfield, Mo., next month, with prize money totaling \$2,300. Produced by Guthrie and his associates, the event's prize list has been approved by the Cowboys' Turtle Association. Paul Bend is arena secretary, with Frank Autry, arena director. Buck Goodspeed and Charley Broadnax are judges.

GORDON FARRIS, rodeo producer, staged three shows ending July 9, to fair business at Whistler, Ala. Attendance for the stand totaled less than 500. His opening June 27 at his ranch located on Cedar Point Road, 17 miles from the city, he played to over 1,000 at \$1.12 per head. Also in the line-up were Margaret Farris, Smokey Branch, Texas Sonny and Mug Murray, a coast guardsman on leave for several weeks. Farris said that his program calls for two-shows a month at the home ranch until late in the fall, when he will go on the road.

TACOMA'S THREE-DAY RODEO over the July 4th week-end in Tacoma, Wash., proved a big success, with an estimated 35,000 being turned away because the military specifications for such events in the Western defense area permits only 5,000 to assemble at one time. Excepting July 3, when it rained for two hours, good weather prevailed. The last day, July 5, an estimated 15,000 turned out only to find that the 5,000-person limit had already been filled. More than 75 contestants took part. No accidents marred the show.

Results—Winners included: Bronk Riding—First go-round, Gene Pruitt, Stan Mehr, Al Whorten, Ralph Hattsel. Second go-round, Pruitt, Joe Shield, Ted Law, Stan Mehr. Wild Steer Riding—First go-round, Marshall, Kunkel, Gaskell, Burnett. Second go-round, Shellenberger, Marshall, Burnett, Gaskell. Bareback Bronk Riding—First go-round, Shellenberger, Palamino; Marshall, Kitch and Hardy split third; Shellenberger, Hesselgesser, Botchue, Marshall and Palamino split fourth. Calf Roping, July 3, Stensen, Squires, Shellenberger; July 4, Stensen, Harry Pruitt, Jones; July 5, Stensen, Woods, Shellenberger.

Bulldogging—First go-round, Pruitt; Barnes and Metcalf split second; Smith, Marshall; second go-round, Pruitt, Marshall, Smith. Wild-Cow Milking—July 3, Stensen, Squires; July 4, Stensen, Squires, Woods; July 5, Stensen, Pruitt, Woods. Judges were Joe Stensen, Yakima, and Roscoe Richmond, Walla Walla, Wash. Promoters were Jim McMenamin and Jack Francis, Tacoma real estate operators, and Rolly Slegner and Jack Bechtold, local merchants.

RODEO BEN ANNOUNCES

The Completion of His New Catalogue. An entire year of Research, Planning and Effort is Embodied in this New Book, a Book that will take its place as the authentic Style Guide of the West. Ben's many years as foremost designer of Western Clothing qualifies him as the Supreme Leader in the Field. Don't Be Misled by Inexpensive Imitations. Take Advantage of the Best. Wear a Rodeo Ben Product.

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WANTED

Wild West People with or without stock for 6 fairs to open Alexandria, Tenn., August 24th. All write RODEO MANAGER, P. O. Box 1528, Alexandria, La., or report for work Alexandria, Tenn.

Spec-ology of the Circus

By A. MORTON SMITH

"THE magnificent and kaleidoscopic inaugural pageant of stupendous opulence and dazzling splendor," as described by the press agent, otherwise known to showfolk simply as "spec," has been an integral part of the American circus performance almost from the beginning of this form of amusement on this continent. It would seem that in the earliest days of the circus show owners sought to capitalize on the public's interest in the drama as presented in the theater, to induce spectators to look at their equestrians, wire walkers and tumblers, for their advertising gave top billing to the pantomimes which were concluding features of their performances.

As the circus caught on with the public and gained such popularity that box-office success was assured without the lure of dramatic numbers, there was no dismissal of the thespian art, but specs were made more elaborate and impressive as circusdom grew in stature and prestige. Furthermore, just as circus owners vied with one another in the extravagance of their street parades, so did they spend lavishly on producers, settings, wardrobe and trappings for their specs, altho contrasting psychology was applied at times. Some owners saw fit to open their programs with pageantry on the theory that making a good impression in the beginning counted most in winning the approval of their patrons, whereas their rivals reasoned that sending the public away enthused over their closing specs was the height of wisdom.

Various Types of Specs

The word spec as applied to the circus may mean any one of several types of presentations. It may be a grand entry in which the performers, mounted on horses, execute drills and maneuvers in the arena. It may be a tournament in which the performing personnel, garbed in colorful costumes, form a processional on the hippodrome track enhanced by caparisoned elephants, camels, horses and other lead stock and decorated tableau floats. Or it may be a dramatic or musical spectacle, presented on a gigantic stage or in the rings and on the track.

When the circus was in its infancy spec was a series of pantomimes, altho it is doubtful that in the late 18th century the word spec had become a part of the American trouper's vocabulary. But the pantomimes persisted in the circus performance until the hippodrome track and multiple rings of much later years provided space for more pretentious offerings.

John Bill Ricketts, the English rider, who is credited with presenting the first circus of any consequence in America, used pantomimes in his performances presented in amphitheaters in Philadelphia and New York City in the 1790s. One of his favorite pieces, which concluded a program of equestrian feats, slack-wire acts, comic dances, songs, leaps and flip-flaps, was *The Grand Historical Pantomime*, which was based upon the whisky rebellion in Western Pennsylvania and which represented Gen. Alexander Hamilton doing battle with the moonshiners.

And it was one of Ricketts' dramatic finales, ironically enough, which brought about the end of his career. He conceived a drama entitled *Don Juan*, which pictured the title character on his way to purgatory for his various misdeeds during a hectic existence. But hell's fire was too realistic; the amphitheater became ignited and burned to the ground. Discouraged by this stroke of bad luck, Ricketts set sail for England, only to be lost at sea when his ship went down in a storm.

Lalson's Circus, which followed Ricketts in Philadelphia, also used pantomimes as finales, but they were more sentimental in nature. One was called *La Belle Dorothe*, in three acts, described as "comprising several picturesque and pathetic scenes in which the tender feelings of a distressed mother are most



A. MORTON SMITH is editor of *The Daily Register*, Gainesville, Tex., with which he has been associated for 21 years. He was the originator of the Gainesville Community Circus, of which he was program director and announcer for 12 years, the show closing for the duration of the war after the 1941 season. He is chairman of the Mollie Bailey Tent of Texas for the Circus Fans Association and is a member of the Circus Historical Association. Since 1929 he has written articles on circus subjects for magazines and newspaper syndicates and has a wide acquaintanceship among outdoor showfolk throuthout the country.

beautifully and lively presented." Pantomimes continued to be popular until after the Civil War. A children's favorite was *Jack, the Giant Killer*, and others used by various circuses were *The Cobblers Frolic*, *Cajoling a Contraband*, *Harlequin's Ghost*, *The Miller and the Coleman* and *Old Put or Heroes of '76*. The latter spec was based on revolutionary deeds and was part of the performance of the Spalding & Rogers Circus for seven or eight years, beginning in 1847. Dr. G. R. Spalding and Charles J. Rogers, the owners, hired H. F. Nichols, of the Adelphi Theater in Washington, D. C., to produce this series of tableaux and carried a dramatic company to execute them.

Grand Entries More Practical

When the first traveling circus troupes toured New England early in the 19th century grand entries were more practical than pantomimes, since they required no scenery and the performances were presented in crude fashion in small arenas. In her reminiscences published in *The New York Clipper* in 1881, Mrs. S. A. Emery, of Newburyport, Mass., recalls the visit of Cayetano and Company, an Italian troupe, to her home town in May, 1810. She wrote that the performance commenced with "grand military maneuvers by eight riders," noting that the company consisted of but six men upon arriving in the village, but the proprietor obtained the assistance of the tavern keeper to secure the services of "two of the best military riders in town." At the sound of a bugle call "in dashed the eight horsemen in showy uniforms in single file; they then rushed around the ring and then followed a series of feats of horsemanship and military tactics."

The one-ring wagon shows continued to feature grand entries as opening specs for many years. As troupes grew, both men and women took part in these entries and the equestrian drills became more intricate and colorful. P. M. Sillo-way, recalling the one-ring shows of the early '70s, writes that the grand entry consisted of "five or six couples, showily costumed and wearing plumed hats, entered the ring and presented

various formations in well-ordered drills. The lady riders wore conventional costumes of that day, with long skirts and small derby hats decorated with ostrich feathers, and they used old-fashioned side-saddles."

Even in recent years this type of presentation has been popular with the large railroad shows, as secondary parts of the opening specs. *The Fete of the Garlands* is well known to present-day circus folk and circus fans. It was used in the Ringling Bros.' tournament in 1910, and from 1925 to 1932 was a feature of the spec of Ringling Bros. and Barnum & Bailey Circus. Cole Bros.' Circus has used the garland entry for several years now, and the Tom Mix Circus dressed its garland riders as Northwest Mounted Policemen in 1936. Even in the first years of the circus there were producers who departed from the conventional. Pepin & Breschard, who brought the first French circus to America soon after 1800, closed their performance with fireworks, and Welch & Mann and other circuses had minstrel troupes in afterpieces to wind up their shows.

Advent of the Tournament

The circus tournament, as we know it today, a processional type of spec employing the hippodrome track and in some cases the rings and stages as well, made its first appearance in this country when the hippodrome was introduced to the American circus world in 1853. Seth B. Howes brought to this country Franconi's Hippodrome from France in that year and among the many innovations of the show was the tournament, *Scipio's Triumphal Return to Rome After the Conquest of Carthage*. The processional was described as "the entire stock of horses, ponies, elephants, camels, deer, chariots, cars, ostriches, together with the equestrian corps en masse displayed in one grand scene of action."

Rufus Welch proceeded to import *The Field of the Cloth of Gold* from the Paris Hippodrome for an appearance in New York and this tournament became one of the most popular in circusdom. James Robinson and Frank Howes featured *The Field of the Cloth of Gold, or Bright Days in the Reign of Louis XIV* in their circus in 1864, with more than 100 men and horses participating in the exhibition. This tournament theme was used by the Dan Rice Circus in the '50s, by Montgomery Queen in 1875, by the Ringling Bros. in 1905-'06, and by the John Robinson Circus in 1920-'21, and probably appeared in other shows.

The circus spec became an imposing dramatic pageant in 1889, when James A. Bailey employed Imre Kiralfy, the famous ballet master, to produce one of the great spectacles of circus history, *Nero, or the Destruction of Rome*. The stage on which this pantomimic drama, with accompanying musical score, was presented ran nearly half the length of the big top, many good seats being sacrificed for the presentation.

In addition to the regular members of the circus personnel, who were principals and supernumeraries, 200 persons were carried to participate only in the spec as singing and dancing artists. These included six principal singers, a mixed chorus of 45, a ballet of 96 dancing girls and 48 male dancers. *Nero* was heavily featured when the show played a winter engagement in London in 1889-1890 and remained the show's principal attraction thru the season of 1891.

Some idea of its popularity is gained by evidence of the influence it had on specs of contemporary shows. Ringling Bros.' Circus, which went on the rails for the first time in 1890 and spread its canvas to provide for three rings and a hippodrome track in 1891, presented *Caesar's Triumphal Entry Into Rome* as its first spec, repeating it in 1892. About the same time the Great Wallace Show titled its tournament *Triumphal Entry of*

Augustus Into Rome. Ancient Rome continued to be a popular circus spec theme, for the Ringling show titled its spec *Rome in the Year One* in 1901 and changed the title to *Grand Fetes of Ancient Rome* in 1902. The Wallace show used *Pageantry of the Caesars* in 1895 and the 101 Ranch Wild West Show produced *Julius Caesar* for several years in the '20s.

Battles Inspired Many

Generally speaking, dramatic spectacles and tournaments have been inspired chiefly by incidents of ancient and mediaeval history with emphasis on famous battles, the colorful pageantry of the Far East, nursery rhymes, fairy tales and myths. Most popular of the ancient history subjects were *King Solomon and the Queen of Sheba* and *Cleopatra*. The former was adapted by the John Robinson Big Ten Shows in 1898 and remained in the program thru 1904, only to be revived by the same show in 1928-'29. The Ringling spec used the same theme in 1914. *Cleopatra* inspired the Barnum & Bailey spec in 1912-'13 and was used by the John Robinson show in 1930 and by Hagenbeck-Wallace in 1932-'33, while the Sparks Circus had a companion title, *Lily of the Nile*, in 1929.

Following World War I the spec presented on a stage began to give way to the processional type of pageantry, altho small stages set up in rings and even in steel arenas were used as thrones and for other scenes. Dancing girls performed in rings and on stages and fireworks added to the lavishness of the productions. Among the famous battles of history reproduced on varying scales of size and realism in circus arenas down thru the years are *War With India*, produced by Rivers & Derlois in the early '50s; *Van Amburgh's The Siege of Sevastopol*, 1859; *Adam Forepaugh's Custer's Last Charge*, 1875, and *The Fall of Ninevah* in the late '80s. Barnum & Bailey produced *Chinese Gordon's Advance and Capture in the Sudan* when the show went abroad for five years in 1899, the stage used for this production in London being 242 feet wide.

Buffalo Bill's Wild West Show, with its large arena devoid of poles, rings and stakes, produced some great battle scenes, including *Custer's Last Battle*, 1898; *The Battle of San Juan Hill*, 1899; *The Battle of Summit Springs*, 1907, and the Buffalo Bill-Pawnee Bill show gave *The Battle of Wounded Knee* in 1914. Most Wild West shows, however, were content to present the grand entry type of opening spec, featuring Cossacks, Indians, cowboys, gauchos and other riders.

Glorifying Historical Names

Famous characters of history have often been glorified under the big top. Al Ringling produced for Ringling Bros. the spectacle, *Joan of Arc*, in 1912 and it was held over the following season. Kiralfy did *Columbus and the Discovery of America* for Barnum & Bailey in 1892-1893, following the great success of *Nero*. *The Tribute of Balkis*, otherwise *The Queen of Sheba*, was the Barnum & Bailey theme on its return from Europe in 1903. *The Princess Lallah Rookh* was a processional type of spec opening the Barnum & Bailey show in 1915. Specs based on nursery rhymes, fairy tales and myths, particularly appealing to the kiddies, have made distinct hits with adults, too, due to the possibilities for development that the principal offerings of this kind have afforded.

Cinderella dates back to the Robinson & Eldred Circus of 1851, when John Robinson I and Gil Eldred were proprietors of the show. It was beautifully done for Ringling Bros. under the direction of Charles Ringling in 1916 and was used by the Walter L. Main Circus in 1925. Golden Bros. in 1923-'24 had a tournament entitled *Cinderella in Jungland*. Barnum & Bailey had *The Wizard Prince of Arabia* in 1914 and *Alladdin and the Wonderful Lamp* its last two years on the (See CIRCUS SPEC-LOGY on page 55)

Shean Leases Va. Beach Spot

Takes Seaside On Long-Term Purchase Plan

VIRGINIA BEACH, Va., July 24.—Frank D. Shean has acquired Seaside Park here on a lease with options on a long-term rental and purchase plan from the Sea Pines Improvement Corporation, owners of Seaside and adjacent lands and beach properties, it was announced here this week. The lease agreement was consummated between Seaside Amusement Company, headed by Shean, and the property owners.

Early in the spring negotiations were in progress to lease the property and structures of Seaside Park to the army, with Shean representing the owners as general manager of park. Several weeks of work and meetings with officers of the Third Service Command resulted in no action, however.

The present owners took over Seaside in 1941 after the close of the season. Rex Billings Jr. managed the resort that season for Shelburn & Woodhouse, operators of the spot for several years. Shean managed Seaside last season and his services were so satisfactory that he had little difficulty in acquiring a lease for his own company.

Seaside Park is located on the Atlantic Ocean, with 900 feet of beach and modern bathing facilities. Boardwalk features the Recreation Pavilion, MacArthur Ballroom (club style), Merry-Go-Round, No. 16 Eli Wheel, Victory Whip, Magic Carpet and Laff-in-Dark rides, Rondevo Cafe, refreshment stands and other concessions. The purchase price asked by Sea Pines Improvement Corporation is said to be \$180,000 for structures and property.

According to Manager Shean, business has been beyond expectations since the Norfolk & Southern Railroad has put the old-style steam engine and cars on Sunday schedule to augment regular bus and rail service. Bus and rail stations are located in the center of the auto parking area, which has a capacity for 1,500 vehicles.

Most of the concessionaires have been at Seaside many years and are residents of the beach. Horace Bluford is operator of the Penny Arcade, Whip, Ferris Wheel, Merry-Go-Round and several games. Harry A. Illions has the Magic Carpet and Laff-in-Dark rides. Other concessionaires are George Harris, Harry Mandel, John Meyers, Tom Mahoney, James Miller, Ruth Christian, Gus Stanley, Marie Stanley, Frank Campbell, George Collins and Joe Adams.

Plans for the future operating policy now in the making and will be announced shortly, Shean says.



SCT. CHARLES J. MORRIS, receiving the Silver Star citation for gallantry in action, between battles on Guadalcanal, Solomon Islands. His commanding officer is shown pinning the medal on him as a pal stands at attention. Sergeant Morris, son of Doc Morris, promotion and picnic manager at Palisades (N. J.) Park and prominent member of the National Showmen's Association, was a corporal before being cited for bravery in action December 19. The ceremony pictured took place February 12.

Detroit Minnie Picks Up After 50% Riot Lull

DETROIT, July 24.—Business has been off 50 per cent at Rollerdrome Amusement Park, newest Detroit miniature, the past few weeks, following the effects of the recent race rioting here.

Here, as at other local area funspots, crowds have stayed away in great numbers out of fear of a recurrence of the situation which caused the original explosions.

Pick-up has been noted at Rollerdrome in the past week, however, according to Manager Elmer F. Cote, and business is again approaching normalcy.

New concessions have been added, including three games brought in by Mr. and Mrs. Frank Wagner. Photo gallery, Penny Arcade, and other games and shows are to be added shortly, Cote said.

New land for park use is being filled in at the lower end of the midway, and will be ready for additional attractions soon.

Vacash Gas Idea A Shot in Arm To Md. Resorts

BALTIMORE, July 24.—The action of the OPA in permitting the use of A gasoline rations for vacation travel has greatly stimulated business at amusement parks and resorts in the State as well as those in near-by Delaware and Virginia, indicating that the play spots in the area may have a good summer after all.

Vacation-travel permits brought Ocean City, Maryland's most popular resort, its most prosperous days since rationing began last week-end (17-18) when approximately 12,000 vacationists filed the resort's many beach-front hotels and automobile traffic was double that of any previous Sunday. Although hotels were filled, most of the cottages and apartments still were vacant and business generally was about half of normal. The midway, however, showed more activity over last week-end than has been seen here all season. There was considerable freer spending too.

The money spent on amusements over the first week-end under the new vacation-travel set-up is encouraging and it gives promise of better days to come and a good season.

Regulations relating to dim-outs for the duration of the war in Maryland have been filed with the Circuit Court of Appeals clerk. The executive council of defense has incorporated army rules on dim-out requirements to the State Civilian Defense code. These regulations call for dim-out to set in a half hour after sundown until a half hour before sunrise, from May 1 to September 30. The Maryland Council of Defense was authorized to adopt dim-out regulations by the 1943 legislature as an emergency law.

150,000 Give A.C. Its Biggest Sunday

ATLANTIC CITY, July 24.—The heat wave driving thousands from the metropolitan centers to the seashores last week, Atlantic City enjoyed its largest crowd of the year last Sunday (18). There were an estimated 150,000 visitors, larger than the holiday week-ends.

Ocean piers, amusement places and restaurants did heavy business all day, and accommodations in the smaller hotels and rooming houses were at a premium. Two Boardwalk hotels, returned to civilian use by the army last week, the Shelburne and the New Belmont, were sold out for the week-end. Anticipating heavy traffic for the week-end, both trains and bus lines added greater travel accommodations.

WPB Frees Lead For Gallery Ops

WASHINGTON, July 24.—An opportunity for shooting gallery operators to get a supply of ammunition was seen in the announcement by the War Production Board this week that Order L-286 had been amended to permit dealers to dispose without restrictions of some 50 types of ammunition now in inventory.

Altho most of the types are non-standard or obsolete, gallery ops may find the relaxation of the order the answer to their prayers. The following caliber ammunition is released by the order: 22 long rifle, .25-.35, .25-.20, .270, .250-.300, .30-.06, .30-.30, .300 (except H. & H. Magnum), .30, .32, .32-.20, .35, .351, .38, .380, .357 and .45

New Carriers Boost Riverside Outings; Carroll Gets Praise

SPRINGFIELD, Mass., July 24.—Transmobile riders to Riverside Park now number about 1,000 a night, with as many as 3,000 arriving at the park on Saturdays and more than 5,000 on Sundays via the fleet of four carriers powered by the new "mystery" fuel, Harry Storin, Riverview press agent said this week. With the advent of the transmobiles to solve the transportation problem, outing business has been brisk, Storin said, and bookings are substantially ahead of last summer.

A record for the transmobile fleet was established last week-end when it carried 10,118 patrons to the park. Saturday night the converted automobile trailers carried 3,111, and Sunday afternoon and evening the total was 7,007. Total week-end patronage was only slightly under that of a normal pre-war week-end.

Because of the near-normal return of business, Riverside has returned to its policy of free acts, and opened with the Berrosini Troupe, high-wire act.

Transmobiles now make the trip from downtown Springfield to Riverview in 12 to 14 minutes and the fleet can bring 900 persons to the park every hour. Plans are being made to augment the fleet, Storin said.

Edward J. Carroll, Riverview owner-manager, received generous praise from the Springfield Chamber of Commerce last week when J. Frank Tucker, head of the convention and visitors bureau, wrote him as follows:

"I want to compliment you and your associates on the splendid contribution you are making in connection with the war effort, as you are certainly doing your part in making it possible for folks to have an opportunity for recreation, which I consider quite necessary in keeping up the morale of our citizens."

Smuckler Portable in Mobile

MOBILE, Ala., July 24.—Elks' Amusement Place, operated for the benefit of the Elks' Crippled Children's Fund of Alabama and the U. S. Seamen's Institute, has been transferred from Prichard, Ala., to Mobile, on the lot at St. Joseph and Adams streets. The Alabama Amusement Company, directed by Marie Smuckler and Bernie Smuckler, is using Merry-Go-Round, Ferris Wheel, Sky Ride, miniature railroad, goat ride and a number of concessions. Business was heavy the opening week here. It is planned to move to various spots in the city and county thruout the summer. No shows are used.

Woodside Aids Shangri Fund

PHILADELPHIA, July 24.—As its contribution to the national drive to raise funds to build the new aircraft carrier Shangri-La, Woodside Park Wednesday (14) accepted admission to any of its many amusement features only thru the purchase of War Stamps. In effect, patrons were admitted free to any of the 23 amusements at the park, as they retained the "admission price" in the form of stamps. Only the Crystal Pool and the Rollerdrome were excluded from the one-day arrangement.

Loeff Loses Ride In \$50,000 Blaze

LONG BEACH, Calif., July 24.—Fire believed to have originated from an explosion in the paint room destroyed the Loeff Merry-Go-Round and building on Seaside early Wednesday morning of last week (14) and threatened the Pike area. Damage was estimated at \$50,000, of which \$20,000 was covered by insurance. Only parts of the walls of the building remained standing. A juice stand adjoining the Carrousel was also damaged. Loeff Amusement Company has another Merry-Go-Round in storage, but whether or not steps toward rebuilding can be taken will depend upon the availability of materials and labor.

Virginia Firm Gets Charter

RADFORD, Va., July 24.—Riverview Amusement Park Corporation, Radford, has been chartered with maximum capital stock of \$25,000 to operate an amusement park. J. Dorsey Conklin, Radford, is president.

Coney Island, N. Y.

By UNO

Photo galleries, Coney has six of them, up in the air over orders from higher-ups not to charge servicemen more than 35 cents for a single picture. Claim their price of 50 cents or three for \$1 is small enough in these times. The pix men say that other Island enterprises have raised antes and don't understand why they are picked on to be the goat in this sudden price cut. In the meantime, S. P.s are on the job to see that the reduction is adhered to. Among the six are Joe Kaufman on the Bowery, who also is a partner in the Axis Atrocities exhibit and Seymour Machson on the Surf. Pop-Em-In games have been ordered to close or change their mode of operations. Overcharging the cause.

Isadore Kramer, Harry Novins and James Pantano, comprising the K.N.P. Corporation, and all executives of Coney's Business Men's Association, are busy ride owners of the Boomerang, Scooter, Flying Scooter and Loop-o-Plane on Surf, stretching between West Eighth and West Fifth, which Coney area, they say, is doing the best business ever. Jack Rose is cashier, and Alvin Schultes, mechanic, at the Scooter, while Charles

Cohn, in his ninth year, and Tommy Morell fill the same positions on the Loop-o-Plane. Max Smith, back from a vacation, is cashier at the Boomerang.

Random Notes. New sellers of *The Billboard*, when they are not shoe polishers next to Salvia's newsstand, are the two Louis youngsters, Lubrano and Buno. . . . Charles Burns, talker at Rosen's show, has been in Kings County Hospital since July 15 under treatment for stomach ulcers. Pinch hitting is Coney Island Smithy, with Irving Wagner assisting. . . . Dave Rosen has finally landed a girlie show license, and changed his policy July 15, exhibiting freaks in the p.m. and a combo freak and girlie revue after 8 p.m. Evening program runs half an hour. Betty Real and Gloria Glenn double as snake charmer and snake dancer, and Rosita Raymond and Sally Marley are other dancers. . . . Evelyn Cohn, last season with Miller's Merry-Go-Round, is now with Billig's souvenir store where other expert sales girls are the Misses Lovett and Sanders. . . . Billie Lover, featured as the pocket edition of Kate Smith, and Christiana, (See CONEY ISLAND, N. Y., on page 54)

JOYLAND PARK

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Joyland Park comprises 20 acres of enclosed land, 10 acres of which is devoted to Playground and Picnic area and 10 acres to amusements. Located 2 miles from Lexington on the Paris Pike, U. S. Highways Nos. 27 and 68. Joyland Park cost over \$350,000 to build and could not be duplicated for the same amount of money today if materials were available.

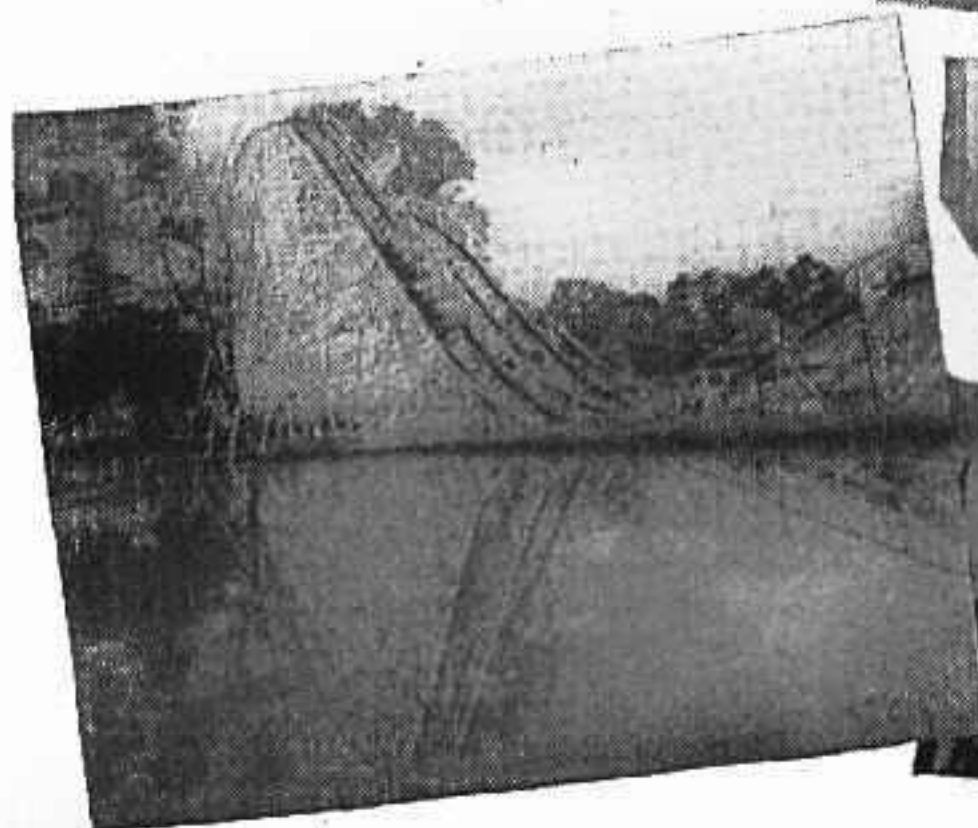
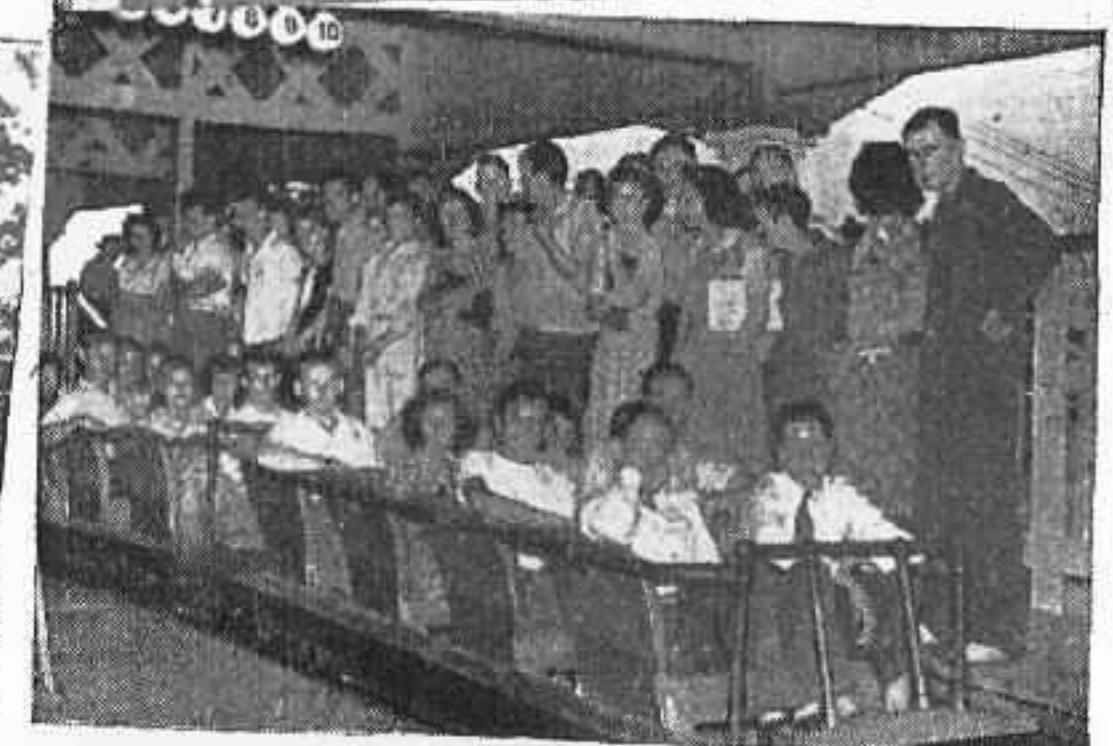
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- PARKING LOT with an 800 car capacity adjoins the park. Overflow parking can be taken care of along highway and roads.
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Here is an opportunity to secure a complete and going Amusement Park at a fraction of its original cost. It is the only recreational park in Central Kentucky, serving 500,000 people, was elaborately conceived, unstintingly developed and has proven a real money-maker for more than 20 years. Terms can be arranged for responsible purchaser.

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War's Effect on Pool Operation

By ARGO W. HUTCHINSON

Superintendent, Sunlite Pool, Coney Island, Cincinnati

THE war and hot weather have had their effect on the nation's swim-pool business for the better. The hot weather has possibly had more to do with it than the war, but wartime restrictions on travel, which have served to keep many vacationists at home, have also had an influence in shooting pool attendance upward in most sections of the country.

ARGO W. HUTCHINSON is a veteran in the swim pool business, and he knows the business, literally, from the ground up. For "Hutch" was building pools long before he took to managing them. He was born and educated in Baltimore. He served in the United States Army for 15 years, enlisting in 1904 in the cavalry, and seeing action in World War I. He was in the medical corps nine years, and in the engineering corps six years. He left the army as a captain. Back in civilian clothes, Hutchinson turned his engineering training and skill to the building of swim pools. Among his achievements are the Olympic Park Pool, Irvington, N. J.; YMCA and other pools in Brooklyn and the Bronx; pools at Alameda and San Francisco, Calif.; several in Colorado, one in Rosedale, Ky., and a number of others. He went to Cincinnati in 1924 to build the Coney Island Sunlite Pool. It was completed the following year and he left to direct his talents elsewhere. In 1926, however, he was called back to manage the Coney Island pool and has been there ever since.

It is no longer a novelty to see a long line of patient swim enthusiasts waiting their turn to get into a pool. The big problem at most commercial pools is that of locker facilities. There is bound to be a limit, even tho the pool itself might accommodate many more. Additional lockers were provided last year at our Sunlite Pool, but these do not meet the demands on a busy Sunday or holiday, when the attendance runs anywhere from 4,500 to 7,500.

Edward L. Schott, Coney Island president and general manager, reports that attendance at the pool so far this season is running 25 per cent better than last year, and that it is by far the best season since the boom year of 1929.

The war has had its influence in a number of odd ways at our pool. For example, while Coney Island has always catered to a good clientele, the average this year represents a higher type than ever before. This is attributed to the fact that the pool is the mecca for people who usually went great distances to enjoy a vacation, representing, broadly speaking, a higher economic strata than those who remained at home.

Laundry Works Overtime

Another problem traceable to war conditions is the increased use of stock swimming suits. There has been an increase in the "borrowing" of our swim suits of 85 per cent over the average of previous years. This is due to the shortage of bathing suits in the stores. We make no charge for the use of swim suits. Another problem developing out of wartime shortages is that of towels. We purchased all the towels we could find in Cincinnati and New York, and there are no more to be had. Increased patronage and shortages have made it necessary to keep our power laundry operating almost on a 24-hour schedule to keep up with the needs.

Our Sunlite Pool, reputed to be about the largest re-circulating swim pool in America, has its own artesian well water system and filtration plant. It has been found necessary to pump more water

from the well this year than in the past five years combined to keep the water clean and cool and at a refreshing temperature. The water is pumped from a depth of 100 feet and comes up at a temperature of 54 degrees to pass thru the filtration system—a system of sufficient capacity to serve a city of 150,000 population. To further safeguard our patrons, the pool is cleaned daily by a vacuum cleaning process. Chemicals—chlorine, ammonia and alum—are used in about the same quantities as last year.

Like every other civilian activity, we have experienced a trying man-power shortage. In some instances, where it was possible to do so, girls were engaged to fill jobs heretofore held by men, and we are getting by adequately.

Great Increase of Women

The great preponderance of women patrons this season has proved sufficiently interesting to evoke special comment. Ratio of women to men at our pool has been 6 to 1. This is particularly true on Saturdays, Sundays and holidays. The explanation for this is fairly obvious. The boy friend is gone; he's somewhere out there fighting the Axis. So Missy does the next best thing—she gets up a party of her girl friends and spends the day, or part of it, at the pool. Oddly enough, this is in contrast with her attitude towards dancing. While girls do come in pairs to our dance pavilion, Moonlite Gardens, they do not get up parties as they do at the pool.

Another interesting angle on attendance is the increase in the number of children patrons this season. The turnstiles show about a 40 per cent increase, but this is not attributable entirely to children. Coney has established a reduced rate at the pool, as it has at its Moonlite Gardens, for servicemen and women in uniform. At the pool this rate is equivalent to the children's admission, and they are then sent thru the turnstile on the children's side of the entrance. And there have been lots of military pool patrons so far this season.

Demands made by bathers for an earlier opening hour at our pool has resulted in establishing a 9 a.m. opening on Sundays and holidays instead of 10 a.m. The pool remains open until 10 p.m. We couldn't turn down our old-



THE LIFE of a swim pool superintendent and manager is not all one of blood, sweat and tears, as is proved by the above shot, which has Argo W. Hutchinson, bossman at Coney Island Sunlite Pool, Cincinnati, applying a sunburn lotion to the shapely back of one of his fair patrons.

timers, the patrons who have been with us year after year, and the management willingly yielded to their request for an earlier opening time.

Some Publicity From Events

Our pool stands so thoroly on its own merits that we have found it unnecessary to resort to any extraordinary types of ballyhoo to attract business. We have studiously avoided sponsoring bathing-beauty contests, swimming meets and the like, preferring to leave such promotions to the program committees of organizations holding outings at Coney. A number of such events are held thruout the season under private sponsorship, but they could hardly be termed business getters, as they do not attract any appreciable increase in patronage. The best that can be said for them is that they have some publicity value.

Even offers of free swim lessons at the pool, about the only promotion with which the management has anything to do, do not serve to swell business to any extent. Katherine Dunnett Nieman, member of the Pan-American Olympics Committee, volunteered to give such free lessons on Wednesday mornings this season, but only a few persons took advantage of the offer. However, the apparent lack of interest on the part of the public in such projects does not disturb



ONE OF THE LARGEST re-circulating outdoor plunges in America is Sunlite Pool at Coney Island, Cincinnati, shown above. Photo shows only one corner of the huge establishment. Roughly, only about one-third of the vast Coney Island pool is pictured here. Bathhouse facilities run around two sides of the big plunge.

the management, for the day-in, day-out business is very satisfactory.

Guard Captain Closes Shop

Sunlite Pool has a strong fascination for our patrons. There is probably no better example of how fascinating our pool can become than Dr. Robert E. Lowe, captain of the life guards. On the day that Coney opened its pool this season, Dr. Lowe put a sign on the door of his dental laboratory: "Closed for the Summer" and went to work at Coney. His laboratory is a profitable venture, paying four or five times the rewards that he can earn as a life guard, but the opportunity for outdoor life meant much more to him, he said, than mere money-making. This is his fifth season at the Coney pool, and when the season is over he will again open his office.

CONEY ISLAND, N. Y.

(Continued from page 52)

another singer, are top vocalists at Fred Sindel's Stable. . . . Ann Parker is a new singer at the Gilsey House. Calls herself the "Casablanca Blonde." . . . A. E. (Cook Curly) Suertif is partnered with Irving Lev in the eats concession at the World Circus Side Show. . . . Fred Canfield, a Coney pioneer the last 40 years, operates two ball games on the Bowery near the Kyrime rides. . . . Buck Rodgers, last season with the now-closed Empire ball game, is now with Sidney Kahn's Fascination. Empire's sterling announcer, Artie Pilatsky, now in Miami with the air crops. . . . Charles Phelan has transformed himself from a heavy-weight lifter at various freak shows to a Sun-Spray orange drink seller at one of Meyer Hamburg's new stands on the Bowery.

Luna Park, General Manager Phil Pates and his three ace cashiers, Eddie Davis, Abe Fishbein and Eddie Kritzer, visited Palisades (N. J.) Park to find out new tricks in the trade, if any. Only new trick observed, says Phil, was that Palisades cashiers sit back and read books between sales, while Luna's crew is constantly up and barking for customers. . . . Jonas Mable is champ cocktail mixer at the Willow Grove bar. . . . Elaine Lutt, new cashier for Gangler's circus, finds her beauty helpful in attracting trade. . . . Park has installed another Dump-the-Lady opposite the Chutes. . . . Cashier contest on to see who can bring in the most shekels before the end of the season. Principals are Dominick Candela at the Ghost Train; Phil Mantia at the Whip, and Frank Scava, Flying Ports. . . . Leonard Semon and Sonya, top features in Leo Singer's midgets, sensationing 'em at every performance with their versatile talents, including magic, singing, dancing, whistling and comedy. Come from England and have played almost every foreign port on the map. Agent Phil Busch has the act under wing. . . . Brenck's Golden Horse and Models, a park concession, new tenants of Camp Hot Spot, has Elma (Penny) Prucha, Kitty (Jacksonville) Allen and Helen Viana doing the poses. . . . Joe Gangler, besides his circus, is interested in a lunch counter, outside the tent. Partners in the enterprise are Charles Rich and Anna Wolf. . . . Marjorie Nickloy, midget, is a new Gangler attraction for the bally. . . . Sid Kramer has returned to head talker at Tom McKee's diving show, where Ann Nerich, breast stroke swimming champ, is back recovered from a dislocated arm that had her laid up the last fortnight. Recent newcomers are Flash McCormick, national backstroke champ, working with Hawaiian swim fins; Fred Schuchman and John Logan, comedy boxers under water; Alice Hicks, of Covington, Ky., and Frances Shmkens, swimmers. Blanch Blane (Miss Minnesota) McKee and Tommy Jr., are vacationing at home in Melrose, Minn. Ernest (Fokus) Adams, promoted to assistant manager. . . . Bernie Williams, called Coney's Tommy Manville, is prominent at Pop-Em-In. . . . Abe Seskin has furnished new opera-length costumes, replacing nightgowns, for Adeline McNamee, Margie Lee and Eileen Bryant, his Dump-the-Ladies, newly managed by Lou Holtzman and Joe Grosman.

GEORGE E. ROBERTS (Prof. Pamahaska) reports a successful season with his various attractions, especially his tropical bird act consisting of Australian cockatoos and macaws. He opens his circus season early in November in department stores. His society circus, now playing parks and fairs, will close early in September.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office The Billboard)

Men and Mentions

Did you catch the lifeguards from Pallsades (N. J.) Park pool and the Riverside and Jerome Cascades plunges, New York, on the *Adam and Eve* program over the Columbia Broadcasting System, Coast-to-Coast, Saturday, July 10? Bunny Huberman, who used to tutor Mille Gade Corsan, the English Channel swimmer, captained the lifeguards team and they won 10 bucks apiece in the quiz show.

Cliff Branin is newly elected proxy of Interscholastic Swim Coaches Association. Dan Fowler is vice-president, and Al Neuschaefer, of Trenton (N. J.) High and well-known figure at the annual New Jersey State Fair, is secretary-treasurer.

The Paramus, N. J., plunge got itself a mess of unfavorable publicity recently, causing its closing. As this was written, the management re-opened its gates in defiance of the local public health officials. More later on this.

Commercial plunges in New Jersey should definitely organize. Well do I remember the time Mack Rose, president of the New York Pool Owners' Association, urged the Rosenthals freres, ops of Pallsades (N. J.) Park pool to get all Jersey pool men together and organize just as was done in neighboring New York. "It's the only way to counteract unfavorable publicity that may result from a sanitation problem," said Rose at the time. The Rosenthals wished they had taken his advice last week as they started to feel the ill effects of the Paramus smog. However, the Rosenthals didn't sit back and take it on the chin—they just added to their advertising budget to let people know that their pool was open. Come to think of it, Mack Rose should try to get his own association to become a bit more active.

Capt. T. Sheffield continues to offer free swim lessons to servicemen at the Santa Monica (Calif.) Del Mar Club, with which he is now affiliated. The good ole captain has had considerable experience with the seas and is the right one to offer such advice.

Eddie Dowden Jr., former praise agent for Steeplechase pool, Coney Island, N. Y., in its hey-day, has returned to his first love—publicity—after a fling at news reporting.

Two Injured in Boat Blast

DETROIT, July 24.—Two park employees were injured and a speedboat was destroyed at Jefferson Beach Park here Monday (19) when the craft exploded on Lake St. Clair. The boat had no passengers aboard. Gordon Lavers and Jack Vermeulen, attendants, sustained burns on the chest and arms, but were able to be sent home after treatment at the hospital. Adrian Lingemann, owner of the boat concession, said the speedboat was a total loss.

Memorial to Mrs. J. J. Carlin

BALTIMORE, July 24.—As a memorial to Mrs. John J. Carlin, widow of John J. Carlin Sr., founder and head of Carlin's Fruit, and mother of John J. Carlin Jr., general manager of the park, a statue of Our Lady of the Miraculous Medal, the work of Hans Schuler, Baltimore sculptor, was unveiled and blessed this week before the novena prayer in St. Ambrose's Church by the Rt. Rev. Msgr. Hugh J. Monaghan. Mrs. Carlin died a year ago.

Sylvan Lakes Tearing Down

BURLINGTON, N. J., July 24.—Buildings, concession stands and dance hall at Sylvan Lakes Park, near here, are to be torn down, according to an announcement made last week by township officials. The buildings have fallen into disrepair and members of the township committee have decided that it would be too expensive to renovate them. The bathing beach, however, continues operation.

HOLYOKE, Mass. — Public Utilities Commission has voted to permit the Holyoke Street Railway Company to purchase for \$4,500 the property of the Mount Tom Railway Company to protect its Mountain Park property and the resort's water supply. The property purchased includes 617 acres of woodland, a reservoir and water system.

Atlantic City

By MAURIE ORODENKER

Local interests were elated to hear the report emanating from Hollywood that Republic Pictures has earmarked a million dollars for a super-duper musical, *Atlantic City*, which will be based on happenings at this resort.

Hamid's Million-Dollar Pier has arranged for Wayne Cody, kiddies entertainer on Station WIP, Philadelphia, to broadcast his Sunday shows each week from the pier. Known as Uncle Wip, Cody will present his Radio Starlets each Sunday before the pier audiences for the broadcasts.

Garden Pier, now dark, may again take its place in the resort's amusement sun in the post-war period if the proposed development of the Inlet section of Atlantic City materializes. It is suggested that the Garden Pier could be converted into a giant ballroom and roller skating rink, as well as provide other indoor amusements and rides as the Steeplechase Pier here used to.

For the Inlet section, plan calls for the construction of a large swim pool, as ocean bathing at that point is dangerous. The pool could be used for ice skating in the winter. An added attraction would be an aquarium as well as an outdoor pavilion for band concerts. Further, the swim pool center would allow for games, rides and concessions.

A three-part publicity campaign will be launched here for the spending of \$10,000 appropriated by the State to help the resort recapture its civilian trade. Until August 8 there will be an introductory campaign to let people know that the resort is doing "business as usual." The second part will be used to advertise the "30 Golden Days" in September. The other part will be used for late fall and winter advertising.

The Hammesfahr Family, Bohemian glassblowers featured at Hamid's Million-Dollar Pier, is attracting wide attention with its new styles in souvenirs.

Official notification was given last week by the army that Atlantic City will be abandoned as a training base for the army air force by August 16. By that date, 43 of the 47 beachfront hotels, occupied by the army since July, 1942, will be returned to their owners for civilian use. The remaining four hotels will be retained for special military detachments and for hospital use. Mayor Thomas D. Taggart Jr., returned from Washington, revealed that Atlantic City is under consideration for a special type of water training program. The mayor further indicated that there is a possibility that Convention Hall might be retained for a longer period than presently contemplated.

Each week finds bigger crowds finding their way to Wildwood, N. J. Boardwalk amusements and concessions report good business, with the week-days almost as big as the week-ends. The new gasoline ruling as it applies to A-card users for vacation trips is expected to further stimulate activity here and at the other nearby resorts. Indications are that the remainder of July and August will be active in the way of business.

Park Briefs

WILDWOOD, N. J.—Kiyota Murao, American-born Japanese who operated Boardwalk concessions here with his father for many years, is the first Japanese from this resort to be drafted. He leaves for the army August 2. His father, Kitchi, is in a hospital at Brown Mills, N. J.

PORTLAND, Ore.—In an attempt to attract the kids, Oak Park has set aside every Wednesday as Children's Day, with the program including amateur shows, pie-eating contests, two free rides for every child under 12 and dime roller skating.

PORTLAND, Ore.—Supplies are at a premium at Jantzen Beach Park. In newspaper ads last week, Paul H. Huedepohl, general manager, urged patrons to bring their own food and refreshments whenever possible. Also, due to the acute laundry problem, he urged that swimmers bring their own suits, towels and bathing caps.

YARMOUTH, N. S.—A new park and zoo has opened in suburban Hebron under the title of Noah's Ark. A gate fee of 15 cents for adults and 10 cents for children prevails. This is the first time a gate charge has been established at a park in this territory.

With the Zoos

MEMPHIS.—Local zoo is sporting a giraffe for the first time in its history. The animal, which will be housed in a barn now under construction, was bought from the Brookfield Zoo, Chicago, for \$2,250.

PHILADELPHIA.—Attendance at the Philadelphia Zoo continues to climb. Roger Conant, curator, reported that last month 50,000 persons visited the zoo, compared with 44,000 for June, 1942.

DETROIT.—Admission charge for children at the Jo Mendi Theater, monkey show at the Detroit Zoo, has been raised from 5 to 10 cents, according to Director John T. Millen, due to federal taxes being added to the children's admission this year.

FORT WORTH.—Horse meat was replaced by 432 dressed chickens at Forest Park Zoo here recently. They were confiscated under the Pure Food and Drug Act and were ordered destroyed by Federal Judge W. T. Davidson. U. S. Marshal J. R. Wright offered the dressed fowls to the zoo and keeper Julian Frazier accepted. The chicken feast lasted for days. The chicken had been in cold storage too long for human consumption, the health authorities ruled.

CIRCUS SPEC-OLOGY

(Continued from page 51)

road, 1917-'18. Al G. Barnes show paraphrased a title with *Alice in Jungleland* in 1919 to 1923 and departed from precedent in 1927 by producing two opening specs, one called *Alladdin*, followed by a mounted tournament, *Parade of Gold*, which held on three years. Gentry Bros.-Patterson Circus concocted *Fairyland* in 1924 and Fred Buchanan's Robbins Bros.' Circus used *Santa Claus in Circusland* to good advantage in 1927-1928 and *Mother Goose in Fairyland* in 1929-'30. John Robinson contributed *Peter Pan in Animal Land* in 1924-'25.

Modern Most Elaborate

The most recent and undoubtedly the most elaborate of the fairy tale productions was Ringling Bros. & Barnum & Bailey's *King Cole and Mother Goose*, with Felix Adler in the title role, in 1941. This was created by Norman Bel Geddes, and a precedent was established when this spec was shown in display No. 5 in the program, ostensibly to permit the crowds to be seated and the hippodrome track cleared before this massive parade got under way.

The Far East has inspired a host of elaborately costumed specs, principally of the tournament type, inasmuch as they usually depict holiday occasions with fabulous rulers and their extravagant retinues on parade. *The Durbar at Delhi* was Barnum & Bailey's spec in 1904-'5, and in 1933 it was revived by Samuel Gumpertz for Ringling-Barnum. *The Durbar* was in the program until 1937, when it was dubbed *India*, and it was called *Nepal in 1938*, with occasional additions and replacements of costumes and floats during those years. *The Return of Marco Polo* was produced for Ringling-Barnum in 1940 by Max Weid, the French creator of dramatic presentations.

Adam Forepaugh did *Arabian Nights* in 1891, Barnum & Bailey had *Persia* in 1916 and Ringling Bros. featured *Ancient Egypt in 1909*. Sells-Floto created another *Persia* spec in 1923 and Al G. Barnes combined the same title with its No. 2 spec, *The Pageant of Peking*, in 1930-'31. Hagenbeck-Wallace had a liking for Oriental specs, often produced by the late Rex de Rosell, as evidenced by *A Night in Persia* in 1923, *Arabia* in 1925, *Geisha* in 1928-'29, *The Golden Orient* in 1930-'31, *Persia* again in 1934 and *An Oriental Fantasy* in 1935. Latin-American themes have been used extensively in recent years, coinciding with

the emphasis being placed on "Good Neighbor" relations of this country with our Latin friends to the South.

The Al G. Barnes show, continuing its policy of two opening specs, had *Fiesta of the Rio Grande* and its famous *Pageant of Gold* in 1934 and changed the former to *Piasta of the Colorado* for 1935 and *Glamorous Old Mexico* in 1937. Cole Bros. had *La Argentina* in 1939 and *Pan-Americana* in 1941, works of De Rosell. Harry L. Thomas produced *Sapa-Inca*, with a setting in Ecuador, for 1942, and *The Conquest of Coronado*, also a historical Latin theme, this year.

Novelty Element Frequent

There have been some novel specs in American circusdom worthy of mention. One of these was the spectacular *Fighting the Flames*, produced in 1906 by the Adam Forepaugh-Sells Bros' Circus. A large prop "city" was erected in the big top and set on fire to bring forth the "Forty Famous Firefighters," riding on typical horse-drawn fire engines of the day, belching great quantities of black smoke from their boilers and racing around the arena with the accompanying noise and excitement of a big blaze. Another novel theme was *Battleships of Our Navy*, presented by the John Robinson Ten Big Shows in 1906, when large replicas of fighting ships were displayed and a large number of persons participated in the display.

In modern times such a novelty was *Holidays*, the 1942 Ringling-Barnum spec created by Norman Bel Geddes and inspired by the calendar of special occasions from New Year's Day to the Fourth of July to Christmas. But it remained for the season of 1943 to produce the most unusual of circus specs, the now well known *Hold Your Horses*, which gets its inspiration from the circus of other days. This is the opening spec of the Ringling Bros. and Barnum & Bailey Circus, once more in charge of the Ringlings themselves, Mrs. Charles, Mrs. Aubrey and Robert Ringling.

Hold Your Horses is a nostalgic reproduction of an old-time circus parade, horse-drawn, such as you saw as a kid, with a beautiful bandshell bearing Merle Evans's famous band, leading the march. Then comes tableaux, open dens, mounted people, clowns and the steam calliope bringing up the rear.

How does the spec fare in the circus in 1943 after having been a part of the show high onto a century and a half? Just peruse the Ringling-Barnum program if you will. For you find not only an opening spec, such as has graced circus programs these many years, but also a closing spec, such as has frequently been a part of the program—but that's not all. There are two more specs—four in all during the show. *Let Freedom Ring* is a stirring pageant of the United Nations in display No. 7. *Changing of the Guard* is a spec employing half a hundred girls and 25 elephants in the No. 18 spot, and then comes *Drums of Victory*, the great patriotic finale.

Yes, sir, the spec—a time-honored feature of the circus—is still going strong and no mistake about it!

GIRL BALL GAME OPERATOR

Attractive proposition for experienced worker. Also for Penny Pitch and Stock Wheel Operator.

WRITE BOX 339

SEASIDE PARK

VIRGINIA BEACH, VA.
Season Closes September 12, 1943.

DO YOU NEED
GOOD USED RIDES
Or Have You Any To Sell?
BERTHA GREENBURG
Hotel Kimberly, 74th St. & Broadway, New York

VICTORY PARK—MILL HALL, PA.

PLENTY OF MONEY HERE

Want Acts of all kinds, Electrician with Concessions, middle aged Ride Superintendent. Fly-by-nights, don't answer. Salary not the biggest, but sure. Concessions not conflicting. Excellent spot. Will buy Kiddie Rides and Concession Equipment or any attraction usable in park. All answers to

MICKEY PERCELL, Mgr.
VICTORY PARK, MILL HALL, PA.

CANADIANS HIT NEW HIGHS

Sask. Citizens, Kids Day Crowds Top Other Years

Sioux tribesmen honor Johns — midway, grandstand features click

SASKATOON, Sask., July 24.—With good weather the first three days and opening day, Children's Day, setting a new record for attendance, Saskatoon's Industrial Exhibition, fourth stop on the Western Canada Class A Fair Circuit, got away to a formidable start this week. Hon. J. G. Barnier, Federal Minister of Agriculture, officially opened the annual on Monday.

Wednesday, Citizens' Day, was one of the largest days on record at the exhibition, while fair patrons gave the parimutuels the best business in its history on that day. Officials said the first three days of the fair augured well for the success of this year's exhibition. Hon. A. P. McNab, lieutenant governor, was a frequent visitor and made appearances thruout the exhibition.

Sid W. Johns, fair's manager, was made an Indian chief in a colorful ceremony in front of the grandstand, receiving from the Sioux tribesmen the name "Ampeta Washete," meaning Chief Good-weather. Officials said the livestock entries far exceeded the marks set in previous years. John and his directors were loud in their praise of the midway attractions provided by Conklin Shows, under direction of President J. W. (Patty) Conklin.

Altho about 90 per cent of the buildings on the exhibition grounds are occupied by Canada's armed forces, every department of the fair functioned 100 per cent, officials announced. Grandstand attraction, *Allies Victorious*, presented by Barnes-Carruthers, proved popular, receiving much favorable comment from patrons.

Buckeyes Push Victory Plans At 75 Annuals

COLUMBUS, O., July 24.—Ohio's 75 county fairs, swinging into their 1943 season, are promoting the war effort with a determination and a program unequalled in their history. The war program providing for unified action by all war agencies was correlated at a conference in Deshler-Wallick Hotel July 16. Called by former Gov. Myers Y. Cooper, chairman of the Ohio Fair Managers' Association's patriotic committee, the conference was attended by the association's executive committee, Gov. John W. Bricker, Director of Agriculture John T. Brown, and representatives of the army, navy, U.S.O., Red Cross, State Council of Civilian Defense, United States Treasury and the Agricultural Extension Service.

Highlighting the program is the establishment at all fairs of booths and displays. (See *BUCKEYE PLANS* on page 59)

70 Boards in Iowa Ready; Cunningham Visions Boom Year

DES MOINES, July 24.—Lloyd B. Cunningham, secretary, Iowa State Fair board, this week reported that dates for 70 fairs in the State have been set for 1943 as compared with 84 last year.

Cunningham said most of the county and district fairs have completed booking acts and carnivals with some forming circuits to aid in transportation.

The fair board secretary said he expects the fairs to have a boom year with Iowa farmers enjoying one of their best years financially.



VETERANS OF SOUTHEASTERN WORLD'S FAIR, Atlanta, Mike Benton (left), Ivan Allen (center) and William J. Davis Jr., map plans for the 1943 annual, which will paramount food and entertainment themes this year. Benton this year enters his 11th as president of the Southeastern Fair Association, while Allen recently celebrated his 29th anniversary as chairman of the board. Davis, who is treasurer, also is one of the organization's veteran members.

Ozark Empire Sets Extensive Program; Ag, Military Theme To Fore; Bond Drive Planned

SPRINGFIELD, Mo., July 24.—This year's Ozark Empire District Fair will open the Middle-West Fair Circuit with one of the most complete and varied programs of exhibits and attractions ever presented at this popular exposition, officials said this week. Board of Directors believe that, since the fair is a public institution devoted to the improvement of agriculture and livestock and the entertainment of its public, the best interests of the country, exhibitors and patrons will be served by carrying on. They promise this year's fair will be one of the best in the Midwest.

An extensive War Bond and Stamp sales drive is being planned, with participation by the American Red Cross, U. S. Treasury Department, and all branches of the armed forces. Many interesting and educational exhibits of war materials and equipment will be on display. Classifications have been set up

to conform with the Food for Victory program and there will be many exhibits of produce from Victory Gardens, nutrition exhibits, arts and crafts displays, household arts and science exhibits and many others, all tending to stimulate better and greater production of the things essential to the program.

Since the annual is the major fair in Missouri this year, early indications are that there will be one of the best livestock shows in the history of the fair. Premium money has not been reduced and in many cases has been increased thru co-operation of many of the National Breed Associations.

Attractions will include John A. Guthrie's Stampede and Thrill Show; a large grandstand night show; three days of horse races, and the World of Today Shows on the midway. Fair will run for six days and premium books are being mailed to exhibitors and patrons.

Food, Fun To Dominate Atlanta Run; Educational, Industrial, Civic Leaders Lending Support

ATLANTA, July 24.—Food from victory vegetables grown in surrounding counties and entertainment, including a diversified midway and grandstand lineup, will be paramount themes at this year's Southeastern World's Fair, Mike Benton, president, announced following a meeting here July 19. Over a score of educational, civic and industrial leaders attended the meeting with fair officials and voted unanimously in favoring continuation of the fair this year. Each representative stressed the need for relaxation and education in wartime.

Dr. Reid Hunter, assistant superintendent of city schools, and Jere Wells, county school head, pointed out that the fair each year had been a source of much enjoyment for children as well as grownups and urged that the fair go ahead with plans for 1943. Leaders of the youth farm groups, which will play an important part in this year's show, cited the need for food education, stat-

ing that modern dehydration and canning methods would be displayed to encourage civilians to stock up food.

At the same time, W. F. Edwards, traffic superintendent of the Georgia Power Company, reported that traffic facilities of the power company would not be taxed in carrying the crowds to the fair this year, when he explained that over 9,000 were transported to Lakewood Park after 6 p.m., July 4 and over 15,000 reached the park by trolley that day. Dr. Thomas F. Bean, president of the Atlanta Poultry Breeders' Association, said he expected the National Poultry Show, which this year will be housed in one of the large administration buildings, to grow considerably in view of the fact that he had already received entries from several enthusiasts.

The midway is to be provided by Johnny J. Jones Exposition. This, augmented by the stationary rides and (See *ATLANTA FUN THEME* on page 59)

Regina Closes On Right Side

Attendance satisfies despite loss of rodeo—livestock entries up 30%

REGINA, Sask., July 24.—Lack of a rodeo this year contributed largely to a falling off in attendance at Regina Provincial Exhibition, July 12-17, fair officials believed. Attendance for the week was 78,386, a decline of 36,000 from 1942, and 29,500 short of the 1941 figure. Grandstand attendance dropped off by 39,770, as compared with last year.

Attendance figures, with 1942 totals in parenthesis, were: Main gate—Monday, 5,825 (6,368); Tuesday, 18,113 (27,928); Wednesday, 17,666 (22,294); Thursday, 13,186 (17,030); Friday, 11,757 (21,809); Saturday, 12,659 (19,328).

Grandstand—Monday, 2,677 (4,340); Tuesday, 10,512 (22,397); Wednesday, 12,362 (19,456); Thursday, 8,959 (15,363); Friday, 7,763 (18,952); Saturday, 7,088 (See *Regina on Right Side* on page 59)

Minn. Schedules Nations Display

ST. PAUL, July 24.—A United Nations exposition will be a major attraction at Minnesota State Fair, Raymond A. Lee, fair secretary, said. Exhibits will picture ravages of war in the British Isles, China, Russia, Norway, Poland, Belgium, Netherlands, Greece and other Allied nations.

America's part in rehabilitating these countries will be shown in the exhibit, to occupy most of an entire floor of the grandstand. Mrs. A. E. Bowman, chairman of the nationality section of women's activities division, Minneapolis Defense Council, was named general arrangements chairman.

ST. PAUL, July 24.—Minnesota State Fair joined with University of Minnesota Farm to sponsor a conference of hybrid seed corn producers July 12, at the fairgrounds, to discuss the corn situation and methods of averting a nationwide shortage of the products. Producers from Illinois, Iowa and Minnesota were present.

Group voted to launch extensive educational campaign thru use of a comprehensive exhibit showing corn uses both as food and as by-products in the war effort. Exhibit will be shown for first time at Minnesota State Fair.

40 Ark. Counties Divvy 28G for '43 Livestock Shows

LITTLE ROCK, July 24.—State Auditor J. Oscar Humphrey said this week that a total of \$28,171.97 would be allocated to 40 Arkansas counties to be used as premium awards for livestock shows. A total of \$35,000 was appropriated for premiums this year, but because of war and transportation difficulties, Humphrey says, some counties dropped plans for a fall fair.

Amount distributed to each qualified county was determined on the basis of the 1940 census figures. Counties sharing in the fair funds and the amount each receives, include:

Arkansas, \$515.66; Ashley, \$558.79; Clay, \$588.20; Cleburne, \$385; Craighead, \$933.83; Crittenden, \$846.99; Jackson, \$562.31; Lawrence, \$482.85; Lee, \$558.24; Mississippi, \$1540.39; Monroe, \$454.98; Phillips, \$911.25; White, \$749.89, and Woodruff, \$473.33.

Fair List

A list of fairs and expositions will be found in the List Section of this issue.

Victory Themes Sway Fairdom

(Continued from page 3)
in 1943 because their annuals are situated in sectors where the government's transportation and regulations do not apply are:

Alabama State Fair, Birmingham; Mobile (Ala.) County Fair; Central Alabama State Fair, Montgomery; Colorado State Fair, Pueblo; Southeastern World's Fair, Atlanta; Georgia State Fair, Macon; Indiana State 4-H Club Fair, Indianapolis; La Porte (Ind.) County Fair; Muncie (Ind.) Fair; Kansas State Fair, Hutchinson; Kansas Free Fair, Topeka; Louisiana State Fair, Shreveport (tentative); Brockton (Mass.) Fair; Hillsdale (Mich.) Fair; Saginaw (Mich.) Fair; Minnesota State Fair, St. Paul; Mississippi State Fair, Jackson; South Mississippi Fair, Laurel; Mississippi-Alabama Fair and Dairy Show, Tupelo; Ozark Empire District Fair, Springfield, Mo.; Nebraska State Fair, Lincoln; Ak-Sar-Ben Livestock Show, Omaha; Flemington (N. J.) Fair; New Jersey State Fair, Trenton; New Mexico State Fair, Albuquerque; Greensboro (N. C.) Fair; Rocky Mount (N. C.) Fair; Cincinnati-Hamilton County Fair, Carthage, O.; Oklahoma State Fair and Exposition, Oklahoma City; Oklahoma Free State Fair, Muskogee; Great Allentown (Pa.) Fair; Bloomsburg (Pa.) Fair; York (Pa.) Interstate Fair; Anderson (S. C.) Fair; South Carolina State Fair, Columbia; 4-H Club Fair, Huron, S. D.; Utah State Fair, Salt Lake City; Staunton (Va.) Fair; LaCrosse (Wis.) Interstate Fair; Wisconsin State Fair, Milwaukee, and Tri-State Fair, Superior, Wis.

In the minority this year are the fairs that canceled because their grounds and buildings were needed for military training and storage. Evidence that the public wants its fairs and what the season holds for the industry is indicated by attendance and gross business registered at early-season annuals in the States and Canada.

Minot Military Menu

North Dakota State Fair, Minot, featuring its Army Show exhibit and stressing increased livestock and agricultural production, attracted an estimated 100,000 during its July 5-10 run. Secretary H. L. Finke said that the net profits, with all receipts and taxes paid, will hit \$6,000, the same figure set up in 1942. Vying with the increased livestock and agricultural displays as an interest compeller was the military exhibit which presented in battle array heavy and light tanks, heavy and light artillery, armored cars, jeeps, Red Cross action, ammunition trailers, big caterpillar tractors, airplanes, gun nests, foxholes and bombs. Special booths were arranged for the army, navy, and marine corps and auxiliaries.

Provincial Exhibition of Manitoba, Brandon, sent the Western Canada Class

A Circuit off to a formidable start by chalking up business on a par with last year's good returns. Exhibition pulled its largest Dominion Day attendance in the last six years and entries in livestock and all agriculture exhibits showed a decided increase over 1942. Officials said that grandstand attendance, with Barnes-Garruthers providing the attractions, was up about 40 per cent over last year's marks. J. W. (Patty) Conklin, president of the Conklin Shows, midway attraction, said that on the whole the Brandon Exhibition, despite the fact that restrictions and regulations inconvenienced the directors in many ways, was on a par in every department with the fair of a year ago.

Calgary Tallies New High

Calgary (Alta.) Exhibition and Stampede, second annual on the Canada A Circuit, tallied new highs for its July 5-10 run, with officials pronouncing it the most successful yet held. Monday had an all-time opening day attendance record, while Thursday drew its largest crowds since 1939. Over 20,000 kids were in the grandstand on Friday, Kiddies' Day, and grandstand created new records, afternoon and evening. Livestock entries in all classes were the largest since 1929 and the livestock parade took more than 35 minutes to pass the grandstand. There were also more entries in the rodeo and stampede than ever before.

Altho attendance for the first two days at Regina (Sask.) Provincial Exhibition, July 12-17, lagged behind last year, the annual's Victory Day proved a good draw. On that night over 1,500 sailors, soldiers and airmen paraded thru the downtown district and out to the fairgrounds to participate in the opening ceremonies.

Bloomsburg Food Theme

Typical of the industry are the following patriotic, military and livestock and agricultural programs laid out by the various boards over the country. With its attention focused on winning the war, 99th annual Bloomsburg (Pa.) Fair has framed its program around a Food For Victory theme. The fair, which rose from a street bazaar to one of the largest and most successful in the East, is going ahead this year convinced that it has a duty to perform which is the greatest in the annual's history.

"Thruout almost a century of operation," Paul D. Jacobs, president of Columbia County Agricultural Association, said, "the fair has promoted the agricultural advancement of the area, which supplies much produce to the anthracite belt and has also developed large demands for products of the farm and factory of this area in city markets of this and adjoining States. We all realize that this is a time when all personal

desires must be forgotten and all attention must be focused on the objectives of winning the war. We firmly believe that the Bloomsburg Fair serves a definite purpose in this main objective."

Atlanta All Out for Ag

Southeastern World's Fair, Atlanta, under direction of President Mike Benton, has shelved its United Nations theme of 1942 in favor of plugging increased livestock and agriculture production at this year's 29th annual. War Bonds and Stamps will make up at least a portion of the premium awards, and highlighting the program will be a National Poultry Show and National Livestock Show. Much emphasis is being placed on 4-H Club and Future Farmers of America activities. President Benton says, while the vocational and vocational aspects of the fair will come in for a large portion of attention. Since the fairgrounds are serviced by regular streetcar transportation, Benton said gasoline and other travel restrictions are not likely to create a problem for the fair.

Despite gasoline rationing and a probable further restriction on bus and train travel, Oklahoma State Fair and Exposition, Oklahoma City, is planning an army, navy or military theme to carry the seriousness of war to all patrons. The usual livestock and agriculture displays are billed, and the usual premium prizes will be awarded. Special inducements have been made to accommodate all 4-H Clubbers in the State as well as the Future Farmers of America. In addition there will be booths featuring the women's department with canning, cooking and baking featured. Farm Women's Club exhibits will be displayed adjacent to the Women's Home Activities department.

With its profits to be divided equally in the purchase of War Bonds and donations to service organizations and with Victory Garden Contests a prominent feature of the programs, Franklin County Fair's 94th annual presentation is mapping plans for an all-out war effort at Greenfield, Mass. Admitting that transportation will be a problem, President Fred B. Dole pointed out that Greenfield has a far more favorable location than any other fair center in New England. He optimistically predicted that this obstacle would be overcome and said that horse-drawn vehicles would be provided for patrons who otherwise would have to walk from downtown Greenfield to the fairgrounds.

Plugging its agricultural, industrial, educational and recreational aspects, 105th annual Cortland (N. Y.) County Fair has set 1943 plans with exhibits and entries in the various departments expected to be on a par with last year. Premium awards in Cortland County Junior Departments, including 4-H Club

and Future Farmers of America, total \$1,550. A special Cortland County Victory Garden exhibit, with prizes totaling \$350, is billed, and numerous awards in the various departments will be made up of War Bonds and Stamps. Plans for a special Youth Day have been mapped, with admission to the grounds free to each school boy and girl and their teachers.

Governors Support Trenton

Backed by the support of Gov. Thomas E. Dewey, New York, and Gov. Charles Edison, New Jersey, New Jersey State Fair, Trenton, has outlined plans which include representative exhibits of cattle, horses, swine, and sheep this year. Entries in the 4-H Club and Future Farmers of America classes, farm bureau, and poultry are expected to be on a par with 1942. One of the features will be the running of the Reading (Pa.) Futurities, transferred from Reading, Pa.

Stressing its "Mississippi Goes To War" theme, Mississippi State Fair, Jackson, has concluded negotiations with U. S. Army, navy and marine corps officials to feature military displays and demonstrations during the week-long engagement. Officers from Mississippi ordnance plant and Jackson air base have been selected to work out the educational program for presentation at the fair. A detail, headed by Sgt. Charles M. Hillis, also has been assigned to plan the marine exhibits and participation at the fair. The navy department is planning an extensive exhibit. National Polled Hereford Livestock Show will be held during the six days, while the 4-H Club Dairy Show is another livestock feature. Hinds County Board of Supervisors is directing the model fall Victory Gardens being grown on the grounds.

Blood-Donor Units for Ohio

Seventy-five county and district fair boards in Ohio have gone on record as favoring continuance of their annuals, with victory gardening, erection of blood-donor units, promotion of War Bond and Stamps sales and scrap drives as features. Setting up of blood-donor units on all grounds is under way in an effort to dramatize the blood plasma work as an imperative home-front activity. Victory Gardens are to be brought to the fore on all grounds, while Former Gov. Myers Y. Cooper, Cincinnati, has been appointed head of a State-wide committee to promote the sale of War Bonds and Stamps, assemble scrap, promote War Bond premium awards and encourage patriotic demonstrations at county fairs in the State. State Board of Agriculture and representative of federal agencies have been enlisted to assist fair officials. Plan is to work out (See VICTORY THEMES on page 58)

Selden - THE STRATOSPHERE MAN - PLANS HIS ROUTINE (1932) by Bob Beech

KANSAS STATE FAIR

HUTCHINSON

The Official State Fair

SEPT. 19-24, 1943



A Complete Fair Guaranteed



Open Class Live Stock Competition



Barnes-Carruthers No. 1 Revue



Rubin & Cherry Shows on Midway



**WRITE AT ONCE FOR CONCESSION RATES TO
S. M. MITCHELL, Secretary**

or

E. HUTTON, Supt. of Concessions

THIRTIETH ANNUAL

South Louisiana State Fair

Donaldsonville, October 1, 2 and 3

Under Auspices of La. Civilian Defense Council WANTS to hear from Carnival, Grandstand Attractions or Circus.

R. S. VICKERS, Secretary-Manager

Donaldsonville, La.

WANT COMPLETE CARNIVAL

AUGUST 23 TO 26

SHELBY COUNTY FAIR ASSN.

HARLAN, IOWA

WANTED CARNIVAL

Shows and Concessions for PLATTE and ADJOINING COUNTY FAIR,

August 31-September 4. One of Nebraska's most favored Fairs.

Wire or Phone L. R. FRIEZE, Columbus, Neb.

WANTED

I want to buy a good Aerial act for our coming Fair, Sept. 9, 10 and 11. Please write or wire me immediately, describing fully your act or acts and lowest price; two performances daily; open air, in front of grand stand.

JOHN W. NELMS, Secy.-Mgr., Warren County Fair Association, Inc.,
Box 492, McMinnville, Tenn.

56th ANNUAL SANDWICH FAIR

SANDWICH, ILL., SEPTEMBER 8-9-10

C. R. BRADY, Secretary

113 S. Main Street

Sandwich, Ill.

Milwaukee To Feature War Bond Sales; Servicemen Are Guests

MILWAUKEE, July 24.—Featuring a wartime theme and the part Wisconsin industry and agriculture is playing in helping win final victory, Wisconsin State Fair has completed arrangements with the United States Treasury Department for the latter body to take over the grandstand one night of the annual when grandstand seats for the night show will be sold only on the basis of War Bond and Stamp purchases. Replacing the farm machinery and industrial exhibits, the fair management is seeking a release from the War Department to display ordnance and military equipment, including guns, tanks, planes and shells being made within the State.

Special days have been programmed. They include Military and American Legion Day, opening day, when servicemen will be admitted free and Milwaukee business men will provide 4,700 grandstand seats for the initial night. A dance

is also planned for servicemen, with USO attaches as hostesses. Second day will be Wisconsin Day, with stress being laid on the foods produced in the State for military and export shipment to Allies.

Third day has been set aside as War Bond Day, and on the fourth day, Civilian Defense Day, Milwaukee dairies will distribute admission tickets to the children. In the afternoon there will be a program for the formation of a Junior Defense Corps. Fifth day will be Production and Dairy Day, while the last two days have been dubbed Milwaukee Day and Youth Day respectively.

Fair officials have announced that special prizes will be awarded this year for the dairy exhibits.

VICTORY THEMES

(Continued from page 57)

a patriotic program as a uniform feature at all Ohio fairs.

At this writing 64 Kansas fairs have definitely been announced, while 20 others are in the uncertain column for 1943. Only 16 annuals have been canceled from last year's total of 100. Major factor in the cancellations is the current shortage of man power in numerous communities which has resulted in the swamping of personnel usually available for handling the fairs. Fifty-five fairs have set their dates while nine others have not announced dates, but have given assurances their annuals will be held. Heading the Kansas list is the State Fair at Hutchinson, with Secretary S. M. Mitchell directing. Kansas Free Fair, Topeka, will be held under management of Maurice W. Jencks. Wichita will play host to the Kansas National Livestock Show, directed by Conlee Smith.

Utah Plugs Production

Emphasizing its Production for Victory theme, Utah State Fair, Salt Lake City, has laid plans for one of its most outstanding annuals. Fair will flaunt a military note, and it is planned to have the various armed services well represented. A program is being worked out to show all departments of Utah's wealth and production, and attempts are being made to present outstanding exhibits of the part the State is playing in production for the war effort. Fair execs are confident that the fair will provide at least a day or two of respite from the grinding toil and to offer relaxation that will renew energies and build morale.

Activities at Great Allentown (Pa.) Fair are progressing rapidly, with the only threat to the annual being the faint possibility that the government may want the grounds for war purposes. However, this is regarded as unlikely by fair officials as government men have already looked over the fairgrounds and turned them down. Allentown's grounds, contrary to the case in other communities, are located in close proximity to excellent transportation facilities by bus, trolley and railroad, not to speak of the thickly populated area of which it is the center, and from which many thousands can comfortably walk.

"We are going to give the people everything we can," E. H. School, president of Lehigh County Agricultural Association, said, "even if we do it at a loss. We feel the Great Allentown Fair has a rightful place in the affairs of this region, that the people need something like this for stimulation and release from the pressures of war. We believe that our people in the city, county and the State will appreciate our effort, and despite the handicaps imposed by the demands of war, will come to the fair in great numbers."

Minnesota State Fair, St. Paul, its livestock show out because the army has taken over a large portion of its grounds for war production, is planning a United Nations exposition, picturing ravages of war in the British Isles, China, Russia, Norway and other Allied nations. America's part in rehabilitating these countries will also be shown in the exhibit, Fair Secretary Raymond A. Lee said. A comprehensive exhibit showing corn uses both as food and as by-products in the war effort also will be a feature.

MISSISSIPPI

FREE STATE FAIR

OCTOBER 11-16

**RUBIN & CHERRY
BARNES-CARRUTHERS**

**Rex B. Magee, Gen. Mgr.
Jackson 103, Mississippi**

Concessions Wanted

for

Ingham County Fair

August 10 to 14 Inclusive

(Flat Stores need not apply)

**JOY O. DAVIS, Secretary
Mason, Mich.**

GRANT COUNTY FAIR

Wants Carnival, Rides and Concessions week of August 16.

**HUGH HARPER, Secretary
Lancaster, Wis.**

MEDINA COUNTY FAIR

September 9, 10 and 11, 1943

Want Rides, Shows and Games. The Fair that is building for its 100th anniversary in 1945.

PAUL M. JONES, Secy., Medina, Ohio.

CARNIVAL WANTED

GIBSON COUNTY COLORED FAIR

Trenton, Tenn., week of Sept. 27th
W. H. BURNETT,

916 S. High St., Trenton, Tenn.

Sorry, No More Open Dates This Season . . .

NOW BOOKING FOR '44 FAIRS

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CALL, WIRE OR WRITE
MANAGER BILL McCLUSKEY



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WANTED
GRANDSTAND ATTRACTIONS
Sensational HIGH ACT—
PLATFORM ACTS
WILSON COUNTY FAIR
Lebanon, Tennessee,
September 8-9-10-11.
Address A. W. McCARTNEY, Secy.

CONCESSIONS WANTED
Pulaski County Four-H and Community Fair
WINAMAC, INDIANA, AUGUST 12-13-14
Gooding's Rides booked. No grifters.
DONALD L. CRISE, Concession Chairman
Winamac, Indiana

WANTED
For
BENTON COUNTY FAIR
AUGUST 25 TO 27
Legitimate Concessions and Shows. Rides already booked. Everything independent. Write or wire
EDGAR BURNETT, Concession Mgr.
Boswell, Ind.

AKRON AGRICULTURAL FAIR ASS'N
Akron, Indiana, Sept. 15-16-17-18, 1943
SADDLE HORSE SHOW, SEPT. 19, 1943
Want Free Acts and Concessions.
WILLODEAN BALL, Assistant Secy.

Plans Are Readied At Chippewa Falls

CHIPPEWA FALLS, Wis., July 24.—Executive offices of Northern Wisconsin District Fair here are daily mapping plans for this year's annual. Signed for the midway is the Rubin & Cherry Exposition. Management is also negotiating with the army and navy departments and expects to have some unusually interesting exhibits on the grounds relative to the various branches of the service.

BUCKEYE PLANS

(Continued from page 56)

plays where the civilian's role in the nation's war effort will be explained; registrations taken for farm labor and for donors to the Red Cross Blood Bank; for recruitment to all branches of the armed services including the WACS, WAVES, marines, nurses and nurses aides. Extensive provisions for the sale of War Bonds, the collection of salvage, and the collection of books and magazines for distribution to members of the armed services and to stock libraries in service centers have also been made.

Full support of all departments of State government was promised by Governor Bricker. Chairman Cooper said the committee "hopes to stimulate special patriotic demonstrations during the conduct of the various fairs in the State and to present many interesting war exhibits thru the co-operation of leaders in the local life of each community."

The former governor said, "There is an expectancy of fully 2,000,000 people attending the fairs of Ohio this year" and that "their entire program is geared to stimulate the war effort on the home front thruout the various counties." "Ohio's fair men," he said, "are united for victory."

N. E. Stuckey, Van Wert, president, Ohio Fair Managers' Association, gave assurance that "the 1,700 association members are collectively and individually prepared to make the war effort the central purpose of our fairs this year." Pointing out that Ohio fairs, last year, sold more than a million dollars' worth of War Bonds and collected mountains of salvage, Mrs. Don A. Detrick, Bellefontaine, executive secretary of the association, said she is distributing detailed information of this year's Victory Program to all fairs.

REGINA ON RIGHT SIDE

(Continued from page 56)

(12,623). Grandstand total was 49,361, as compared with 89,131 last year. Weather was good each afternoon, but evenings were chilly and had an effect on grandstand patronage.

"Considering present wartime conditions, I think we did very well and I'm quite satisfied with the results," commented James Grassick, manager of the fair. He believed that much blame for this year's attendance slump could be laid on the fact that there was no rodeo. Last year, for the first time, a rodeo was held daily in front of the grandstand. Main gate and afternoon grandstand figures soared and at week's end the fair board looked back on one of the most successful exhibitions in years.

Representation from rural points was small this year because of gas rationing and lack of fairtime excursions on bus lines and railways. Also mentioned as contributing factors in the decrease were the Moose Jaw and Weyburn (Sask.) fairs. Moose Jaw's show was held previous to the Regina fair and Weyburn's Exhibition was held during the early part of Regina's fair week. Both cities are close to Regina.

Livestock exhibits were up 30 per cent and Indian and school work exhibits showed a 15 per cent increase. Grain exhibits were up slightly and wool entries were the same as last year.

Barnes-Carruthers *Allies Victorious* was the grandstand fare each night. War Bonds totalling \$3,000 were given away to holders of grandstand admission tickets during the week and on Tuesday, Children's Day, five \$25 War Savings Certificates were given away. Seven races were run off daily in front of the grandstand and pari-mutuel business was reported to have shown an increase.

New additions on the grounds included a building to house church dining halls

and a new grandstand for persons watching livestock judging. The dining halls used in former years were destroyed by fire a few weeks ago. The grandstand at the judging ring was destroyed in a cyclone last fall.

On the midway were Conklin shows. The considerably smaller than in former years, because of governmental transportation restrictions, shows played to good business. Heaviest day was Children's Day, the best-attended day of the fair. Midway is using 5 shows and 6 rides.

Visitors included Hon. Colin Gibson, minister of National Revenue, Ottawa, who officially opened the fair; C. S. Palmer, vice-president of the Saskatoon Exhibition; J. H. Warren, Saskatoon Exhibition board, and J. C. MacDonald, president and secretary-manager of Moose Jaw Exhibition Company.

ATLANTA FUN THEME

(Continued from page 56)

shows at Lakewood, will make up one of the largest midways ever to play the local fair. Gus Sun office signed a contract with fair officials to present the matinee and night grandstand shows. It was decided to continue the school days, with county school children holding sway on opening day, and city schools being honor guests on another day. Both Hunter and Wells said a day has already been set aside in anticipation of this holiday.

The Georgia press will again be honored at a Press Day luncheon, "but a meat substitute will have to be offered the hungry editors," Benton said. The Grand Old Opry tentatively has agreed to present a hillbilly show from the fairgrounds as well as do two network broadcasts. Show is to be housed in one of the administration buildings. W. Tap Bennett, manager of the Pine Mountain Valley project, again will head the National Livestock Show, and several county agricultural agents have promised their help in staging an extensive Victory Garden exhibit. Premiums will be offered for the best canned goods, the best livestock and poultry. Future Farmers and 4-H clubs will have their exhibits on hand.

Corsicana Sets Food Theme

CORSICANA, Tex., July 24.—Food for Freedom is the slogan of the annual Corsicana Livestock and Agricultural Show, it was decided at a meeting of the board and executive committee this week. A rodeo will again be a feature, W. E. McKinney, in charge of this department, announced. Exhibits this fall will be a furtherance in the agricultural and livestock war efforts, including the production and preservation of more food, McKinney said.

WANT
For
CRAWFORD COUNTY FAIR
Oblong, Ill., Aug. 30-Sept. 3.
Good Cookhouse and all kinds Refreshment Concessions.
B. MINER, Oblong, Ill.

WANT
Legitimate Concessions and Shows for
11th Annual Street Fair
Sept. 9, 10, 11, Ashtabula, Ohio.
More Than 15,000 Attendance.
Write JOHN J. PORTER, Secy.
Marine Bank Bldg. Ashtabula, Ohio

WANTED
Concessioners for 87th Consecutive
Big Boonville, Ind., Fair
August 2-7
F. E. Gooding Rides and Shows are contracted, but all Concessions will be booked independent.
A. C. DERR, Secretary

Wanted for
PENN YAN FAIR
Concessions, Shows, Monkey or Animal Shows.
4 Days - 4 Nights. August 25, 26, 27, 28.
OLIVER WILCOX, Secy.
Box 12, Penn Yan, N. Y.

WANTED!
FIRST CLASS LARGE CARNIVAL
To Show on 20 Acre Lot at the
Second Annual
CLINTON COUNTY GRANGE FAIR
Week of September 13
LOCK HAVEN, PA.
Other Attractions, Stock Show, Farm Show, Auction Sale, Horse Racing, etc.
Attendance last year 15,000—7 Defense Industries Within Radius of
Three Miles. Good Bus Service.
Wire or Write J. ELMER EYER, Mill Hall, Pa.

TIOGA COUNTY FAIR
OWEGO, N. Y., AUGUST 10-14
Want Cookhouse, Shows and Concessions. Horse Show, Monday night, Aug. 9.
Free Gate. Independent Midway.
CHAS. SIMONS, Secretary
Owego, N. Y.

WANTED CONCESSIONS WANTED
PAULDING COUNTY FAIR
Paulding, Ohio, September 22-23-24
Gooding's Rides contracted. Want Concessions of all kinds and Shows!
Write or wire
CARL LAUKHUF, Secretary
Paulding, Ohio

"BEST SHOW TOWN IN THE MIDDLE WEST"
WANTS INDEPENDENT SHOWS, GAMES AND CONCESSIONS
Three Days — Free Gate. Big Veterans' Day Wednesday. 'Soldiers, Sailors' Reunion
One Day Only. August 23-28, Inclusive.
MARION COUNTY FAIR
W. R. HANCOCK, Secretary, Salem, Illinois.

Independent Shows and Concessions Wanted For
RICHLAND COUNTY FAIR
OLNEY, ILL., AUGUST 31ST-SEPTEMBER 1-2-3
Rumble's Rides Booked.
W. H. SCHULTZ, Secretary, 108 N. Fair Street, Olney, Illinois

WANTED
RIDES, SHOWS, CONCESSIONS for
TIOGA VALLEY FAIR
September 3, 4, 5, 6, 1943.
New location in Tioga, Pa.
CARL H. FORREST, Secy.

Rinks and Skaters

By CHARLES M. JACKSON (Cincinnati Office)

Ops Overcome War Probs; Rosy Future To Follow Conflict

CINCINNATI, July 24.—The demand for near-by recreation, brought about by driving curbs, concentration of war workers in industrial centers and establishment of army camps and naval bases is diminishing the barrier heretofore separating summer and winter rink operation, as all skating facilities are required to meet the current demand.

In at least one instance, on the West Coast, ODT has recognized the value of rinks in maintaining morale of soldiers, sailors and war workers by permitting the continued use of an established free bus service.

Other rink operators with establishments near war work centers have arranged for morning sessions to accommodate night shift workers who must seek their fun at an hour when the normal business day begins and when most amusement spots are closed. Many youthful skaters are now engaging in temporary work during their school vacations. Thus they have considerable spending money for amusement purposes and were their rink rendezvous denied them they might develop harmful habits and engage in idleness conducive to

juvenile delinquency.

The problems facing rink operators are many. Lack of equipment, manpower shortage and transportation difficulties while making operation difficult have not proven insurmountable. Since even in normal times it is from the youthful ranks of skaters that the rinks' guards, skate room attendants and other assistants are recruited, the problem of help is not such a pressing one. Equipment, while no longer replaceable, is being adequately cared for. Broken skates, formerly discarded, are being repaired and rebuilt. The transportation problem has been met in part by the established rinks in the heavily populated centers remaining open during warm weather and by erecting portable skating facilities near boom towns and army and naval bases.

The increased patronage and proportionate larger revenue, coupled with the knowledge that the roller rink is greatly contributing to maintaining morale, eliminating juvenile delinquency and firmly establishing roller skating as a popular recreation that can survive any fad that may follow the war, provides rink operators with a worth-while goal.

Melva Block Exhibits At Portland's Imperial

PORTLAND, Ore., July 24.—C. J. Jeffers and Mrs. L. T. Lautorette, co-

managers of Imperial Roller Rink here, report that the appearance of 18-year-old Melva Block, tillist for two years in the women's senior division, resulted in a big increase in rink patronage.

Miss Block's exhibition act, which closed July 14, drew an average of 500 nightly. While at the rink she also conducted a beginners' class.

Club for Older Skaters

CONCORD, N. H., July 24.—The Penacook Roll-a-Way Rink is a popular place these days. An innovation is the formation of a club for the older skaters, married couples and those of middle age. Members of the club several evenings a week attend the rink in a body. Penacook Roll-a-Way is located in a village three miles north of Concord.

ROLLERDROME RINK, on Detroit's West Side, has been closed for a month by Arney, Roberts & Associates, for remodeling and redecorating. Rink has been gaining business recently with the establishment of Rollerdrome Amusement Park on adjoining property and under the same ownership. Larger crowds being drawn to the location by the new park.

LEONARD GODFREY, former rink manager, is operating the 180-acre family farm near Flint, Mich., for the duration, and is commuting to Detroit on week-ends to assist his brother, Orville, in the operation of Arcadia and Edgewater rinks.

would have a tendency to speed up the normal pace they have established during their session skating. Others object to dust created by the necessity of powdering the surface for races. Some have found speed skating of no box office value whatsoever, while others find general business conditions so good as not to warrant a promotion of any sort.

As I have stated, none of these objections are too unreasonable and, being a member of an organization which does (See Speed Skating on opposite page)



The First Best Skate

QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3318 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

WANTED USED RINK SKATES

HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES, REGARDLESS OF CONDITION. WRITE OR WIRE COLLECT TODAY, STATING QUANTITY, MAKE, CONDITION & PRICE WANTED.

MAGES SPORTS STORES
4019 W. North Ave. CHICAGO, ILL.

USED RINK SKATES FOR SALE

800 pairs used Chicago Fiber Wheeled Roller Skates for sale. Good assortment of sizes. Good condition. Will sell in lots of 50 or more. Also Skate Grinders and Public Address Systems and Speakers. Will sell sample pairs in lots of 10 pairs to give you idea what Skates are like.

FRED E. LEISER
5822 Winthrop Ave. Phone: Sunnyside 7210
CHICAGO, ILL.

ATTENTION RINK OPERATORS

We have in stock Rubbers, King Pins, Cones, all types of Wood and Fibre Wheels, Toe and Heel Straps. Special sale on high-grade steel Balls. \$2.00 per M; over 10,000, \$1.75 per M. Over night delivery. Let us send you our price list.

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Rinks and Roller Skaters

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Get your copy. Request it to be played over the Radio. For information write

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Used Grinder, used Skates. Also interested in Sound System and Speakers. Also Skating Mat.

JOE FIELDS
Washington Roller Rink CASPER, WYO.

BUY THE BEST BALL BEARINGS

Guaranteed to be true, \$2.35 per 1000.
1/2 Down, Balance O. O. D.

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BALL BEARINGS \$2.25 PER M.

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Future of Speed Skating

By C. V. (CAP) SEFFERINO

SOME TIME ago I had the pleasure of reading the opinions of several of the outstanding former speed skating stars on the advisability of encouraging professional roller speed skating. Roland Cioni and Art Launey were very much in favor of resurrecting the professional speed skater, while Arthur Eglington thought it best to let him rest in peace. While I was never considered in the same class with these gentlemen so far as ability was concerned, but having been invited and feeling that the office which I hold in the Roller Skating Rink Operators' Association of the United States justified it, I chose to go along with the thought of Eglington, but only because I believe that amateur speed skating is as yet in its infancy.

To make such a statement, I am aware,

is inviting comment, inasmuch as the RSROA has had seven highly successful national amateur speed skating championships to its credit. Nevertheless, a careful analysis of conditions reveals this statement to be quite true. For instance, less than 5 per cent of all the roller rinks in the nation will even tolerate speed skating and less than 10 per cent furnish the competition for championships. Included in this 10 per cent are rink owners who are not affiliated with organized roller skating, for the fields of the RSROA championships have always included numerous unattached contestants.

Set Ideas of Objectors

There are several reasons that so few rink owners are interested in speed skating, none of them unreasonable enough to criticize. Some operators have the set idea that by promoting racing they would be inviting rowdyism or that at least it



C. V. (CAP) SEFFERINO is chairman of the speed skating committee of the Roller Skating Rink Operators' Association of the United States. Associated with his brother, William F., in the Sefferino Rollerdrome, Cincinnati, this is his 35th consecutive year of activity in the roller skating field.

The Editor's Desk

By CLAUDE R. ELLIS
CINCINNATI

SHOWMEN take it in stride when they are romped upon now and then in some spot by some newspaper known to represent interests that are hostile to the outdoor industry for purely pocketbook reasons. But frequently such sheets let loose with diatribes and arguments so silly as not to warrant replies, except to point out some of the fallacious "thinking" indulged in. Recently we read: "Carnivals seldom contribute anything to a community." Those in the business have found and can continue to find plenty of answers to that one.

HOW'S this one? "Perhaps there also is need for a local ordinance or a State law which would require carnivals and similar attractions to post cash bonds of from \$1,000 to \$5,000 to guarantee compliance with community and State regulations." How the minds of some writers work when they are ordered to "get after" traveling shows! The author of that crack doubtless knows but doesn't care about the many laws now in force in practically every community that cover every form of wrongdoing. So he is not content with the existing laws but wants bonds put up, evidently to insure that the laws will be enforced. Plenty of laws now prohibit this and that, but that writer wants bonds posted so as to be sure that no show can do this or that! Even if such a procedure could be construed to be in the category of peace bonds, there is little doubt that

such a requirement would not hold water—would not be constitutional.

BUT here's the pay-off: "There is an easy solution to the whole thing. Make the carnival company prove that it is a legitimate enterprise before it is granted a license and then provide a bond that will guarantee compliance with the law from the day it arrives in the community until it leaves." Just another two-way proposition! First it must prove that it is legitimate; then it must provide a bond to back up its proof after it has been proved! What court or jury would be designated to sit in judgment to rule on such proof? What would be the standards by which evidence on such legitimacy would be weighed? Wonder how many film theaters, as well as a myriad other institutions, have offered proof that they are "legitimate?"

THE War Production Board is not overlooking the opportunity that this year's fairs give to get some of its messages across to the peepul. IAFE Secretary Frank H. Kingman, Brockton, has been notified thru Robert Wentworth, Fats Unit, General Salvage Branch of the WPA in Washington, that the unit is preparing promotional material on fats, tin, silk and scrap, this data to be used at fairs in the Midwest. The WPB branch plans to set up booths to

be manned by its salvage representatives, extension service reps, 4-H Club members and other orgs.

AMONG safety measures adopted by smart carnival managers is that of making sure that office records are efficiently and correctly kept. More and more are show offices being loaded down with forms and other records that must be handled in a manner prescribed by law, either local, State or federal. Scarcity of competent secretarial aids has not made these tasks any lighter nor the responsibility of owners and managers any less. What with the numerous tax accounts and other sheets that must be intelligently prepared, those bosses who are thoughtful and farseeing have taken steps to assure themselves that neither incompetence, neglect nor complacency will put them on the spot.

CINCY fans prepared quite a welcome for Clyde Beatty during the circus run hereabouts. He has many friends in the Queen City who like to drag him away from the lot to relax in the hospitality of their homes. . . . Frank P. Spellman, vet of outdoor showdom and pioneer in some ideas still going strong, puts in a full business day in his Cincinnati offices, often emerging from the hay at 5:30 a.m. . . . Charles W. Green, exec sec of Show Horse Breeders and Exhibitors, Inc., back to his Cincy headquarters for a day, accompanied by Mrs. Green, reported to the Desk that the Lexington, Ky., event was on the okay side. . . . "Recognize the profession?" asked the seedy looking individual. "What shows have you trouped with?" the front-door ticket seller wanted to know. The s. l. i. came back: "I fry hamburger at the fair here every year."

The Crossroads

By NAT GREEN
CHICAGO

FRANK MOORE, manager of the Madison Square Garden rodeo, was in town for several days on his way west to look over prospective talent for the Garden event. He timed his Chi arrival so as to sandwich in a visit with Roy Rogers, cowboy pic and radio star, who was playing the Oriental Theater in person and on the screen. Roy will be the feature attraction of the Garden rodeo. Last year before he made his first appearance in the Garden there was some doubt as to just how he would draw. But all doubt was dispelled after a few performances. Roy's picture and radio fame had preceded him and he drew the fans by the thousands. Moore left Chicago to catch rodeos at Ogden and Salt Lake City, where he hoped to get a number of top hands for the Garden event.

SIEGFRIED STEINWALL, known professionally as Siegfried, the ski jumper, has laid aside his skis for the time being. Celebrations and such will see him no more for the duration, but he expects to be back in the field after the war. At present Steinwall is on leave from the war department and is handling Gunder Hagg, the sensational runner, now touring the country in the interest of the war effort. Hagg and Steinwall were in Chicago last week on their way to eastern territory.

FOR years Chicago's famed State Street has had

two separate and distinct sections, separated by Van Buren Street, the south limit of the Loop formed by the "L." North of Van Buren lies the "great white way" of department stores and theaters; to the south lies a stretch which might well be called the Skidroad, a section where cheap burly houses, store shows, shooting galleries, missions, gyp clothing and jewelry stores, blowy taverns and cheap hotels abound. Not all, by any means, are in the undesirable class, but too many are. In an attempt to remedy the situation the South State Street Merchants' Association has been formed and thru advertising and personal contact the members hope to clean up the district. The new subway, soon to be opened, serves the section, and investors see an opportunity to redeem the district after the war by tearing down ramshackle buildings and replacing them with modern structures that would add a half mile to the street's "great white way."

AGENTS were numerous in Chi the past week. Charlie Abbott, of the Johnny J. Jones Exposition; Vaughn Richardson, of the Mighty Sheesley Midway; and J. C. (Tommy) Thomas, of the Rubin & Cherry Exposition, were on the Magic Carpet, and a couple of former outdoor agents also dropped in, Eddie Johnson, of RKO, headed back to his Des Moines headquarters, and Bill Green, of MGM, in from the Iowa city. . . . Rube Liebman, who has been in St.

Louis with Dee Lang for the last three months, has left the park and after spending a couple of days in Chi he headed west for Tacoma, Wash., to join the Floyd King Wild Life Exhibit. . . . Tom Gorman, former circus owner now with RKO, flew to K. C. last Tuesday (20) and an hour after his arrival he was looking for a circus to visit, size immaterial. . . . Looks as if Al Sweeney and Gaylord White are headed for Uncle Sam's armed forces. Both were up for physical as this was written.

JACK MILLS hasn't the largest or the best circus in the world, but he pleases the people, which is what counts. The night we caught the show in a little Illinois town Jack had to dig out a lot of chairs to take care of the unexpectedly large crowd. But, busy as he was, Jack found time to be pleasant to everyone and to see that visiting showfolks were entertained. He has a clean little show and appears to be doing very well.

THE Army Caravan, now touring Wisconsin, is patterned much along the lines of the Army War Show, tho, of course, on a very small scale. It has visited 47 cities in Illinois and has created much interest wherever shown. Lieut. C. Gus Chan is doing a nice public-relations job with the show. . . . Earl Shipley, former circus clown, won new laurels in the production of *All Seeburg Varieties*, a show staged for employees of the J. P. Seeburg Corporation. With only a few former professionals to work with, Shipley surrounded this nucleus with 100 amateurs from the Seeburg plants, worked out a series of clever numbers, and put on a show that provided a nice evening's entertainment.

SPEED SKATING

(Continued from opposite page)

not propose to dictate operative methods to any rink owner, I certainly do not wish to assume a critical attitude. But at this point I would like to take advantage of the opportunity of free discussion in behalf of the future of amateur roller speed skating. In doing so I would like to cite some operators who have found speed skating of value. As an example, I hardly believe that anyone could honestly place the Rollerade, Cleveland; Rollerdrome, Cincinnati; Arena Gardens, Detroit; Fourth Avenue Rink, Louisville; Arena, St. Louis, and Madison Gardens and Arcadia rinks, Chicago, in the Merry-Go-Round category. On the contrary, they must be placed among the most efficiently operated roller rinks in the country. Visitors will never find the patrons of these institutions tearing madly around these rinks, as might be the supposition. In all instances one will find only clean, orderly sessions with full programs of dancing and other features. Yet these rinks are really the hotbeds of amateur speed skating.

Fog Goes With Competition

Next let us consider the condition of dust created by racing. I concede that it does require considerable powder to insure the safety of speed skaters. I do not agree that it is a greater amount than is required for other competitions. In support of this contention I can truthfully say that while I have missed only one State or national championship since the birth of the RSROA, I have yet to see any

rink sponsoring such competitions that was not completely enveloped in a fog during the entire evening while competitions were in progress, and I am sure the same condition exists during any skating session in any rink where any kind of competition is being held.

Now so far as box-office value is concerned, I speak only of the Rollerdrome and I am certain that our Saturday and Sunday afternoon sessions, at which time we stage our races, would be cut to a fifth in attendance if we were to dispense with this program of speed events. I am sure that a skating editor will bear me out on this statement, for he visited with us one Sunday afternoon when the house was packed, and I could not hold an intelligent conversation with him, due to the fact that I was interrupted hundreds of times with inquiries from patrons as to when the races would begin. At this same session he checked the speed of our skaters during the session skating, and found the pace somewhat below the rate of speed permitted in the majority of the other rinks he checked.

Socialization Is Opposed

Remember, please, that the above paragraphs are not inspired by pride, but by a really honest effort to show the handicaps that must be overcome before professional speed skating can be given any thought whatsoever. The fact that hardly any operators are interested in speed skating is not the only issue which demands attention. For while perhaps only a few realize it, the unhealthy idea of socialization must be watched most care-

fully. Certainly I believe that the ice skaters have succeeded in socializing their hobby. I am of the opinion that the USFSA and the ASU are as far apart as the poles. This must never happen to roller skating, and there definitely is a possibility that it could. It should be remembered that for the past few years the roller skater has enjoyed quite a close association with the ice element, and there is every reason to believe that some of the roller-skating element would encourage the idea of a perfect clientele. As a member of the speed skating committee, I would naturally oppose such a movement. To me the facts stand out too clearly.

There are perhaps 4,000 successfully operated roller rinks today as compared to perhaps 100 ice skating rinks and very few of them manage to exist without the support of professional ice hockey, and the speed skaters, I have been told, have little if any opportunity to compete indoors. At least, they are never associated in any of the important meets. We of the roller skating element should keep in mind that we are a democratic institution and the fact that Joe can meet Mary at our roller rinks is still our greatest attraction, and it makes little difference whether Joe and Mary are speed skaters, dancers, figure skaters or pairs. They are all amateur skaters and should be equally exploited. The sins of the predecessors of the modern amateur speed skater certainly must be lifted from the shoulders of our charges, for they are truly amateurs of the same breed as their brethren in figures, dance and pairs, and in many

instances spring from a higher social background.

No Pressure for Support

The RSROA has recently completed the finest of its seven national amateur speed championships. The Detroit meet coined pages of pictures and columns of good publicity, and I must point out that the only photo to "make" a New York newspaper was the finish of the senior ladies' championship.

During its career the speed skating committee has never pressed any rink operator for support. Voluntary entries have been quite sufficient to fill the fields at all times and in many instances have overcrowded them. We intend to adhere to this policy with the full realization that it may take years to convert an appreciable percentage of the rink owners to amateur speed racing promotion. We feel that we understand their attitude and we respect their policies of operation. Yet each championship has shown a definite improvement both in quality and deportment. We of the committee, as supervisors of speed skating, have made it our religion that only the most proficient could possibly become a champion of our division. How well we have succeeded we are willing to leave to the judgment of our critics and friends alike.

Naturally, we have had our desertions but, as was the rule with the other divisions of skating, they have been trivial, unimportant and should have been expected. Championships can be mighty attractive, even tho the conscience of a

(See SPEED SKATING on page 86)

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RUBBER STAMPS—NAME AND ADDRESS, Three Lines, 35c; four, 50c. Your Fac-simile Signature, \$1.50. SLOCUM, 814 Brad-ley, Peoria 5, Ill.

STAMP COLLECTORS — ADAMS' FAMOUS around the world stamps. Stamps of the lands Hitler (have temporarily) overrun. Adams' get acquainted 30-day offer—One Stamp Album, spaces for 5,000 stamps, fully illustrated; 300 Around the World Stamps, Off Paper; 500 International Mixtures, On Bits of Paper, and 500 Stamp Hinges, all for only \$1.25, post paid. All stamps genuine, guar-anteed to catalog over \$16.00. Yes, we ac-cept War Stamps. Don't forget, buy another War Bond this week. V. V. ADAMS, P. O. Box 59, Lewiston, Me.

523 RADIO TUBES, 1489 GUN LAMP SUB-stitute, Photoflood No. 2 Substitute, \$1.00 each postpaid. M. R. LEVY, 316 Melwood St., Pittsburgh, Pa.

25 PHOTOSTAMPS, 50c. BOOK DESCRIPTIVE Photos; 100 Addresses, 25c. Photo Novel-ties, Opportunities, Magazines, 50c Year, Hobby Humor, 10c. MORRELLE, 130-Nm State, Chicago.

PRINTING

ALL KINDS JOB PRINTING, NOVELTY Cards, 25c, 50c and \$1.00, jumbo packets. Good proposition on quantities. DICKOVER PRINTING, 5233 Cleveland, Kansas City, Mo.

DRAWINGS AND CUTS MADE TO ORDER— 500 Letterheads or Envelopes Printed, \$1.85. Military Stationery. LEE CRESSMAN, Wash-inton, N. J.

LETTERHEADS, ENVELOPES, STATEMENTS, Handbills or Cards, 500 for \$2.00; 1,000 for \$3.00. 1,000 Hand Bills, \$1.00; my ad-vertisement on backs. We Print anything. TAYLOR PRINTERY, Olney, Ill.

BETTER PRINTING — 250 8 1/2 x 11 LETTER-heads, 250 Envelopes, \$2.25; 500 each, \$4.00. Hammermill Bond. 500 Business Cards, \$1.50. All postpaid. STUMPPRINT, South Whitley, Ind.

PRINTING PRESSES, CUTTERS, TYPE AND all Supplies. New and Used Equipment at lowest prices. TURNBAUGH SERVICE, 231 Diamond, Loysville, Pa.

WINDOW CARDS — 14x22, ONE COLOR, 100, \$2.75. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

WINDOW CARDS—FLASHY DESIGNS FOR carnivals, etc., 14x22, \$3.50 per 100; 500 Hammermill Letterheads, \$1.95. HUBBARD SHO-PRINT, Mountain Grove, Mo.

3 LINE RUBBER STAMP, 3" LONG HANDLE Cushion, ink Pad, \$1.00. No C. O. D.'s. Complete Line Marking Devices. STAMPIT CO., 189 Jefferson, Memphis 3, Tenn.

\$1.00 POSTPAID—100 8 1/2 x 11 BOND LET-terheads, 100 6 3/4 Whitewove Envelopes neatly printed. Satisfaction guaranteed. MERO PRODUCTS, Box 344, Punxsutawney, Penna.

\$1.00 POSTPAID—100 8 1/2 x 11 BOND LET-terheads and 100 6 3/4 Whitewove Envelopes. BENNEVILLE PRINTING, 907 West Roosevelt Blvd., Philadelphia 40, Pa.

100 LARGE ENVELOPES AND 100 LETTER-heads, \$1.25; 500 6x9 Handbills, \$1.35; 100 Cards, 50c. Stamp, Samples. CROWN PRINT, Adelphi, O.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column.

ARCADE—WANT 10c ASTRO-SCOPE MA-chines, Action-Front preferred (little man's arm moving up and down front of machine); Solar Horoscopes with Grandmother Figure (5 cent scroll vender); Metal Floor Size Cabinet. Question Girl, floor model. Watling Model 500 Fortune Telling Scales, serial numbers 46500 or over. Machines must be guaranteed first-class condition. C. J. FENDRICK, 2671 Eudora Street, Denver 7, Colo.

CANDY MACHINES—U-SELECT-IT, 72 BAR capacity, all white, A-1 condition, 10 @ \$35.00 each. Deposit. KLOTZ SALES, 156 Edgewood Ave., Atlanta, Ga.

CIGARETTE AND CANDY VENDING MA-chines—All makes and models, lowest prices, from operators being drafted. Unedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 N. Ashland Ave., Chicago.

COMPLETE ARCADE—100 MACHINES, NOW in operation on good carnival with long season. Can remain on show. BOX C-19, Billboard, Cincinnati 1.

EIGHT PIKES PEAK, \$12.50 each; 10 Advance Shockers, good as new, \$8.50; 2 A. B. T. Target Skills, \$8.50; 6 Gottliebs Single Grips, \$7.50; 6 Cub Cigarette Machines, \$2.75. A. C. NOVELTY CO., Box 1517, Vernon, Tex.

FOR IMMEDIATE SALE FROM STOCK—PIN-game, Phonograph, Slot, Digger, Vending Machine, Beverage, Cigarette, Movie, Scales and Salesboard Collection Books, Location Agreement and other forms. Specially printed books made to your individual needs at our low cost mass production methods. Write CHARLIE FLEISCHMANN, Specialist in Coin Machine Forms, for Free Samples and Suggestions. BALTIMORE SALESBOOK CO., 120 West 42d Street, New York City 18.

FOR SALE—TWO GOTTLIEB TRACK RECORDS Free Play. In good shape. Will sacrifice for \$125.00 each. Wanted—Late model Vest Pockets over 25,000. CENTRAL AMUSEMENT COMPANY, 458 North Ogden, Los Angeles 36, Calif.

FOR SALE—HIGH HAND, LIKE NEW, \$125.00; Owl, like new, \$80.00; Paradise, \$10.00; 1940 Big League, \$10.00; Cadillac, \$10.00; 1940 Bowling Alley, \$10.00; School Days, \$15.00. PETER HRONIS, 301 E. Main, Endicott, N. Y.

FOR SALE—TWO WURLITZER 750E PHONO-graphs, Model 123 5-10-25c Boxes, Model 115 5c Boxes, two Model 135 Wireless Step Receivers, Buckley 30 Wire Boxes with Plastics, like new, 32 Volt Motors, 110-32, 110-110 Converters AC-DC, Brown and Black Cabinet Antiaircraft Guns, and two Iron Claws or Diggers, all in excellent condition. Write for prices. TAYLOR AMUSEMENT CO., Brunswick, Ga.

FOR SALE—ABT TARGET SKILLS, \$7.50; Model F Targets, \$12.50; Red, White and Blues, \$15.00; Big Game Hunters, \$17.50; Mills Fire Fly Shockers, \$12.50; Advance Shockers, \$12.50; Grippers, \$7.50; Skill Jump, \$69.50; Exhibit Muscle Builder, \$195.00; Jack Ass Lifter, \$125.00; Mutoscope Grip-o-Graph, \$125.00; Mutoscope Thigh-o-Graph, \$175.00; Chicago Coin Hockey, \$225.00; Spit Fire, \$20.00; Set (3) Exhibit Hearts, \$100.00; Set (3) Exhibit Personality Meters, \$100.00; Set (3) Exhibit Whatsis, \$100.00; Kicker and Catcher, \$20.00; Hole in One, \$10.00; Evans in the Barrel, \$125.00; Mills World Horoscope with Cards, \$100.00; Criss Cross and Bingo on Stand, \$25.00; Mountain Climber, \$195.00—5-1c; Peep Shows, \$125.00; Texas Leaguer, \$50.00; Skilletette (new), \$30.00; Juggling Clown, \$15.00. One-half with order, balance C. O. D. VICTORY AMUSEMENTS, LTD., 243 So. Main St., Los Angeles, Calif.

FOR SALE—FREE PLAY CONSOLES WITH original crates: 1 Jumbo Parade Fruit Reels, \$149.50; 1 Watling Big Game with Clock, \$110.00. Used Consoles: 1 Bally High Hand, \$139.50; 8 Silver Moon Totalizers, \$129.50 each; 9 Jumbo Parades, Animal Reels, \$79.50 each; 2 Watling Big Games with Clock, \$89.50 each. Make your best offer on these brand new counter games in original cartons: 5 American Flag, 27 Rex, 29 Yankees, 24 Wings, 12 Imps, 5 Pokoreels, 5 Races, 2 Lucky Smoke, 2 Klix, 4 Flippers, 3 Doughboys, 2 Sparks, 1 American Eagle, 1 Big Game, 5 Marvel. H. G. PAYNE COMPANY, 312 Broadway, Nashville, Tenn.

FOR SALE IMMEDIATELY—GOING IN ARMY. One Mills Blue Front 5c Q. T., \$80.00; One Mills Blue Front 10c Q. T., \$87.50. These machines used less than three months, cabinets and mechanisms guaranteed like new. One Nickel, One Dime Mills War Eagles, 3-5 pay. On location now. Buffed and painted last month, \$95.00 each. WALTER EDWARDS, De Soto Apts., Galena, Ill.

FOR SALE—PARTS FOR ALL TYPE SLOTS. Send in your need. Wanted, Bally Ticket Tables. SOUTHWEST COIN MACHINE, 706 Carroll St., Ft. Worth, Tex.

FOR SALE—165 WATLING FORTUNE AND GUESSOR; 135 assorted Mills, Pace, Jennings and Lo-Boy Penny Scales on location in Northern Ohio. BOX 128, Fremont, O. au14x

FOR SALE—PROFITABLE COIN OPERATED Phonograph Business, complete, with plenty extra parts and equipment. Forced to sell. FORTUNA MUSIC COMPANY, 5120 West Fullerton, Chicago. au14x

FOR SALE—30 GAMES, INCLUDING FOUR Mills Free Play, counter and Chicago Coin; all for \$150.00 packed. Wanted: Candy Machines, Rowe, Stoner, Mills. KINGS VENDING SERVICE, Wellsville, N. Y.

FOR SALE—TWO COLUMBIA AUTOMATIC 5c Slot Machines, Cigarette reels, one \$65.00; one slightly used, \$55.00. F. O. B. 1/3 down. ROOP AND KIRKWOOD, Salem, Ill.

FOUR FOLDING SLOT STANDS, LIKE NEW, \$10.00 each; One Pace Quarter Rollator Slot, looks new, Serial 51563, \$30.00; One Jennings 5 Jack Pot Penny Rockaway, \$20.00; One Penny Five Jacks, \$20.00; 12 Slot Machine Yale and Corbin Locks, used, 1 Key each, \$1.50 each; 4 new Slot Locks, \$2.50 each; Two Keys. 1/3 with order. AMUSEMENT SPECIALTY CO., 343 Woodland, Kansas City, Mo.

GOTTLIEB LONGBASE TRIPLE GRIPS, \$12.50; Single, \$9.00; Model Fs, (blue), \$15.00; Advance Shockers, \$5.00; Hitler Penny Targets, \$5.00; Home Run, \$6.00; Penny Counting Scale, \$14.00; Victor Nut Vendors, \$3.50. TUNKLE, 1210 No. 11th Ter., Birmingham, Ala.

HALF-DOLLAR NEW LIGHT CABINET, ESCA-lator, 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.

HOLLY GRIPS, \$7.75; Yellow Target Skill, \$10.75; Flippers, \$5.00. Many other bargains. Send for list. LLOYD GREEN, 610 Baltimore, Huntington, W. Va.

HOLCOMB & HOKE, FACTORY REBUILT Floor Model Popcorn Machine, never uncrated, original cost \$550.00; first order takes at \$175.00. Shipping weight, 400 pounds. A real buy. We also distribute the coin operated "Popmatic" Popcorn Machine (5c play), write for circular. Other offerings: Holly Grip Machines 1c, at \$12.00; Mills Smoker Bells (5c), almost new, \$60.00; Jennings In a Bag P-Nut, like new, \$10.00; Safe Cabinet, double, \$59.00; single, \$30.00; (Sliding Doors) H & H P-Nut Roaster, never uncrated from factory rebuild, \$95.00 (counter model), a steal at this price; Seeburg Classic Phonographs, \$200.00, on one location only. Terms all above: 5% cash discount in full with order, or 1/2 deposit, balance C.O.D. THE P. K. SALES COMPANY, Cambridge, O. ju31x

MILLS SLOTS AND EVANS DOMINOES FOR sale. I have some Mills 5c, 10c and 25c Silver and Gold Chrome Bell, 2-5 and 3-5 Payout and some like new Evans Galloping Dominoes, 1943 Jack Pot Models. These Mills Slots have been used less than one week and cannot be told from brand new. They are original factory built, not re-built. The Dominoes are same as new, never had a coin put in them. I also have one Mills 50c Club Bell, used about one week. Also 10 Mills safe stands with original cartons. I will ship any of these machines subject to inspection. Also have some 25c Mills Brown Fronts, serials from 425,000 to 460,000. WILLARD M. WHITE, 2937 Mt. Vernon Ave., Fort Worth 3, Tex. ju31x

OFFER 200,000 GLASS MARBLES—SUITABLE for use with Spotted Ball Gum, \$10.00 per Case of 5,000. Assorted 1/2 and 5/8 inch sizes. CLEVELAND COIN, 2021 Prospect, Cleveland.

ONE KIRK HOROSCOPE PENNY SCALES, TWO Cases Tickets, excellent appearance and mechanism, \$117.50. One 25c Bally Reliance, factory rebuilt, good appearance, \$125.00; One 5c Mills Dial, Free Play, almost new, \$65.00; Four Jennings 5c Grand Stand Token Payout, need rework, ask for details. One Keeney Spinner Winner, like new, \$27.50. Several counter pieces, ask. F. O. B. Wichita, Kan. One-third with order, balance on delivery, subject to your inspection approval at freight express office. A. M. BERKLEY, 619 N. Lorraine, Wichita, Kan.

PACE REELS, SR.—HAVE EIGHT OF THE latest model Pace Built, with Rails, Fruit Reels, Free Play. Best condition, used very little, \$140.00 each or \$1,100.00 for lot. References, Dun & Bradstreet. DUGGAN MUSIC COMPANY, Mt. Dora, Fla. au7

SACRIFICE—TWO SKYSCRAPER JACKPOTS, 5c, A-1, at \$55.00. One 5c, 3-5, Jennings Century Jackpot, \$65.00. One Jennings 5c Duchess, like new, \$55.00. One Mills 25c, 3-5 pay, gray front, jackpot, at \$125.00. One same only higher serial, about 400,000, \$175.00. One Race Track, 5c, 9 play, at \$75.00. One 10c Blue Front C. A., \$185.00, a dandy. One 10c Brown Front, clean, like new, \$248.00. 5c Four Star Chief, \$100.00, 5c Mills Orig. Chrome and Copper, bargain, \$350.00. 5c War Eagle, \$69.00. 5c W. E. Gold A, 3-5, at \$125.00. One Mills B. F. 25c, 3-5, Club H, refinished, at \$265.00. One Third Deposit, Balance C. O. D. First come, first served. WABASH SPECIALTY CO., Celina, O.

SCALES FOR SALE—INTERNATIONAL TICKET Scales, Model A, Factory Reconditioned recently, with Tickets. Watling Spring Scale, Model 18, Cabinet with full mirror front door. Above equipment first-class condition. C. J. FENDRICK, 2671 Eudora Street, Denver 7, Colo.

SELL OR TRADE 1700 MERCHANDISE VEND-ers. Need Grips, Targets, Scales. Anything legal. Send for list. GRAHAM'S VENDING SERVICE, Connellsville, Pa.

SIX SHIPMAN STAMP MACHINES, LATEST model, with all improvement and accessories, just like new, \$125.00 takes all. PLAY-MORE AMUSEMENT CO., St. Petersburg, Fla.

SWAP SEEBURG CADET MASTER CONTROL Station Rewired for 2051 Tube for Cadet Amplifier Junction Box and Solenoid Drum. MUSKEGON MUSIC, Muskegon, Mich.

WANT CIGARETTE AND CANDY VENDING Machines—Any quantity. MAC POSTEL, 6750 N. Ashland Ave., Chicago, Ill. au14

WANTED—QUARTER SARATOGA JUNIORS, Three Bells, Four Bells, Four Way Supers and Charley Horses. F. B. TURNER, Wolf Point, Mont.

WANTED—MILLS BLUE FRONTS, 1c AND 5c. Give condition, best price in first letter. Specify with or without gold reward. H. A. CREWS, Madison, N. C.

WANTED—MILLS SCALES. BIG DIAL models, "Your Exact Weight." Quote lowest cash price. BABE LEVY, 2830 10th Court South, Birmingham 5, Ala. au7x

30 5-COLUMN UNEED-A-PACK 5c CANDY Machines, \$49.50; Seeburg Parachutes, \$129.50; 30 Shipman Postage Stamp Machines, 1 and 3c, like new, \$25.00; 300 Variety Shop 5-column bulk vending machines, \$10.00 each; less in quantity. RAKE COIN MACHINE EXCHANGE, 2014 Market, Philadelphia, Pa.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS. LARGEST selection of Mechanical Machines obtainable. Will buy for cash, Fifty All Electric French-Fry Poppers. Ten Burch Machines cheap. Caramel Corn Equipment. 120 S. Halsted 6, Chicago. au21x

ALL KINDS ALL-ELECTRIC POPCORN POP-pers — Burch, Star, Kingery, Peanut Roasters, Caramel Corn Equipment, Burners, Tanks. NORTHSIDE SALES CO., Indianola, Iowa. se4x

AMMUNITION — .22 SHORTS, TEN THOU-sand; Shooting Gallery, Short Range; Twenty Two Automatic Rifles; One Thousand Cards. WARD BUCHANAN, Abilene, Kan.

COMPLETE 16MM. SOUND STUDIO ENSEMBLE —RCA Sound Camera, Studio Amplifier, Mi-crophone, Victor 24B Projector, Collapsible Screen, Two Religious Programs, Jesus of Nazareth, Thine Is the Kingdom, \$1,000 or best offer. LAWRENCE, Box 107, Sta. A, Boston, Mass.

EX 70 WATT BOGEN AMPLIFIER WITH Tubes. Two Channel Remote Control with 200 ft. Cable. Used two weeks. Cost \$258. First \$200 takes all. HANDY SOUND SERV-ICE, Norwich, N. Y.

FOR SALE—STAR AUTOMATIC GAS FRYER. Slightly used, size fourteen, \$52.50; 1/3 deposit. BOX C-21, Billboard, Cincinnati 1, O.

FOR SALE OR TRADE ON TRAILER FOR lunch and drinks: 1 Double Creter Gas Corn-Popper in Cabinet, \$375.00; Cylinder Popper, \$25.00; Bungalow Electric Popper, \$200.00. MYERS' CONCESSIONS, Dupont, O.

FOUR GAS KIDDIE RACERS, 1 COMPLETE SET Neon Sign Manufacturing Equipment; thirty Arcade Machines, including two Keeney Anti-aircrafts; 1 Roll in Barrel Fun House. WABASH PHOTO SUPPLY, Terre Haute, Ind. ju31

GRAFLEX 3 1/4x4 1/4 REVOLVING BACK F4.5 Lens, Weston Master Light Meter, excellent, \$150.00. 1/2-H. P., 220 Volt 3-Phase Motor, 2,000 Watt, 110 Volt, D. C. Generator. THOS. J. KOBE, 267 Eldred St., Battle Creek, Mich.

PORTABLE SKATING RINK, 50 BY 138. New Top. Now operating Fond du Lac, Wis. Must be seen to be appreciated. V. J. Linde-mann, 428 North Main, Fond du Lac, Wis.

ROLLER SKATE GRINDERS—TWO MADE something like Chicago, complete, \$75.00 each. F. O. B. 1/3 deposit. HAROLD DING-FELDER, Box 454, Sleepy Eye, Minn.

RUBBER MOLDS—CAST YOUR PLASTER, Knife Rack and Supplies. 50,000 New Slum Knives; Cork Gallery, complete. CLINTON DOWNS, Marshall, Mich.

"SMACK THE AXIS"—SENSATIONAL NEW Dart Game Concession. Send stamp for illustrated circular. FRANK WELCH, 735 E. Main St., Rochester, N. Y.

FOR SALE—SECOND-HAND SHOW PROPERTY

AMERICAN SLUM, \$1.00 PER GROSS; FUN Cards, Novelties in Envelopes (5 kinds), 1/2 gross each, \$2.50; samples, 25c. W. WOOLEY, Peoria, Ill.

COMBINATION ADVERTISING AND SINGLE Shot Stereopticon Old-Time Illustrated Song Slide and other sets. List for stamp. Will consider trades. COLMAN, Wilming-ton, O.

COMPLETE TEN TRUCK CIRCUS READY FOR the road. GREAT AMERICAN CIRCUS, 1813 Evans St., Omaha 11, Neb.

FOR SALE — TWO 35MM. 1,000 FOOT Straight Feed DeVry Projectors, ESF Model, 20-Watt Amplifier, 12 in. Speaker. Cheap for cash, lots of 35MM. Film. One 1,500-Watt Light Plant, 110 Volt AC, like new. W. H. TANDY, Whistler, Ala. x

FOR SALE—ENTIRE STOCK OF USED TENTS, Sizes 19x33 to 60x90 Ft. Also Oak Fold-ing Chairs. ILLINOIS VALLEY AWNING & TENT CO., 111 Main St., Peoria, Ill. au14x

FOR SALE—WEBSTER PUBLIC ADDRESS SYS-tem, 120 Watt Output with 7 Jensen Horns and Wire, complete. Carrousel, Coaster, 6-Car Tumble Bug; Miniature Railroad, Gasoline Engine, 1,450 ft. Track, 5 Cars; Mangels Shooting Gallery. All in good condition. OLYMPIA PARK, McKeesport, Pa.

FOR SALE — 35MM. SOUND FILMS AND Projector. Send for list. Will also buy. BOX 2, Secaucus, N. J.

GOOD CONDITION—35MM. FILMS. ADVER-tising, Army Pyramid Tents, Film and Tent Accessories. State your needs to BYRON GOSH, Dungannon, Va.

MUMMIES AND SHRUNKEN HEADS, INDIAN and other Mummies, Tiny Shrunken Heads, stand close inspection. All in new condition. Cheap. CHRISTOPHEL, 3938 Folsom; St. Louis, Mo.

PAIR PORTABLE SOUND 35MM. SIMPLEX Projectors, 2,000 Ft. Magazines, Screen in-cluded. Excellent condition, \$975.00. Bell-Howell Master 16MM. Sound Projector with Extras. Excellent condition, \$595.00. Demsey, 16-13 Stewart, Youngstown, O.

PALMIST TEN-FOOT PLYWOOD ARCHWAY Front, lettered in attractive enamel colors, shows two palms; packs small; ten dollars. Zodiac Plywood Folding Screen, new, bright enamel colors, shows full length man and the twelve signs. Attractive background for camp, office or side show. Bargain, twelve dollars. LEON TOONE, Box 3, Pennsville, N. J.

PENNY ARCADE, ABOUT 100 MACHINES, stored in Cincinnati, \$1,500.00 for lot. Liberty Root Beer Barrel, 36"x26", with car-bonator, \$125.00. Working World mounted on 18 ft. trailer, \$750.00. Potato Chip out-fit, \$35.00. Four Daisy Cork Guns, used one week, \$12.00. MILLERHAUS, 1016 Central Ave., Cincinnati, O. x

SELL, LEASE, BARTER — SPILLMAN TWO Abreast Merry-Go-Round. Could use Mini-ature Train on trade. SEBASTIAN DOBBINS, Box 647, Streubenville, O.

STILL OFFERING — FACTORY REBUILT COM-plete Theatre Equipment, bargain prices. MONARCH THEATRE SUPPLY, 492 S. Second, Memphis, Tenn. ju31x

TENTS — ANY SIZE. COMPLETE LIST, \$1.00. Hand roped, good as new. Rented couple weeks. Sidewall, Poles, Stakes, Pullers, Sledges, etc. Describe fully. Send stamp. SMITH TENTS, Auburn, N. Y. se4x

TWENTY WATT P. A. SYSTEM—14x16 FOUR Way Joint Top. Dial Face Platform Scales. RT. 1, BOX 19, Idabel, Okla.

TWO UNIVERSAL LIGHT PLANTS, 110 DC, 4 KW, \$100.00 each. Jenette Converter, 300 W, \$60.00. Tangley Calliophone, com-plete, \$75.00. Two ten inch DC Fans, \$10.00 each. Tent, 30x60, \$60.00. H. A. GLASS, Olden, Mo.

WURLITZER 150 BAND ORGAN WITH MU-sic Rolls, \$500.00; also Carrousel in build-ing with Penny Arcade. Stationary business, in operation. Sell all. Here 20 years. Good business. Act quick. B. S. PERRY, Box 416, Highlands, N. J.

35MM. SOF FILMS AND EQUIPMENT FOR sale or trade. Projectors, Sound and Silent. Send for big bargain list. BOX 249, Gainesville, Fla. au7

PHOTO SUPPLIES DEVELOPING-PRINTING

A NEW BRAND DIRECT POSITIVE PAPER — Uses standard chemicals for developing, bleaching, clearing and re-developing, and is finished in fast processing time; 1 1/2x250 at \$5.85; 2x250 at \$7.55; 2 1/2x250 at \$9.20; 3x250 at \$10.85; 3 1/4x250 at \$11.75; 4x250 at \$14.20. It will pay you to be ac-quainted with this new source of supply, just to pay safe. Free information sent by return mail at your request. Shipments are generally made within ten days after we receive your order. All C. O. D. orders require one-half deposit. MODERN PHOTO SUPPLY COMPANY, 2732 Third St., Santa Monica, Calif. ju31x

ACME STREET CAMERA FOR SALE, USED one month, about 1,000 feet Film, \$125.00. 1 1/2" Glass Easels, \$6.50 per 100. PAT'S PHOTOS, 215 East Main, Danville, Ill.

ATTENTION—ORIGINATOR OF THE LEATH-erette Folders for 1 1/2x2 has important mes-sage. Refer to My Display Ad in Merchandise Section This Issue. CHARLES GAMEISER.

BUY AND SELL — EASTMAN DIRECT POSI-tive Paper, good dating. Make offer; 1 1/2", 2", 2 1/4", 2 1/2" and 3 1/4". BOX 45, Sta. A, Brooklyn 6, N. Y. ju31x

CAN SUPPLY EASTMAN 2 1/2x250 FT. ROLLS in Lots of Five Rolls or More at \$30.00 per roll as long as 40 rolls last. Have 12 Rolls of Two Inch at \$27.50 per roll; all new packages; expiration date on all June, 1944. Can ship same day order is received. Terms, 1/3 cash with order, balance C. O. D. Order from this ad. Wire or mail your order to J. T. McLAMB, 1624 South St., Philadelphia 46, Pa.

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. ju31x

DIRECT POSITIVE PAPER, 1 1/2 INCH x 250 foot, \$15.00; Photo Mounts, 4 cents each and up. Immediate delivery. UNITED PHOTO SERVICE, 710 Leon St., Gatesville, Tex. au14x

EASTMAN DIRECT POSITIVE PAPER — ALL 1944 dating. New packages. 50 rolls 1 1/2", \$15.00 each; 50 rolls 2", \$21.00 each; 10 rolls 2 1/4", \$21.00 each; 50 rolls 2 1/2", \$22.00 each; 50 rolls 3", \$25.00 each; 20 gross 4x5, \$10.00 gross; 20 gross 4x6, \$12.00 gross. Order part or all. Wire deposit. BOX 445, Billboard, 1564 Broadway, New York 19, N. Y.

EASTMAN DIRECT POSITIVE PAPER, 1944 Dating, 60 Gross 4x5, 80 Gross 4-6. Must dispose of immediately at your best offer. Wire deposit for all or part. BOX 450, c/o The Billboard, 1564 Broadway, New York 19, N. Y.

DIRECT POSITIVE OPERATORS — WE HAVE the best line of Frames in all sizes, assorted and in Red, White and Blue; Chemicals, Fold-ers, Backgrounds, Paper—everything you need for the studio. Write for new illustrated catalog today. HANLEY PHOTO COMPANY, 1207 Holmes St., Kansas City, Mo. au7x

EASTMAN DIRECT POSITIVE PAPER, GOOD Dating, 25 rolls, 1 1/2", \$20.00 each; 7 rolls, 2", \$22.50 each; 6 rolls, 2 1/4", \$20.00 each; 25 rolls, 2 1/2", \$25.00 each; 7 gross, 5x7, \$20.00 each. Send deposit. BOX 45, Sta. A, Brooklyn 6, N. Y.

FACTORY BUILT PHOTO MACHINE, EN-larger, Extra New Shutters, over \$500 in stock alone. \$295.00 takes everything. Write, don't wire, STUDIO, Apt. 5, 409 Han-cock St., Saginaw, Mich.

FOR SALE—2 ROLLS 2", 2 ROLLS 3" EAST-man Direct Positive Paper. Expires July, '44, \$90.00 or trade for 6 rolls 1 1/2" Eastman Direct Positive. GRACE'S GIFTS, Ocean City, Md.

FOR SALE—3 ROLLS 3-INCH EASTMAN Di-rect Positive Paper, \$20.00 Per Roll; 6 Rolls 3 1/4-Inch Eastman Direct Positive Paper, \$22.00 Per Roll. 1944 dating. MODERN STUDIO, 418 So. Main St., Anderson, S. C.

HAVE ONE AND ONE-HALF INCH BY TWO Hundred Fifty Foot Rolls, any quantity, good...

HAVE 100 ROLLS 1 1/2 INCH TO SELL OR EXCHANGE for Penny Arcade equipment.

LEATHERETTE FINISH FOLDERS—PATRIOTIC or regular designs. Prices per 100: For 1x2 photos, \$1.30; for 2x3, \$1.75; for 3x4...

MARKS AND FULLER FOTO FLASH UNIT with Double Camera and Dark Room covered with Blue Leatherette with Chrome Trim.

NEW STAR FOLDER HOLDS ONE OR TWO Pictures for 2 1/2x3 1/2 and 3x4. Velvet Finish. Small Folders also. Samples 25c.

PHOTOMATIC WANTED — WILL PAY CASH for good machine. Please describe fully.

PHOTOMATICS WANTED—WILL PAY CASH. Describe fully, give serial numbers, condition, either late or old models.

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Allenger, Gariel
Alline, Dock Austin, Suzanne
ALLISON, Arthur AYCOCK JR., Douglas
McKinley

- Avery, Jos. R.
Bailey, Bill & Charlie
Bailey, Carl F.
Bailey, Charlie H.
Bailey, Dollie
Bailey, Frank J.
Baker, Mrs. A.
Baker, Beulah E.
Baker, James M.
BAKER, Wallace S.
BALDWIN, Harry
Baldwin, Mrs. Helen
BALDWIN, Rufel Milton
Baldwin, Tom
BALL, John Gregory
Balsler, Mrs. Mildred
BARADELLI, Jack
Barbee, Norman T.
BARBOURE, Olny B.
Bard, Giles Hess
BARDUS, James J.
Barlow, W. H.
BARMAN, Leslie W.
Barnes, Clarence D.
BARNES, Melvin Ferrit
BARNES, William Henry
Barnett, Clarence
Barnwell, Helen
Barr Bros. Circus
Barratt, Mary L.
Barron, Benj. Fred
Barron, Mrs. Dale
BARROW, James
Bartels, Carl O.
Barth, Jack
Bary, Howard Y.
Bassham, Bill
BASSETT, Harry Robt.
BAUGHNS, Robt. Allen
Bauxbaum, Edw. R.
Baxter, Harry
Baxter, J. A.
BAYLOS, Walter
Bays, Edw. W.
Reaver, Chick
Becker, Mrs. Olive
BEDE, Ardeth
BEIGHLEY, Douglas Ray
BEJANO, Paul S.
BELEV, Ray Roy
Bell, Grace
BENNETT, Chas. E.
Bennick, Jean
Bennington, Bob
Bentley, Mary Lou
BENTON, James Howard
Benway, Pete
BERCAW, Harry M.
Bergman, Mrs. Lila S.
Berman, Joe
Bernstein, Mrs. Barbara
BERNSTEIN, Morris A.
Berofsky, Harry
BERQUIST, Harry Reynolds Geo.
Berry, Norma
BEST, Willie Lee
Berans, Joe
BILLINGSLEY, DeWitt T.
Bishop, B. M.
Bishop, Brownie
Bitwell, Manning Oscar
Black, Lepouder (Col.)
Blackie (Cockhouse)
Blair, E. M.
Blake, Martin
Blake, Sammy
BLANKENSHIP, Walter
BLANTON, Herbert Mitchell
Blevins, Lillian
BODY, Jerry
BOISONEAU, Chas. B.
Bollinger, Hazel
Bond, M. N.
Bonta, Bill
Boswell, Joseph
Botwin, Paul
BOUDREAU, John
BOURAS, Jimmie J.
Bowen, Roy

- Brooks, Red
Brown, Bernard J.
Brown & Bernstein
Brown, Mrs. D. E. K.
BROWN, Ernest Homer
BROWN, Freddie Sanders
Brown, Freddie S.
BROWN, Hobart H.
Brown, Kenneth P.
Brown, Minnie B.
Brown, Norman D.
BROWN, Raymond Wm.
BROWNE, Derwood A.
Bryant, Bob S.
Bryant, G. Hodges
Bubbles & Ramona
BRICKER, Clem
BRISON, H. R.
BRITT, Winfield L.
BRODA, Joa. John
Brooker, Chas. E.
BROOKS, Chas. Russell
BROOKS, Dee
Glenn Carnis, Victor

- Burke, Mrs. Alice
Burke, Geo.
Burkhardt, Melvin
Burlison, Ira
Burlison, Madam
Burns & Bradley
Burns, Dick
Burns, J.
BURNS, John A. (Corp.)
Burns, Judy
Burns, Red
Burruss, Mrs. Anthony
RUSH, Robt. Wm.
Bush, W. A.
Burt, Mrs. C. S.
BUTTER, Donald
Butters, Edw. W.
Bybee, J. H.
Cable, Mrs. C. W.
Cable, Marie
Cadioux, Freddie
CAGLE, Hubert Leo
CAHILL, Joseph Leo
Cahill, W. E.
Caldwell, J. E.
CALES, Calvin Franklin
GALES, Robt. W.
Galboun, J. C.
CALLAHAN, Royal D.
Cameron, Donald
CAMERON, Isaac McKenley
Gandler, Warren W.
Cannon, Frank
Cannon, Otis
CANNON, Wm. T.
Canton, Bill
CANTWELL, Chas.
CAPELAND, Norman Hunter
Carey, Al
CAREY, Jos. E.
Carey, R. E.
CAREY, T. J.
CAREY, T. P.
CARLIS, W. H.
CARLSON, Lee C.
Carmichael, John G.
Clarkson, Al
Claude, Leo
Clay, W. N.
Clay, Wm.
Clayton, Clarence
Clifford, Jack
Clifford, Raymond
Cobrie, Josephine
Coffey Jr., Leonard W.
COHEN, Martin
Colbert, Lela
Colbert, Ray
Coleman, Pete
Coleman, Tommy (Honest)
COLLINS, Willie
Colorado Slim
Conatser, Geo.
Lambert
CONN, Ralph Louis
Connell, Conney (Orch)
Connors, Earl
Cooke, Welby
Cooper, Albert E.
Cooper, Noah
Cooper, Quay
COPELAND, Edgar Leo
Copeland, N. H.
Copeland, Richard
Corbielle, Fabian
Corey, Mrs. Mary L.
CORNYN, Bernard J.
Coronado, Dolores
Cortez, Tony
CORYELL, James Dillon
Costello, Larry Jan
Costley, Horace Warren
Cousins, John J.
Couture, Jos. L.
Coyer, Mrs. Marga
COVEN, Sant
Cox, Mrs. C. V.
COX, John Wm.
Cox, Mrs. L. B.
Cox, Kenneth H.
Craden, Sam
CRAIG, James
Craig, Mack & Gertrude
Cramer, Garland Ray
Crawford, Gene
CREECH, Titus
Crocker, Betty N.
CROCKET, Thos. J.
CRONK, Albert Edw.
Crosby, Bob & Band
CROW, Y. C. Harris
CROWE, Wm. J.
Crowley, G. C.
CUMBLIDGE, Con G.
Cummins, Bemie
Cummins, T. A.
Cunningham, Com
Cunningham, Gen. W.
Curtis, Mrs. E. M.

Letter List



NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Tipton, Clarence Titus, Raymond N. TODD, Jas. TOLBERT, John L.	WAGRAN, Geo. Frank Wahl, P. F. Waits, Mrs. Flo Wajtarek, Ben Waligorski, Mrs. Lucille Waligorski, Stanley WALKER, George Loranzo WALKER, John Ervin Walker, Lea Marjorie Wall, Frank Wall, James A. Wall, John Aloynia Wallace, Howard T. Waltam, E. A. Walter, Clarence Walters Jr. Herman J. Walton, Raymond A.	West Bros. Show West, Rita Jean Westbrook, C. A. Western State Show Western, S. J. Weyls, Ed WHALEN, Edward Wheeler, Hoesy Whitaker, Ted White, Dave White, Geo. W. WHYTE, Clifford M. Wiedemann, Fred Wilburn, James Edw. WILCOX, Jerome Bonapart WILKERSON, Georgia Wilds, R. T. Wilborn, Thos. F. Williams, Clifton WILLIAMS, Daniel Allen Williams, Dewey Williams, Mrs. Donnie Mae Williams, F. E. Williams, Harry G. Williams, J. F. Williams, Jack Clifford WILLIAMS, Kernit Williams, Nicholas WILLIAMS, Orval C. Williams, W. V. Williams, Mrs. W. A. Willoughby, Curry	Willis, Billy (Tall Man) WILSON, Jimmy WINDSOR, Willard E. Winniman, Sully Winston, James Winters, Clara Witacre, Daniel Witherspoon, Holly Withington, Naomi V. Wojtasek, Benjamin Wolfenberger, Mrs. Iko Wood, Frank E. Wood, Mrs. W. R. Woodard, Robt. Lee WOZNY, Jos. Marian Wright, Chas. R. Wright, Gerard R. WRIGHT, Frank Dewey Wrisk, Mrs. Donald Yager, Thelma Yee, Richard Geo. Yellow-Roan, Leroy YOST, Arthur M. Yokely, Jack Young, Johnny A. YOUNG, Oscar Luther Young, Rodger Youngblood, Zeko Zacchini, Bruno Zeebille, Fred ZELL, Charles ZENO, Jos. J. Zimmer, Florence Zimmerman, Jack Zumpano, August	Decker, Harry DeLanzon, Jacqueline Dely, William J. Denson Jr., Mrs. H. L. Deteros, Lydia Dexter, Kathleen Doherty, Joseph Doyle, Larry Drew, Eddie Edwards, Al Edwards, Harry Endy, Ralph Fitz, Hughes Fornier, Frances Fournier, Fred Freeman, Sarah Fried, Beatrice Gallagher, Jimmy Garcia, Louis Gervasi, Rosolino R. Gheorghuciu, C. GILLESPIE, Emmet Edward Goodman, Maurice Graffins, Charles E. Gravis, John GUINN, Alec Hamilton, George Hane, Martin Louis Hart, Mary Hermes, Madeline High, Ben Jagger, Fred Johnson, Jane Johnson, Joseph Johnson, Martin JOHNSON, Walter Donald KEYWOOD, Christopher Kimball, R. G. King, Alyce King, L. D. King, Pauline Kinke Kirchoff, Mary E. Kuntz, Wendel Lee, Olie B. Lee, Sen Lewellyn, John Lynn, Linda Lyons, Bayne McCOY, Edward William McCOY, Wm. Edward McKaye, Margie McKeon, Ed Machado, William F. Maguero, Henrietta Malange, Biles Manning, Rose Martin, Alice Marvin, Jack Masterson, John Merrill, Arthur MEULEMANS, Charles C.	Miller, Bee Moore, Don Moore, Harry Morgan, Patricia Murdock, Ollie H. Murray, Peggy Narveson, Esther Neenan, Betty (Drac) Norton, Richard I. Osborne, V. Osolis, Fanny Patterson, J. A. POOLE, Clarence E. Reilly, Wm. Richards, Nellie Robinson, Georgia Rojas, Juan "E" Ryan, Florence Saltzman, Harry Saunders, Frank E. Shaw, Jack Sineley, Wm. D. Sister Mary Small, W. F.	Smith, Hallie Smith, Harry Spittler, Harry Stephen, D. Stella, Lady Stergion, Costa Strode, Bill Stone, Jack Stone, Whitey Tassilo, Ruth Taylor, June Traupott, Edward Toth, Kay Tucker, Wm. Tuttle, Dorothy Wagner, Howard (Mrs.) Walton, Olive Wausau, Hinda Weintraub, Solly Weinberg, E. Wolandi-Andy Wolf Wolenden, Richard A. Yancey, George B. Young, Mary	McGHEE, Horaco Winston McGrall, John MARTIN, Lawrence MEYERS, John Minogue, Mr. Wm. Mohamed, Ahmed Ben Nash, Mr. Lawrence R. NICHOLSON, Clyde Archie Osborne, V. Pape, Mr. Billy Peary, Lester W. PHILLIPS, John Joseph Ressy, Rilla RAMSEY, Mr. Howard Raymond	Ray, Yogi Scott, Charles SELLERS, William Harry Snee, John Snyder, Mr. Tommy Bozo Snyder, Mrs. J. P. Steffen, J. E. Stephen, D. Stirk Jr., Stanley Sweeney, John J. Tuttle, Dorothy Velare, Elmer Villiers, Tom Vinay, Marian Wolfe, Ronald Wentling, Phronie Grace Young, Joseph P. Young, Mary	Hedges, Sherlie R. Henderson, Gaylor Hollingsworth, Robert HOWARD, Floyd Thomas HUTCHINS, John Wendell Kilrain, Jeanette KNAPP, Glynn W. Kirby, W. H. KOSTENBADER, Robert Dale Lamb, L. B. Lee, Frank J. Lewiston, Rose Lucas, Mrs. Anna May McCain, Ardon L. McDonald, Kenneth J. McMAHON, Joseph Francis McNEAL, Herman Miller, Mrs. Billie Milligan, Jas. R. MONTGOMERY, Paul Morlock, Robert Nottingham, Mrs. Ruth Nelson, Rob NELSON, George Oscar NOTTINGHAM, Benjamin Bernal O'DEA, James Robt. Ott, Jerry PATERSON, Guy Pastoren, Eddie Patrick, T. W. Potts, Mrs. J. J. Renes, Gobel Leon Robertson, Betty ROSE, Wesley Schricker, Lloyd J. Schultz, Gene SCOTT, Dan Herbert Shannon, Jack W. SKEENE, Lloyd Stephenson, Ralph Striegel, Red Sullivan, Mrs. Margaret Vallee, Buddy Tommy, Texas VREELAND, Robert Lewis Waite, George WARNOCK, James Melroy Washburn, N. D. WELLS, Vernie B. Weston, Richard E. Wilson, Mrs. Anna Whiteside, A. R. Woods, Roy Zeitman, Edward
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MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post

- Anderson, Bud
- Edward, 6c
- Brannock, John W.
- 6c
- Cochrane, John
- Burton, 3c
- Coley Jr., Jefferson
- James, 3c
- Cooper, Frank W.
- 3c
- Hook, Edgar R.
- 6c
- Kelly, Edward, 6c
- Knapp, Glynn
- William, 6c
- Larsen, Andrew A.
- 3c
- McCoy's Tent
- Picture Show, 5c
- Miller, B. E.
- Concessions, 5c
- West, Forrest
- Everett, 6c

MAIL ON HAND AT CHICAGO OFFICE

12th Floor Ashland Bldg. 155 No. Clark St. Chicago 1, Ill.

Office Hours— 9:30 A.M. to 6:00 P.M. Monday to FRIDAY (Not open on Saturdays or Holidays)

- Adamson, Carl
- Afflack, Jack
- Allabaz, Countess
- Jeanette
- BENDICK, John
- Berry, Curtis
- Bluestein, Sam
- Brown, Miss Viri
- Buffet, Edith
- Burlesque, Madom
- Carruso, John J.
- Davis, Oscar & Jack
- DeLange, Rusty
- Del Campo, Mrs.
- Decco, Mr. Fred
- Lee
- Drew, Eddie
- Duity, Pleas
- Dyer, Tony
- E. & F. Concession
- Farleigh, May
- Felgar, Harry H.
- Felsen, Lester
- Forrest, Evelyn
- Fraziers, Jack
- FREDRECKSON, Donald R.
- George Jr., Harold
- Gibson, Irene
- Glover, Mr. John
- Gordon, Barbara
- Guthrie, Rex
- Hedberg, Rose
- Holly, Miss Chris
- HOLT JR., Theodore
- James
- King, Harry
- Johnston, Mrs.
- Stanley
- JONES, Edward
- Francis
- Knight, H. C.
- (Popeye)
- Kobout Jr., Mr.
- Joseph
- Komakan, Mrs. D.
- Lee, June
- Lorman, Mrs.
- Martha
- Lewis, Peggy
- McDonald, Corinne

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway, New York 19, N. Y.

Office Hours— 9:30 A.M. to 6:00 P.M. Monday to FRIDAY (Not open on Saturdays or Holidays)

- Adams, Miller
- Adler, Frank
- Allabaz, Countess
- Jeanette
- Baby Betty
- Bach, O. J., Shows
- Baker, Joe
- Barry & Ray
- BAUM, Harry
- BLACK, Henry
- Brennan, Chas.
- Britt, Milton
- Buffet, Edith
- BURDETT, Robert C.
- Calvert, Ernest
- Calvert, Mrs. M. G.
- Carlsen, Bob
- Carson, Tommy
- Carroll, Marie
- Cole, Olive Conper
- Converse, Art
- Cooper, Virginia V.
- Cotton, Earl
- Craig, John W.
- Craig, Walter
- Crisp, Kitty
- Delaune Ray
- Davenport, Charles
- Dawn, Dolores
- McCOY, Wm. Edward
- McKaye, Margie
- McKeon, Ed
- Machado, William F.
- Maguero, Henrietta
- Malange, Biles
- Manning, Rose
- Martin, Alice
- Marvin, Jack
- Masterson, John
- Merrill, Arthur
- MEULEMANS, Charles C.

Alabama

- Athens—Limestone Co. Negro Fair, Approx. Oct. 1. Maxie Allen.
- Attala—Etowah Co. Fair Assn. Sept. 13-18. F. U. Logsdon.
- Birmingham—Alabama State Fair, Sept. 27-Oct. 2. Nat D. Rodgers.
- Centre—Cherokee Co. Fair. Middle of Oct. Dr. S. C. Tatum.
- Courtland—Lawrence Co. Fair Assn. Oct. 4-9. C. C. Horton.
- Dothan—Houston Co. Fair. Oct. 4-9. L. J. Lunsford.
- Florence—North Ala. State Fair, Sept. 6-11 or 13-18. C. H. Jackson.
- Huntsville—Madison Co. Fair Assn. Sept. 14-18 (tentative). Marie Dickson.
- Jasper—Walker Co. Fair. Sept. 27-Oct. 2. E. H. Pierce.
- Mobile—Mobile Co. Fair. Oct. 4-10. Mort L. Bixler.
- Montgomery—Central Ala. State Fair. Sept. 13-19. Mort L. Bixler, Mobile.

Arkansas

- Arkadelphia—Clark Co. Fair. Oct. 8-9. George S. Dews.
- Blytheville—Mississippi Co. Fair. Sept. 20-26. J. Mell Brooks.
- Des Arc—Prairie Co. Livestock Assn. Sept. 24-25. R. H. Romunder.
- El Dorado—Union Co. Livestock Assn. Sept. 27-Oct. 2. Julius Miller.
- Hot Springs—Garland Co. Fair Assn. Oct. —. Lewis Goltz.
- Piggott—Clay Co. Fair Assn. Oct. 1-2. V. C. Wright.
- Pine Bluff—Arkansas Livestock Show. Oct. —. Sen. Clyde Byrd, El Dorado, Ark.
- Pocahontas—Randolph Co. Fair Assn. Sept. 29-Oct. 1. Ben A. Brown.
- Prescott—Nevada Co. Fair Assn. Oct. 14-15 (tentative). G. C. Murray.

California

- Del Mar—San Diego Co. Fair. Oct. 10-13 (if held). Hazel E. Frasse.

Colorado

- Fort Morgan—Morgan Co. Junior Fair. Approx. Middle of Aug. B. H. Trierweller.
- Longmont—Northern Colo. Fair Assn. Aug. 19-20. T. G. Thompson.
- Pueblo—Colorado State Fair. Aug. 23-27. Frank H. Means.
- Rifle—Garfield Co. Fair Rodeo. Sept. 6-7. E. P. Brown.
- Rocky Ford—Arkansas Valley Fair-Rodeo. Sept. 1-3. Carl Holder.
- Sterling—Logan Co. Fair. Aug. 16-18. L. H. Smith.

Connecticut

- Fairfield—Greenfield Hill Grange Fair. Sept. 11. Helen B. MacQuarrie, Southport.
- Haddam Neck—Haddam Neck Fair Assn. Sept. 6 (tentative). L. J. Seiden, E. Hampton.
- Harwinton—Harwinton Fair. Oct. 2. Paul Klambt, R. D. 2, Torrington, Conn.
- Pachaug—Pachaug Grange Fair. Sept. 4. Mrs. Mary Young, RFD 5, Norwich, Conn.
- Rocky Hill—Rocky Hill Grange Fair. Sept. 10-11. Nellie C. Warner.
- Woodstock—Woodstock Agrl. Soc. Sept. 14-15 (if held). Freeman R. Nelson, Pomfret Center.



1943 FAIR DATES

Florida

- Starke—Bradford Co. Fair. First or second week in Nov. S. A. Weldon.

Georgia

- Americus—Sumter Co. Fair. Week of Oct. 11. O. P. Johnson.
- Atlanta—Southeastern World's Fair. Sept. 24-Oct. 3. Mike Benton.
- Athens—American Legion Fair. Week of Oct. 25. F. W. Williams.
- Augusta—Exchange Club Fair. Nov. 1-7. J. D. Cheek.
- Bainbridge—Decatur Co. Fair. Oct. 11-16. T. E. Rich.
- Barnesville—Lamar Co. Fair, Legion. Second week in Oct. T. C. Power.
- Eastman—Am. Legion Dodge Co. Fair. Oct. 18-23. R. T. Ragan.
- Elberton—Elberton Fair Assn. Oct. 18-23. I. V. Hulme.
- Fitzgerald—Ben Hill Co. Fair. Oct. 18-23. Homer Waters.
- Gainesville—Northeast Ga. Fair Assn. Oct. —. Herbert H. Adderholdt.
- Griffin—Spalding Co. Fair. Second week in Oct. T. C. Power, Barnesville Hotel, Barnesville.
- Macon—Georgia State Fair. Oct. 27-Nov. 6. E. Ross Jordan.
- Manchester—Tri-County Fair. Oct. 11-16. Welby Griffith.
- Thomaston—Upson Co. Fair. Third week in Oct. T. C. Power, Barnesville Hotel, Barnesville.
- Valdosta—South Ga. Victory Fair. Oct. 25-30 or Nov. 8-13. H. K. Wilkinson.

Illinois

- Albion—Edward Co. Fair Assn. Sept. 7-10. Loy L. Thread.
- Aledo—Mercer Co. Agrl. Soc. Aug. 10-13. John W. McHard.
- Anna—Anna Fair. Aug. 23-27. J. F. Norris.
- Belleville—St. Clair Co. Fair Assn. Aug. 11-14. John R. Kamper.
- Benton—Franklin Co. Fair. Aug. 2-6. Harry W. Nolen.
- Bloomington—McLean Co. Fair. Aug. 17-19. Paul V. Curtis.
- Bradford—Stark Co. Agrl. Exhibit. Sept. 2. W. C. Brokaw.
- Bridgeport—Lawrence Co. Fair Assn. Aug. 23-27. G. C. Gross.
- Brownstown—Fayette Co. Fair Assn. Aug. 31-Sept. 4. C. A. Griffith.
- Cambridge—Henry Co. Fair. Aug. 17-20. M. E. Werbach.
- Carmi—White Co. Fair Assn. Aug. 17-20. Max Endicott.
- Carrollton—Greene Co. Fair Assn. Aug. 24-27. Franklin March.
- Charleston—Coles Co. Fair Assn. Aug. 2-7. Robt. R. Blackford.
- Du Quoin—Du Quoin State Fair Assn. Sept. 6-11. H. E. Strong.
- Elizabeth—Elizabeth Community Fair. Aug. 26. E. W. Buford.
- Fairfield—Wayne Co. Fair Assn. Aug. 25-28. Ralph C. Finley.
- Fairmount—Vermilion Co. Agrl. Fair. Aug. 15-21. Leland Baird.
- Farmer City—Farmer City Fair Assn. Aug. 3-6. E. S. Wightman.
- Greenup—Greenup-Cumberland Co. Fair Assn. Aug. 23-28. W. E. Freeman.
- Harrisburg—Saline Co. Agrl. Assn. July 26-30. Mrs. D. Pearson.
- Henry—Marshall-Putnam Fair. Sept. 7-10. R. H. Monler, Sparland, Ill.
- Kankakee—Kankakee Co. Agrl. & 4-H Club Fair. Aug. 17-20. F. R. Henrekin.
- Lewistown—Fulton Co. Fair Assn. Aug. 17-20. A. D. Young.
- Lincoln—Logan Co. Fair Assn. Aug. 9-13. Wilbur E. Layman.
- Marion—Williamson Co. Fair Assn. Aug. 30-Sept. 3. Ray Miller.
- Marshall—Clark Co. Fair. Aug. 9-14. H. R. Bamesberger.
- Mazon—Grundy Co. Agrl. Dist. Fair. Sept. 3-5. W. F. Carter.
- Melvin—Melvin Community Fair. Sept. 8-11. C. D. Thompson.
- Mendon—Mendon-Adams Co. Fair. Second week in Aug. Sidney Wright.
- Millard—Iroquois Co. 4-H Club Fair. Aug. 17-19. Wayne M. Rich.
- Monroe—Monroe Will Co. Dist. Fair. Aug. 31-Sept. 3. Scott M. McLaughlin.
- Morrison—Whiteside Co. Fair Assn. Aug. 31-Sept. 3. V. M. Dearinger.
- Mount Carmel—Mount Carmel Fair Assn. Aug. 9-13. E. Guy Pixley, W. Salem, Ill.
- Mount Sterling—Brown Co. Fair. Aug. 3-6. Walter I. Manny.
- Mount Vernon—Mount Vernon State Fair. Sept. 13-18. Neil K. Bond.
- Obion—Crawford Co. Fair. Aug. 30-Sept. 3. O. B. Price.
- Olney—Richland Co. Fair. Aug. 30-Sept. 3. W. H. Shultz.
- Oregon—Ogle Co. Fair. Sept. 4-6. E. D. Landers.
- Paris—Edgar Co. Agrl. Assn. Aug. 17-21. P. S. Henry.
- Peotone—Will Co. Fair Assn. Aug. 31-Sept. 2. C. T. Singer.
- Petersburg—Menard Co. Agrl. Fair. Sept. 1-3. Lloyd W. Chalcraft.
- Princeton—Bureau Co. Fair. Aug. 24-27. Wayne Slutz.
- Rushville—Schuyler Co. Livestock Show Assn. Aug. 17-19. V. A. Green.
- Salem—Marion Co. Agrl. Fair. Aug. 23-28. W. R. Hancock.
- Sandwich—Sandwich Fair Assn. Sept. 1-3. C. R. Brady.
- Shawneetown—Gallatin Co. Fair. Sept. 14-18. Chas. I. Oldham.
- Urbana—Champaign Co. Fair Assn. July 27-30. Carl A. Parks.
- Vienna—Johnson Co. Fair. Aug. 17-20. George Gray.
- Warren—Warren Fair. Aug. 18-21. J. W. Richardson.

Indiana

- Bluffton—Bluffton Free Street Fair. Sept. 28-Oct. 2. Carl Helms.
- Boonville—Boonville Fair Assn. Aug. 2-7. Albert C. Derr.
- Bourbon—Bourbon Fair Assn. Aug. 31-Sept. 4. P. B. Good.
- Brazil—4-H Club Fair, Kiwanis Club. Aug. 9-14. Al Hert.
- Cayuga—Vermillion Co. Fair Assn. Aug. 21-25. V. N. Asbury, Newport, Ind.
- Centerville—4-H Fair & Picnic. Aug. 2-7. Elizabeth Hatfield.
- Connersville—Fayette Co. Free Fair. Aug. 17-20. J. L. Kennedy.
- Converse—Miami Co. Agrl. Assn. Aug. 24-28. D. E. Warnock.
- Corydon—Harrison Co. Agrl. Soc. Aug. 23-27. Dr. L. B. Wolfe.
- Crown Point—Lake Co. Agrl. Soc. Aug. 25-29. J. M. Nelsen.
- Fairmount—Grant Co. Fair Assn. Sept. 1-6. Dr. H. D. Carter.
- Frankfort—Clinton Co. Fair Assn. Aug. 16-20. Will G. Ross.
- Goshen—Elkhart Co. Fair Assn. Aug. 10-14. John P. Stack.
- Huntington—Huntington Co. 4-H Fair Assn. Aug. 10-12. Fred A. Loew.
- Indianapolis—State 4-H Club Fair. Sept. 4-11. Guy Cantwell.
- Kendallville—Kendallville Fair. Aug. 17-20. U. C. Brouse.
- Kentland—Newton Co. Fair Assn. Sept. 14-17. A. M. Schul.
- La Porte—La Porte Co. Fair. Aug. 17-21. J. A. Terry.
- Lawrenceburg—Dearborn Co. Fair Assn. Aug. 23-28. Leonard Haag.
- Logansport—Cass Co. Fair Assn. July 25-30. Wm. Thomas Jr.
- Medaryville—Medaryville Community Fair. Sept. 9-11. Wm. F. Prall.
- Muncie—Muncie Fair. Aug. 1-6. A. G. Norrick.
- New Bethel—Marion Co. Free Fair. Aug. 2-7. Harry C. Roberts, Wanamaker, Ind.
- North Vernon—Jennings Co. Fair Assn. July 25-30. S. B. Berkshire.
- Osgood—Ripley Co. Fair. Aug. 3-7. H. L. Jenkins.
- Portland—Jay Co. Fair Assn. Aug. 8-13. Orien E. Holsapple.
- Princeton—Gibson Co. Fair Assn. Aug. 30-Sept. 4. Chas. A. Steele.
- Rensselaer—Jasper Co. Fair Assn. Aug. 31-Sept. 3. George M. Reed.
- Rochester—Fulton Co. 4-H Fair. Aug. 10-13. Fred Rankin.
- Rockport—Spencer Co. Fair Assn. July 26-31. Ralph H. Ritchie.
- Rockville—Parke Co. Fair. Aug. 16-21. Earl L. Swaim.
- Rushville—Rush Co. Agrl. Assn. Aug. 1-6. E. E. Privett.
- Salem—Washington Co. Farmers—Merchants' Fair. Aug. 18-20. Clarence Bowers.
- Shelbyville—Shelby Co. Fair Assn. Aug. 8-13. Harry D. Meiks.
- Spencer—Owen Co. Fair. Sept. 15-18. Fred I. Hoover.
- Sunman—American Legion Free Fair. Sept. 9-11. E. W. Howrey.
- Terre Haute—Vigo Co. Fair. Aug. 28-Sept. 2. E. J. Acree.
- Valparaiso—Porter Co. Agrl. Soc. Aug. 12-14. Margarete Homfeld.

Wabash—Wabash Co. Draft Horse Assn. Aug. 17-20. W. K. Delaplaine.
Warsaw—Kosciusko Co. Fair Assn. Aug. 31-Sept. 4. John Holm.
Winamac—Pulaski Co. 4-H & Community Fair. Aug. 12-14. Wm. Andrews.

Iowa

Ackley—Four-County Fair. Probably Nov. 23. Joe W. Coble.
Adel—Dallas Co. Fair. Aug. 19-21. Roger W. Leimbach.
Albia—Monroe Co. Agrl. Soc. Aug. 26-28. Mrs. L. R. Clarke.
Algona—4-H Club Achievement Show. Sept. 24-25. A. L. Brown.
Allison—Butler Co. Fair. Aug. 19-21 (tentative). Virgil E. Shepard.
Alta—Buena Vista Co. Agrl. Soc. Aug. 9-13. Chas. L. Miller.
Atlantic—Cass Co. 4-H Fair. Aug. 11-13. Lester Soukup.
Audubon—Audubon Co. Agrl. Soc. Sept. 6-8. A. B. Jensen.
Avoca—Pottawattamie Co. Fair. Aug. 23-26. R. F. McKinley.
Bedford—Taylor Co. Fair. Aug. 3-7 (tentative). C. N. Nelson.
Boone—Boone Co. Agrl. Assn. Aug. 23-25. C. E. Judd.
Central City—Linn Co. Fair. Aug. 5-8 (tentative). F. O. Satter.
Columbus Junction—Lousia Co. Fair. Aug. 17-20. W. M. Dunn.
Coon Rapids—Four-County Fair. Aug. 31-Sept. 3. Joe King.
Cresco—Howard Co. Agrl. Assn. Aug. 30-Sept. 2. C. G. Nichols.
Decorah—Winneshiek Co. Agrl. Assn. Aug. 19-22. Leon R. Brown. Cresco, Ia.
Derby—Derby Agrl. Assn. (4-H Show). Aug. 19-20. O. W. Morris.
Eagle Grove—Eagle Grove Dist. Junior Fair. Aug. 23-25. M. K. Frey.
Eldora—Hardin Co. Fair. Aug. 9-13. C. W. Haase.
Elkader—Elkader Fair. Aug. 25-27. E. F. Seifert.
Emmetsburg—Palo Alto Co. 4-H Achievement Assn. Aug. 24-26. H. E. Barringer.
Esherville—Emmet Co. Agrl. Show. Aug. 26-27. M. R. Baikema.
Fonda—Pocahontas Co. Agrl. Soc. Week of Aug. 16. B. F. Barber.
Fort Dodge—Webster Co. 4-H Fair. Aug. 23-24. Maurice A. Campbell.
Garner—Hancock Co. Agrl. Assn. (4-H Show). Aug. 23-24. Henry Stoitenberg.
Greenfield—Adair Co. Fair Assn. Aug. 19-20. H. W. Crooks.
Grundy Center—Grundy Co. Fair Assn. Sept. 7-10. C. S. Macy.
Guthrie Center—Guthrie Co. Fair. Sept. 9-11. M. L. Branson.
Hampton—Franklin Co. Fair Assn. Aug. 23-26. Glenn D. Craighton.
Harian—Shelby Co. Fair Assn. Aug. 23-26. Fred Louis Jr.
Hartley—O'Brien Co. 4-H Livestock Show. Aug. 23-24. F. W. Ehman. Primghar, Ia.
Ida Grove—Ida Co. Agrl. Soc. Aug. 17-19. Keith E. Myes.
Independence—Buchanan Co. Fair Assn. Aug. 17-20. B. O. Gates.
Indianola—Warren Co. Fair. Aug. 3-6. E. H. Felton.
Keosauqua—Van Buren & Jefferson Co. Fair. Aug. 10-13. Arthur J. Secor.
Knoxville—Marion Co. Fair Assn. Aug. 11-15. A. C. Milner.
Leon—Decatur Co. Fair Assn. Aug. 23-25. W. B. Halstead.
Lorimor—Lorimor Fair Assn. Aug. 16-19. Clyde M. Thompson.
Malvern—Mills Co. Fair. Aug. 24-26. D. M. Kline.
Manchester—Delaware Co. Fair. Aug. 11-13. F. W. Williams.
Manson—Cathoun Co. Fair. Aug. 26-29. Sara S. Klotz.
Marshalltown—Central Iowa Fair. Aug. 31-Sept. 3. George A. Price.
Mason City—North Iowa Fair 4-H Club Show. Sept. 5-6 (tentative). Harold S. Palmer.
Missouri Valley—Harrison Co. Fair. Aug. 24-26. Frank C. Burke.
Monticello—Jones Co. Fair Assn. Aug. 25-27. Ross Baty.
Mount Ayr—Ringgold Co. Fair Assn. Probably Aug. 16-21. R. E. Hauptman.
Moville—Woodbury Co. Fair. Aug. 25-27. Clyde Spry. Bronson, Ia.
Nashua—Big 4 Fair Assn. Aug. 24-28. Norton Bloom.
National—Clayton Co. Agrl. Soc. Aug. 31-Sept. 3. F. L. Lau. Garnaville, Ia.
Nevada—Story Co. 4-H Fair. Aug. 17-19. Glenn Z. Randa. Ames, Ia.
Northwood—Worth Co. Fair. Aug. 16-18. Courtney Lawyer. Manly, Ia.
Orange City—Sioux Co. Fair. Aug. 24-25. Gerrit Van Stryland.
Osage—Mitchell Co. Agrl. Soc. Aug. 20-22. Max Katz.
Oskaloosa—Southern Iowa Fair Assn. Aug. 10-12. Clyde A. Hanna. New Sharon, Ia.
Postville—Big 4 Agrl. Soc. Sept. 3-6. A. S. Burdick.
Rock Rapids—Lyon Co. Fair. Aug. 26-28. John T. Prior.
Sac City—Sac Co. Fair Assn. Sept. 13-15. Ray Delbert.
Sibley—Osceola Co. Livestock Show. Sept. 7-10. S. D. Robinson.
Spencer—Clay Co. Fair Assn. (4-H Club Show). Sept. 15-17. J. H. Peterson.
Spirit Lake—Dickinson Co. 4-H Club Congress. Sept. 2-4. L. E. Hendricks.
Tipton—Cedar Co. Fair. Aug. 26-28. C. S. Miller.
Vinton—Benton Co. Fair. Aug. 10-13. M. D. Fry.
Waukon—Allamakee Co. Fair Assn. Sept. 7-10. A. M. Monserud. Harpers Ferry.
West Liberty—West Liberty Fair. Aug. 23-26. Jay L. Duncan.
West Union—Payette Co. Fair. Aug. 23-27. Ed Bauder.
What Cheer—Keokuk Co. Fair. Aug. 21-24. E. P. Lally.

Kansas

Abilene—Central Kansas Free Fair. Aug. 23-28. Ivan Roberson.
Auburn—Auburn Grange Fair. Oct. 1-3. Mrs. Ina Cellers.
Barnes—Washington Co. Fair. Sept. 8-10. D. Linn Livers.

Belleville—North Central Kan. Free Fair. Aug. 30-Sept. 3. Homer Alkire.
Beloit—Mitchell Co. Fair Assn. Sept. 14-18. Frank L. Hill.
Berryton—Berryton Grange Fair. Sept. 24-25. Mrs. Bessie H. Sowers.
Big Springs—Douglas Co. Fair Assn. Sept. 1-3. Pete Bahnmaler. Lecompton.
Blue Rapids—Marshall Co. Fair Assn. Sept. 28-Oct. 1. Bob McHugh.
Buhler—Buhler Community Fair Assn. Oct. 30. J. A. Johnson.
Burden—Eastern Cowley Co. Fair. Sept. 1-3. E. E. Brooks.
Burlington—Coffey Co. Free Fair. Aug. 10-14. C. N. Hennig.
Clay Center—Clay Co. Free Fair. Sept. 7-10. Loren E. Law.
Coffeyville—Inter-State Fair. Aug. 9-13. Kenneth Card.
Columbus—Cherokee Co. Legion Free Fair. Aug. 16-21. Cooper Osterhout.
Conway Springs—Conway Springs Fair Assn. Oct. 7-8. R. H. Cline.
Delphes—Ottawa Co. Fair Assn. Aug. 16-20. J. S. Olds.
Dodge City—Southwest Fair & Rodeo. Sept. 1-5. Sam W. Pratt.
Effingham—Atchison Co. Fair Assn. Aug. 17-20. C. J. Hegarty.
Fredonia—Wilson Co. 4-H Fair. Aug. 19-20. Chas. A. Hageman.
Gardner—Johnson Co. Free Fair Assn. Sept. 16-18. Dale Baker.
Girard—Crawford Co. Fair Assn. Aug. 24-27. G. A. Trotter.
Glasco—Cloud Co. Fair. Sept. 7-10. R. M. Sawhill.
Goodland—Northwest Kan. Dist. Free Fair. Aug. 17-20. H. R. Shimeall.
Greensburg—Klowa Co. Free Fair. Aug. 24-27. G. A. Cochran.
Hardtner—Barber Co. Fair Assn. Aug. 31-Sept. 3. J. M. Molz.
Havensville—Community Fair Assn. Sept. 23-24. W. T. Flowers.
Hillsboro—Marion Co. Fair Assn. Oct. 5-8. Dr. G. S. Klassen.
Horton—Tir-County Fair. Sept. 8-10. Ralph E. Small.
Hutchinson—Kansas State Fair. Sept. 18-24. S. M. Mitchell.
Inman—Inman Community Fair. Oct. 22-23. Wm. J. Braun.
Independence—Montgomery Co. Farm Bureau Fair. Aug. 25-28. Leonard A. Rees.
Iola—Allen Co. Fair Assn. Aug. 30-Sept. 5. Harold F. Smith.
Junction City—Geary Co. 4-H Club Show. Sept. 1-3. Paul B. Gwin.
Kincaid—Kincaid Farmers' Fair Assn. Sept. 28-30. W. R. Brown.
Lane—Lane Fair Assn. Aug. 20-21. Wm. Christian.
Minneapolis—Ottawa Co. Fair Assn. Aug. 25-27. Willis Hogarty.
Neodesha—Neodesha Junior Fair. Sept. 24-25. K. F. Sherrill.
Norton—Norton Co. Agrl. Assn. Sept. 6-7. W. W. Isaac.
Osage City—Osage City 4-H Club Fair. Sept. 3-4. Wilbur E. Noller.
Oswego—Labette Co. Free Fair. Last week in Aug. Roy Nehr.
Overbrook—Overbrook Free Fair. Aug. 27-28. Chas. W. DeBoe.
Richmond—Richmond Free Fair Assn. Aug. 19-21. John H. Roeckers.
Rush Center—Rush Co. Fair Assn. Aug. 30-Sept. 2. Roy Peterson.
Salina—Saline Co. 4-H Club Fair. Sept. 1-3. Albert Frehe.
Sedan—Chautauqua Co. Free Fair. Oct. 1-2. Carl Ackerman.
Smith Center—Smith Co. Fair Assn. Sept. 15-17. M. C. Axelson.
Stafford—Stafford Co. Fair Assn. Aug. 31-Sept. 3. E. E. Erhart.
Sylvan Grove—Sylvan Grove-Lincoln Co. Fair. Sept. 14-17. O. M. Hurlbut.
Thayer—Thayer Fair Assn. Sept. 1-3. H. M. Minnich.
Tonganoxie—Leavenworth Co. Fair. Sept. 8-10 (Proposed). H. F. Geib.
Topoka—Kansas Free Fair. Sept. 13-18. Maurice W. Jencks.
Wakeney—Trego Co. Free Fair. Aug. 24-27. Lew H. Galloway.
Wakefield—Wakefield Free Fair. Oct. 7-8. Joe Mason Jr.
Washington—Washington Co. Fair Assn. Sept. 16-18. A. C. Fuhrkens.
West Mineral—Mineral Dist. Free Fair. Sept. 8-10. R. O. Mizner.
Wetmore—Nemaha Co. Free Fair Assn. Aug. 19-21. Howard V. Bixby.

Kentucky

Alexandria—Alexandria Fair. Sept. 4-8. J. W. Shaw. Newport, Ky.
Brodhead—Brodhead Fair. Aug. 11-14. W. O. Yaden.
Harrodsburg—Mercer Co. Fair. July 26-31. John S. Buster.
Lebanon—American Legion Fair. Sept. 24-27. Robt. T. Harman.
Somerset—Pulaski Co. Fair Assn. Aug. 31-Sept. 3. M. S. Thomas.

Louisiana

Donaldsonville—S. La. State Fair (Food for Victory Fair). Oct. 1-3. R. S. Vickers.
Leesville—Vernon Parish Fair. Oct. 4-10. M. N. Oakes.
Shreveport—Louisiana State Fair. Oct. 23-Nov. 1 (if held). W. E. Hirsch.

Maine

Blue Hill—Blue Hill Fair. Sept. 6-8. E. G. Williams.
Cornish—Cornish Agrl. Assn. Sept. 28-Oct. 2. Leon M. Ayer.
Dover-Foxcroft—Piscataquis Valley Fair. Aug. 28. Frank A. Pierce.
Farmington—Franklin Co. Agrl. Soc. Sept. 21-23. Frank E. Knowlton.
Fryeburg—Fryeburg Fair. Oct. 4-9. G. Myron Kimball.
Gorham—Gorham Fair Assn. Aug. 9-14. Irving W. Pottle. 100 Cross St., Portland.
Litchfield—Litchfield Farmers' Club. Oct. 5-6. Rhona B. Maloon.
Skowhegan—Maine State Fair. Aug. 15-21. Clayton Eames.
Topsham—Sagadahoc Agrl. Soc. Oct. 12-14. Samuel Woodward. Brunswick, Me.
Windsor—Windsor Fair. Sept. 3-6. E. R. Hayes.

Maryland

Cumberland—Cumberland Fair Assn. Aug. 16-21 (if held). Carl Schnautz.

Massachusetts

Blandford—Union Agrl. Soc. Sept. 6-7. C. R. Ripley.
Bridgewater—Plymouth Co. Agrl. Soc. Oct. 12. Elisha Ellis.
Brockton—Brockton Agrl. Soc. Sept. 13-18. Frank H. Kingman.
Cummington—Hillsdale Agrl. Soc. Sept. 24-25. Leon A. Stevens.
Great Barrington—Barrington Fair Assn. Sept. 19-25. Paul W. Foster.
Greenfield—Franklin Co. Agrl. Soc. Sept. 13-15. Whitman B. Wells.
Heath—Heath Agrl. Soc. Sept. 1. Homer B. Tanner.
Huntington—Littleville Community Fair Assn. Sept. 18. Elmer O. Olds.
Marshfield—Marshfield Agrl. Soc. Aug. 31-Sept. 6. Horace C. Keene.
Middlefield—Highland Agrl. Soc. Sept. 3-4. Willard A. Pease. Chester.
Northampton—Tri-County Fair. Sept. 6-11. John L. Banner.
Rehoboth—Rehoboth Fair. Sept. 6-11. Mrs. D. Lee Johnson, RFD 1, Attleboro.
Spencer—Spencer Driving Assn. Sept. 4-6. R. F. Kittredge.

Michigan

Addison—Addison Community Fair. Oct. 7-8. Clare E. Monroe.
Adrian—Lewance Co. Fair. Sept. 20-25. F. A. Bradish.
Ann Arbor—Washtenaw Co. Fair. Aug. 3-6. Frank W. McLane.
Armada—Armada Agrl. Soc. Aug. 26-29. Roy Conner. Richmond, Mich.
Caro—Caro Fair. Aug. 24-28. Carl F. Mantey.
Cassopolis—Cass Co. Fair Assn. Sept. 4-6. Harry Ibbotson. Dowagiac, Mich.
Centerville—St. Joseph Co. Grange Fair. Sept. 20-25. F. J. Kemmerling. Colon.
Charlevoix—Eaton Co. 4-H Agrl. Soc. Sept. 1-4. Haus Kardel.
Coldwater—Branch Co. 4-H Fair. Sept. 15-18. Gordon R. Schlubatis.
Croswell—Croswell Agrl. Soc. Aug. 31-Sept. 3. Paul Helm.
Gladwin—Gladwin Co. Fair Assn. Sept. 22-24. Ray C. Havens, R. 2, Beaverton.
Hart—Oceana Co. Agrl. Assn. Sept. 9-11. W. H. Churchill.
Hastings—Barry Co. Agrl. Soc. Aug. 11-14. Chas. W. Sherwood.
Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 26-Oct. 2. H. B. Kelley.
Iron River—Iron Co. Agrl. Soc. Aug. 25-28. Carl G. Lindquist.
Ithaca—Gratiot Co. Free Fair. Sept. 6-11. James O. Peet.
Jackson—Jackson Co. Fair Assn. Aug. 31-Sept. 4. Ernest R. Hively.
Kalamazoo—Kalamazoo Co. Agrl. Soc. Sept. 27-Oct. 2. Hartman Kakabaker.
Lowell—Kent Co. 4-H Club Fair. Aug. 25-26. K. K. Vining, YMCA, Grand Rapids.
Marne—Berlin Fair. Aug. 31-Sept. 3. Mrs. Harvey Walcott, R. 2, Coopersville.
Marshall—Calhoun Co. Fair Assn. Aug. 24-28. B. D. Carpenter.
Mason—Ingham Co. Fair. Aug. 10-15. Joy O. Davis.
Morley—Morley Agrl. Fair Assn. Nov. 4-5. L. G. Morse.
Nashville—Nashville Agrl. Soc. Oct. 20. John W. Hamp.
Northville—Wayne Co. Fair. Aug. 18-22. Wm. E. Forney.
Norway—Dickinson Co. Free Fair. Sept. 3-6. Frank J. Mollnare. Iron Mountain.
Peck—Peck Agrl. Soc. Oct. 23-24. A. J. Godfrey.
Richmond—Richmond Agrl. Assn. Sept. 6. Vern Krause.
Saginaw—Saginaw Fair. Sept. 12-18. Clarence H. Harnden.
Sandusky—Sanilac Co. 4-H Fair. Aug. 26-28. Clarence E. Prentice.
Stalwart—Stalwart Agrl. Soc. Sept. 16-17. Robert B. Crawford.
Traverse City—Northwestern Mich. Fair. Aug. 30-Sept. 3. Arnell Engstrom.
Utica—Utica Free Fair. Aug. 15-21. Stanton Welsh, St. Clair Shores, Mich.

Minnesota

Albert Lea—Freeborn Co. Fair. Aug. 23-27. Herman D. Jensen.
Alexandria—Douglas Co. Fair. Aug. 25-28. R. S. Thornton.
Anoka—Anoka Co. Agrl. Soc. Aug. 20-22. C. A. Wickstrom.
Appleton—Swift Co. Fair Assn. Aug. 26-29. J. G. Anderson.
Arlington—Sibley Co. Agrl. Assn. Aug. 6-8. Louis Kill.
Aitkin—Aitkin Co. Agrl. Soc. Aug. 16-18. T. H. Arens.
Austin—Mower Co. Fair. Aug. 12-15. P. J. Holand.
Bagley—Clearwater Co. Agrl. Soc. Aug. 6-8. P. L. Renne.
Barnum—Carlton Co. Agrl. Assn. Aug. 20-22. A. H. Dath.
Baudette—Lake of the Woods Co. Fair. Aug. 12-13. John F. Clark.
Bayport—Washington Co. Agrl. Soc. Aug. 6-8. Monty Charlsen. Stillwater.
Bird Island—Renville Co. Agrl. Soc. Sept. 13-15. Paul Kolbe.
Blue Earth—Faribault Co. Fair. Aug. 24-26. L. B. Erdahl, Frost, Minn.
Brainerd—Crow Wing Co. Fair Assn. Aug. 23-25. B. C. Wilkins.
Caledonia—Houston Co. Agrl. Soc. Sept. 2-4. Ed Zimmerhahl.
Cambridge—Isanti Co. Agrl. Soc. Sept. 8-11. L. O. Carlson.
Canby—Yellow Medicine Co. Fair. Sept. 20-22. Kenneth Knutson.
Detroit Lakes—Becker Co. Fair. Aug. 5-7. G. W. Peoples.
Elk River—Sherburne Co. Agrl. Soc. Aug. 13-14. Richard F. Radway.
Farmington—Dakota Co. Fair. Aug. 20-23. H. L. Lawrence.
Fergus Falls—Otter Tail Co. Fair. Sept. 1-4. Knute Hanson.
Fosston—East Polk Co. Fair. July 30-Aug. 1. H. Algaard.
Garden City—Blue Earth Co. Agrl. Soc. Aug. 23-25. A. D. McCormack.
Glenwood—Pope Co. Agrl. Soc. Sept. 17-19. J. A. Leedahl.

Grand Marais—Cook Co. Agrl. Soc. Sept. 15-17. Mrs. K. N. Grimsrud.
Grand Rapids—Itasca Co. Agrl. Assn. Aug. 13-15. Francis Mullins.
Herman—Grant Co. Agrl. Assn. Aug. 19-22. G. I. Haney.
Hibbing—St. Louis Co. Agrl. Soc. Aug. 20-22. J. J. McCann.
Hopkins—Hennepin Co. Agrl. Soc. Aug. 15-22. Mrs. Rose Clasen, Long Lake.
Hutchinson—McLeod Co. Agrl. Assn. Sept. 13-16. Everett Oleson.
Jackson—Jackson Co. Fair. Aug. 26-29. Atton C. Geiger.
Kasson—Dodge Co. Fair. Aug. 23-26. O. A. Erickson.
Le Center—Le Sueur Co. Fair. Aug. 13-15. W. J. Baker.
Litchfield—Meeker Co. Agrl. Soc. Aug. 18-20. D. E. Murphy, Dassel, Minn.
Little Falls—Morrison Co. Agrl. Soc. Aug. 6-8. W. G. Lundquist.
Littlefork—Northern Minn. Dist. Fair Assn. Aug. 14-15. George Dahl.
Long Prairie—Todd Co. Fair. Aug. 9-11. C. G. Scow.
Luverne—Rock Co. Fair. Aug. 26-29. Albert Christenson.
Madison—Lac qui Parle Co. Agrl. Soc. Sept. 9-12. Olaf T. Mork.
Mankato—Blue Earth Co. Agrl. Soc. Sept. 14-15. Walter E. Haedt.
Marshall—Lyon Co. Agrl. Soc. Sept. 7-10. F. J. Meade.
Montevideo—Chippewa Co. Fair Assn. Sept. 20-23. Carl Engstrom.
Mora—Kanabec Co. Agrl. Soc. Aug. 23-25. Victor Elfstrom.
Morris—Stevens Co. Agrl. Soc. Sept. 3-6. Ernest Grace, Donnelly, Minn.
Molley—Morrison Co. Agrl. Assn. Aug. 20-22. V. Lockwood.
Nevis—Hubbard Co. Agrl. Assn. Sept. 9-11. Mrs. John Avenson, Park Rapids.
New Ulm—Brown Co. Fair. Aug. 19-22. W. A. Lindemann.
Northome—Koochiching Co. Agrl. Soc. Aug. 16-18. C. W. Bray.
Owatonna—Steele Co. Agrl. Soc. Aug. 17-20. C. A. Tineher.
Pequot Lakes—Crow Wing Co. Agrl. Soc. Aug. 19-21. A. C. Larson.
Perham—Perham Agrl. Soc. Aug. 13-15. C. W. Lotterer.
Pillager—Cass Co. Agrl. Soc. Aug. 24-25. E. H. Sorg.
Pine River—Cass Co. Fair Assn. Aug. 27-29. G. P. Rogalle.
Pipestone—Pipestone Co. Agrl. Soc. Aug. 24-26. E. F. Anderson.
Preston—Fillmore Co. Agrl. Soc. Aug. 26-29. Chas. H. Uley.
Princeton—Mille Lacs Co. Agrl. Soc. Aug. 25-28. R. C. Angstman.
Proctor—St. Louis Co. Fair Assn. Aug. 18-21. A. J. Sundquist.
Red Lake Falls—Red Lake Co. Fair. Sept. 11. E. T. Larvick.
Rochester—Olmsted Co. Fair Assn. Aug. 12-15. A. C. Burgan.
Rush City—Chisago Co. Agrl. Soc. Aug. 14-16. George W. Larson, North Branch.
St. Charles—Winona Co. Fair Assn. Aug. 20-22. R. M. Dixon.
St. Cloud—Sauk Rapids—Benton Co. Fair. Aug. 20-23. C. H. Varner, St. Cloud.
Saint James—Watsonwan Co. Agrl. Assn. Aug. 27-29. Hubert Ransom.
St. Paul—Minnesota State Fair. Aug. 28-Sept. 6. Raymond A. Lec.
St. Peter—Nicollet Co. Agrl. Soc. Aug. 26-29. Hilton E. Miller.
St. Vincent—St. Vincent Union Indust. Assn. Sept. 23-24. L. C. Ward.
Sauk Centre—Stearns Co. Agrl. Soc. Aug. 12-15. J. A. Schoenhoff.
Shakopee—Scott Co. Agrl. Soc. Aug. 23-25. R. T. Schumacher.
Slayton—Murray Co. Agrl. Soc. Aug. 19-22. W. M. Leebens, Fulda, Minn.
Tyler—Lincoln Co. Fair Assn. Aug. 26-29. Jens S. Bollesen.
Two Harbors—Lake Co. Agrl. Soc. Aug. 31-Sept. 3. Fred D. W. Thias.
Wabasha—Wabasha Co. Fair Assn. Aug. 19-21. Oscar Nelson.
Waconia—Farmers Co-Op. Agrl. Soc. Aug. 16-18. Ralph J. Effertz.
Wadena—Wadena Co. Fair Assn. Aug. 16-18. Clyde E. Kelsey.
Waseca—Waseca Co. Fair. Aug. 27-29. E. H. Smith.
Wheaton—Traverse Co. Agrl. Assn. Sept. 9-12. A. W. Vye.
White Bear Lake—Ramsey Co. Agrl. Assn. July 29-Aug. 1. Robt. Freeman, Coon House, St. Paul.
Willmar—Kandiyohi Co. Fair Assn. Sept. 15-18. Wm. O. Johnson.
Windom—Cottonwood Co. Fair Assn. Aug. 23-26. M. C. Langley.
Worthington—Nobles Co. Fair Assn. Aug. 23-25 (tentative). Alfred Larson.
Zumbrota—Goodhue Co. Fair Assn. Aug. 24-29. George W. Freeman.

Mississippi

Columbus—Columbus Fair. Sept. 20-25. Mrs. Elizabeth M. Proffitt.
Eupora—Webster Co. Fair. Sept. 27-Oct. 1. A. M. Meek.
Forest—Scott Co. Colored Fair Assn. Oct. 13-23. A. N. Ware.
Jackson—Mississippi State Fair. Oct. 11-18. Rex B. Magee.
Laurel—South Miss. Fair. Sept. 27-Oct. 2. R. B. (Jack) Jeffries.
Lexington—Holmes Co. Livestock Show. Aug. 13. J. W. Carson.
New Albany—Union Co. Fair. Oct. 22-23. B. U. Jones.
Sebastopol—Sebastopol Community Fair. Sept. 7-11. L. R. Anthony.
Tupelo—Miss.-Ala. Fair & Dairy Show. First week in Oct. J. M. Savery.
Yazoo City—Yazoo Negro Fair Assn. Oct. 4-8. R. J. Pierce.

Missouri

Bowling Green—Bowling Green Fair Assn. Sept. 15-17. Chas. Guthrie.
California—Monteau Co. Agrl. Soc. Aug. 31-Sept. 3. Toby Lademann.
Caruthersville—American Legion Fair. Oct. 6-10. H. E. Malloure.
Edina—Knox Co. Fair. Oct. 7-9 (if held). F. L. Green.
Kahoka—Clark Co. Agrl. Assn. Aug. 3-6. Lynne Gregory.

merchandise

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BINGO WINS SUPPORT

There really has never been any doubt about the majority of the people being in favor of bingo games. The multitudes who flock to play bingo and its variations are ample proof of that. But the fact remains that bingo is still illegal in many States when the letter of the law is applied. The present year is significant because it has shown that people want to make bingo in all its forms a legal form of amusement.

Odd years on the calendar are usually known as "Legislative Years" because a majority of the State Legislatures meet then. In 1943 a real battle-royal for legalizing bingo beyond any shadow of legal question was fought out in at least five Legislatures. The bingo issue became so prominent in these Legislatures that it was given bold headlines in the press all over the nation. The full effect of such publicity has been to make bingo more popular than ever and also to emphasize the popular support being given to bingo.

Most of the State Legislatures will convene again in 1945 and it seems a certainty that the momentum of popular support given to bingo will prepare the way for many Legislatures to put legal bingo on the statute books when they convene again.

The five States in which bingo gained much prominence in the Legislatures this year were Massachusetts, New York, Ohio, Pennsylvania and Wisconsin. Most of the bills were for legalizing bingo for charitable purposes. In Ohio the bingo provision actually became law as part of a bill directed against racket-controlled gambling. In all the other States the bingo bills were finally killed, but not until after having gained much publicity for the idea. In at least three of these States a bingo bill passed the Legislature, only to be killed by executive action.

The legislative fights that gathered about the bingo bills in these five States have brought to public attention some important facts.

Most important is the fact that bingo is still gaining momentum as a popular pastime for the masses of the people. The fact that it would become such a big issue in five

important States at one particular time shows that legislators as well as the people realize the popularity of bingo. It is also realized that bingo can become a political issue in a city or State and that when there is any question about its legality, then laws should be passed that settle the matter beyond question. In most places bingo is so popular that no question is raised about it, and yet there is always the possibility of making political capital about it. Hence the popular move to put legal approval on the statute books.

In all the States and cities where the issue has come up there has been strong popular support for the bingo bills. Organizations have been formed in order to give evidence of this popular support. When the bingo question has come before juries in cities and towns, the juries practically always pronounce in favor of bingo, thus showing where the popular feeling lies.

In many cases, when bingo comes before a Legislature or city council, the issue of charity bingo vs. commercial bingo is raised. It became a hot question in most of the five States considering bingo bills this year. Churches have issued strong pronouncements in favor of bingo for charitable, religious and fraternal organizations. The effect of all this is to put moral approval on the principle of bingo, whatever other arguments may be used against commercial games.

It now remains for the promoters of commercial games to set up such codes of ethics that will offset most of the criticism. The people themselves do not worry about whether it is charity or commercial bingo; they want to play bingo. But there will always be a problem of keeping bingo games within the realms of ethical conduct and fairness to the players. Only a few promoters are needed to violate the well-known rules and thus bring much criticism upon bingo games everywhere.

With such strong evidence of popular support now on record, the future of bingo looks bright. As soon as war restrictions are lifted it will be possible to offer a greater variety of merchandise prizes than ever. Uses for bingo are also increasing and the games are even now being used to boost production in war plants. Bingo is gaining.

LEO KAUL IMPORTING AGENCY, Inc.

115-119K SOUTH MARKET ST., CHICAGO 6, ILL.

THREE MINIATURE PORCELAIN SHOES

Assorted Colors. Handpainted with Flowers and Ornaments.

The flowers and ornaments either contrast from or harmonize with the colors of the shoes. All have charming effects. 1 doz. of a number smallest quantity sold.

#3817K—SLIPPERS



2 1/2 inches long, 1 1/4 inch high.

\$2.40 Per Doz. Pieces.

#3811K—DUTCH SHOES



Handpainted with tulips and ornaments. 3 inches long, 1 1/2 inch high.

\$3.60 Per Doz. Pieces.

#3810K—RIDING BOOTS



All decorated with beautiful roses in the same color, but the differently colored backgrounds of the boots gives each bunch of roses a different appearance. 2 3/4 inches high, 2 inches long.

\$3.60 Per Doz. Pieces.

#3806K—Entirely New BLOWGLASS PERFUME BOTTLES. With raised polka dots in six different colors.



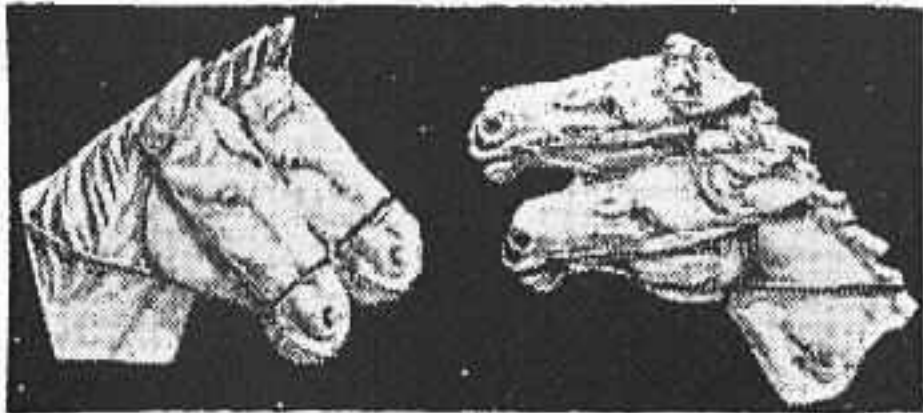
3 inches high, with glass dispensers on corks and rosette tops, color of rosettes matching colors of polka dots.

\$3.60 Per Doz. Weight 1 lb. to Doz.

In Gross Lots \$3.24 Per Doz.

TWO ENTIRELY NEW ARTICLES MADE OF TERRA COTTA COMPOSITION

#3947K—HORSEHEAD WALL PLAQUES
In High Relief



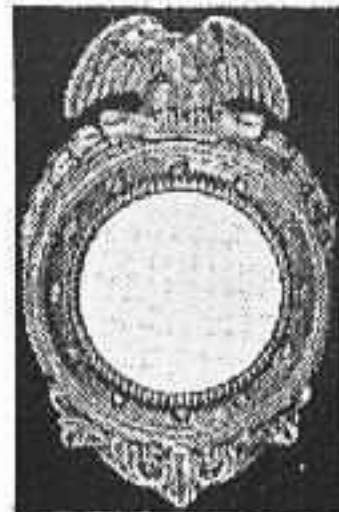
Each one about 3x4 inches, high relief about 1 1/4 inch. Ivory finish, shaded brown.

\$5.40 Per Doz. Pairs.

1/2 doz. pairs smallest quantity sold.

In 3 Doz. Pair Lots, \$4.80 Per Doz. Pairs.
Weight about 4 1/4 lbs. to the doz. pairs.

AMERICAN EAGLE CONVEX MIRRORS



Mirror 5x5 inches; size of frame all over, 8x12 inches. Boxed individually.

#3922K in shaded ivory finish.

#3923K in antique brown finish.

\$9.60 Per Doz.

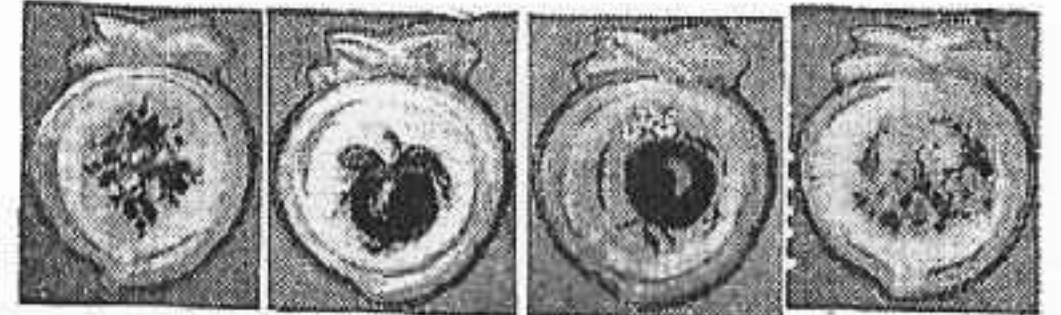
1/2 dozen smallest quantity sold.

In 3 Doz. Lots, \$9.00 Per Doz.

In Gross Lots, \$7.80 Per Doz.

#3753K—EIGHT PIECE COASTER OR ASHTRAY SETS

Can also be used as platters, individual jelly plates and for many other purposes.



Made of beautiful fire-polished crystal glass, with handpainted flowers and fruits, four designs, an orange with blossoms, an apple, a tulip and a wreath of forget-me-nots. 3 3/4 x 4 1/2 inches. Set of eight put up in neat Gift Box, so arranged that when cover is removed the four designs show up in a flash in their full beauty.

\$14.40 Per Doz. Sets (of eight).

1/2 doz. sets smallest quantity sold.

In 3 Doz. Lots, \$13.00 Per Doz. Sets.

Weight 31 lbs. to the doz. sets.

MINIATURE BLOWGLASS JUGS

The jugs are from 1 1/4 to 2 inches high, but the opening is only about 1/8 of an inch, while the contents are from 1/2 to 3/4 of an inch, and so hard that they cannot be bent. The problem is, How did the contents get into the Jug?

1 doz. of a number smallest quantity sold. Weight about 1/2 lb. to the doz.



#3240K—With Lincoln Penny

\$1.80 Per Doz.



#3756K—With Indianhead Penny

\$2.00 Per Doz.



#3593K—With Parrot

A beautifully colored Parrot. We furnish with this number a neatly printed card with easel back, reading:

This parrot repeated naughty words, that's why he is in the Jug.

\$1.80 Per Doz.



#3594K—With Victory Button

\$1.80 Per Doz.



#3596K—With Colored Blowglass Pitcher

\$2.00 Per Doz.



#3796K—With Dice

\$1.80 Per Doz.

PRICES IN GROSS LOTS OF ALL MINIATURE BLOWGLASS JUGS

Those listed at \$1.80 per doz. are \$18.00 per gross.

Those listed at 2.00 per doz. are 21.00 per gross.

Those listed at 3.00 per doz. are 27.00 per gross.

In order to obtain gross prices miniature jugs may be assorted among all eight numbers, but never less than 1 doz. of a number, as they are packed in doz. lots.

THREE ENTIRELY NEW PORCELAIN ARTICLES

#3878K—Penguins



3 1/4 inches high, in four different colors.

\$3.60 Per Doz.

1 doz. smallest quantity sold. In three doz. lots

\$3.24 Per Doz.

Weight 1 1/2 lbs. to the doz.

#3877K—Polkadotted Frog



White with red mouth and polka-dotted in three different colors.

\$2.75 Per Doz.

1 doz. smallest quantity sold. In three doz. lots

\$2.40 Per Doz.

Weight 1 lb. to the doz.

#3901K—Flower Holder



Head of an Unknown Lady, 6 1/2 inches high, ivory finish, shaded in pink, blue and Sienna.

\$7.20 Per Doz.

1 doz. smallest quantity sold. In three doz. lots

\$6.60 Per Doz.

to hang or to stand.



#3595K—With Safety Pin

We furnish with these neatly printed cards with easel back, reading:

In case of emergency break the glass.

\$1.80 Per Doz.



#3892—With Sailing Boat

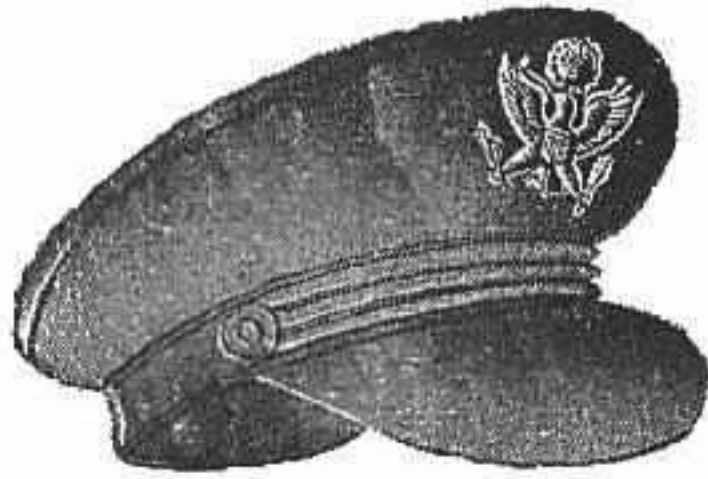
With green bottom to represent water, boat and sail white, red cork on bottle.

\$3.00 Per Doz.

In 3 doz. lots, \$2.40 Per Doz.

The items listed on this page are just a few of our hot sellers. We have hundreds and hundreds more, retailing from 25 cents to \$15.00, at splendid profits. Our set K of illustrated price lists gives full information, and will be sent to any re-seller on request. No C. O. D. orders filled without a deposit of 25%.

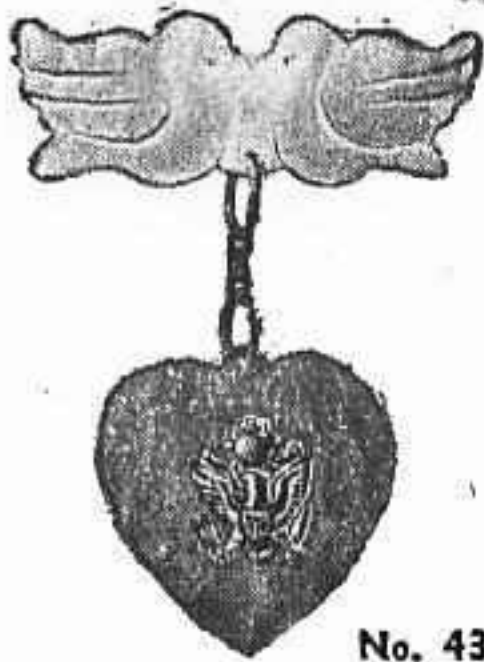
SKYROCKET YOUR SALES WITH THIS FAST MOVING LINE OF MILITARY INSIGNIA JEWELRY



No. 151



No. 157



No. 430

Here's the most complete line of Military and Naval Insignia Jewelry. Made of genuine Ocean Mother of Pearl with Sterling Silver Gold-Plated Insignias. Jewelry is individually boxed in velvet-lined boxes, and all colored pearls are dyed to the color best suiting the service. Mother of Pearl backgrounds are the closest authentic reproductions on the market. Order today! Delivery is immediate and unlimited. 1/3 deposit, balance C. O. D., F. O. B. N. Y. Please specify insignia wanted for each item, otherwise we will ship assorted insignias.

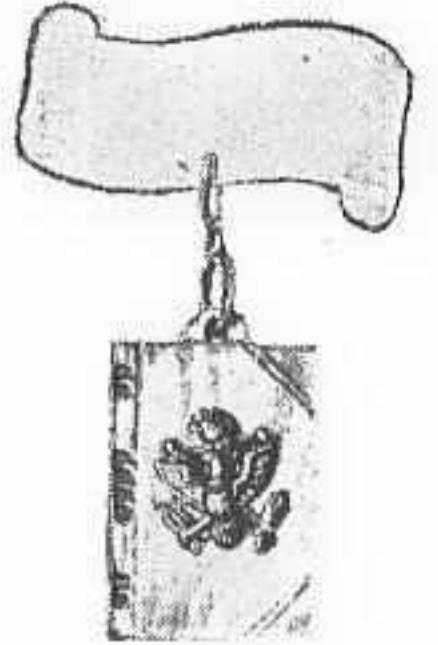
No. 151—Khaki Ocean Cap with Army Insignia and Pin Back, \$9.00 Per Dozen.

No. 157—Dyed Ocean Blue Service Cap Pin with "U. S. Navy" Sterling Silver Gold-Plated Lettering, \$9.00 Per Dozen.

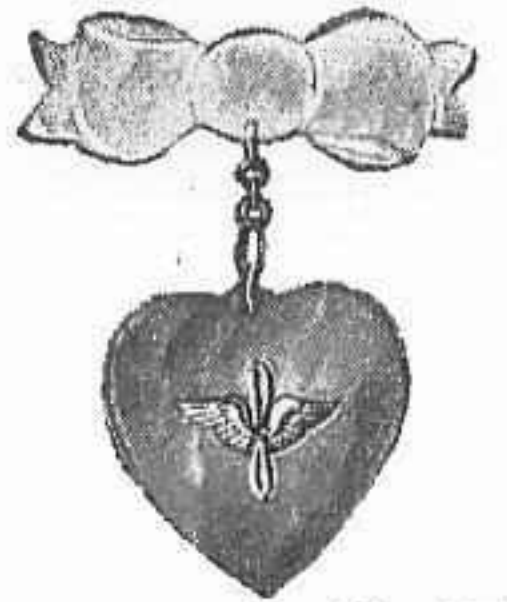
No. 430—Snail Double Love Birds with Blue or Khaki Ocean Heart and Insignia, \$9.00 Per Dozen.

No. 428—Snail Scroll with Blue or Khaki Ocean Book and Insignia, \$9.00 Per Dozen.

No. 426—Snail Bow with Blue or Khaki Ocean Heart and Insignia, \$9.00 Per Dozen.



No. 428



No. 426

We can supply any of the Fobs or Drops of the items displayed in this ad. Write for prices!

**JOBBER: WRITE FOR SPECIAL DEAL!
WRITE FOR CATALOG OF COMPLETE LINE
SEND \$3.00 FOR ONE SAMPLE OF EACH ITEM ILLUSTRATED IN AD**

MURRAY SIMON

109 SOUTH 5TH STREET,

TELEPHONE: EVERGREEN 8-6690

BROOKLYN, NEW YORK

HEX THE AXIS NOVELTY UTILITIES!

Here's the line that's tops in SALES, TURNOVER and PROFITS!

- HITLER PIN CUSHION \$4.20 doz.
- 3, 4. "JAPSO," "FATSO," "RATSO" flat-back Ash Trays \$4.20 doz.
- "DER FUEHRER'S FACE" Full Round Ash Tray \$6.00 doz.
- "NIPPY" Full Round Ash Tray \$6.00 doz.
- "RAM-BUNK-SHUS BENITO" \$4.20 doz.
- "HEX-THE-AXIS" Postcards \$2.90 per box of six subjects (300 assorted cards)
- "MEIN LAST WILL AND TESTAMENT" \$25 per M copies Order today! 1/3 Dep.; Bal. C.O.D. F.O.B. N. Y.

JOBBER GET SPECIAL DEAL

BASSONS DUMMY PRODUCTS
Creators of the Hitler Pin Cushion
57-02 48th STREET MASPETH, N. Y. C.

Popular Items

Waterproof Shower Cap

A new shower cap for men and women made from a new material is now being offered by Hydro-Tex Corporation. The firm has a varied line of waterproof and water-repellent items. The shower cap is unusually durable, waterproof and especially treated for long wearing qualities. The firm says it will not crack, peel or be affected by temperature changes. The material is heavy but soft, pliable and closely woven. It comes in two colors, gray or olive, and has a draw-string adjustment to fit any size.



Audubon Bird Jewelry

At least three of the original series of Audubon bird designed pins and earrings will be announced to the public in August. R. M. Jordan & Company is offering this item to the trade. The designs are said to be inspired by the famous American prints of John James Audubon. The designs offer unusual colorings; for example, the hummingbird pin and earrings have a fuchsia pink flower, bright green body, plum wings and head. The makers say that the jewelry announcement will have a publicity tie-up with a forthcoming movie by Warner Brothers.

Practical Photo Frame

A photo frame that will hold two snapshots, or one picture and service star, is being offered by Edward Sales. The firm furnishes a service star free

SPECIALS FOR THIS WEEK ONLY

U. S. GLASS INTERMEDIATES

- Ash Trays, Gro. \$4.00
- 4 1/2" Kitchen Bowls, Gro. 3.90
- 4 1/2" Nappies, Gro. 4.25
- Salt & Pepper Shakers, Gro. 4.75

AMERICAN MADE SLUM

- Jr. Air Raid Warden Bands, Per 100 \$1.25
- Catalin Charms, Gro. 1.00
- W. M. Rings, Asst. Gro. 1.00
- 27" Shoe Laces, Bik. Gro. .75
- Plaster Slum, 10 Styles, Gro. 1.25

IMPORTED SLUM

- 4110—Glass Straw Slippers, Gro. \$1.25
- 4119—Glass Stirrers, Gro. 1.45
- 6607—2 Dolls in Box, Gro. Boxes 1.50
- 9778—Bamboo Whistle, Gro. .60
- 8451—Cigarette Whistles, Gro. .90
- 9308—Roly Poly Pictures, Gro. .50
- 8170—Celluloid Teeth, Gro. .75
- 7315—Water Flowers, Paper, Gro. .95
- 9249—Toy Picture Book, Gro. .50

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

OVER 1000 JOBBERS

SELL OUR BINGO SUPPLIES

WRITE FOR CATALOG TO MORRIS MANDELL NEW YORK, N. Y.

131 W. 14th St.

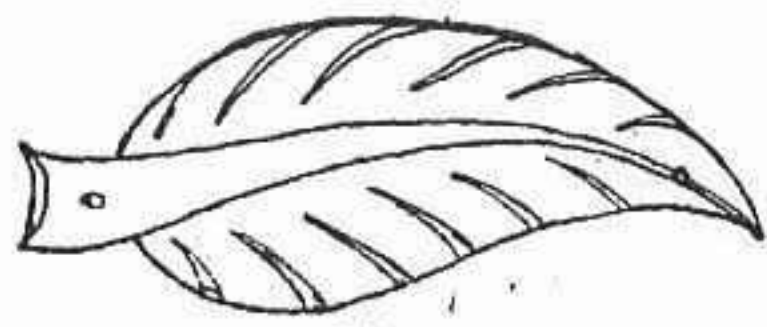
GENUINE FUR COATS JACKETS AND CHUBBYS!

1044 Fashions! Perfect Quality! Beautiful Styles! Large Assortment Caraculis, Sealines, Minkettes, Silvertons, Brown, Black Sable, Coyotes, Raccoons. Sizes 12 to 40. If not satisfied, money refunded within 3 days. Write today for FREE illustrated catalog and price list. AGENTS WANTED!

ROSE FUR CO., Dept. P-23
20 W. 27th St. New York

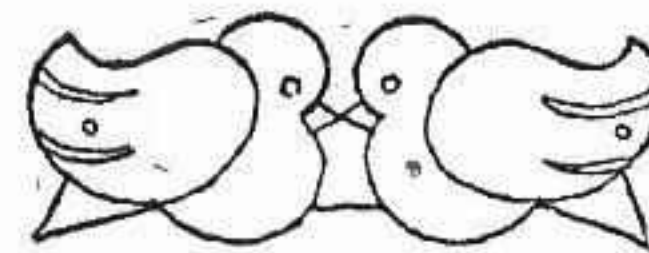
LOWEST PRICES

PEARL PLATES for Wire Workers



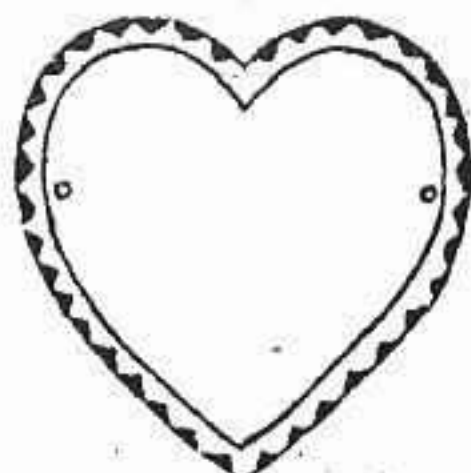
8545

We have just received consignments of Iridescent and Orchid Fresh Water Shells and are processing this material now. By August 15 we will be able to make immediate and unlimited deliveries. Therefore, we urge you to ORDER NOW and assure yourself of an ample supply. Pictured here are but a few numbers from our line.



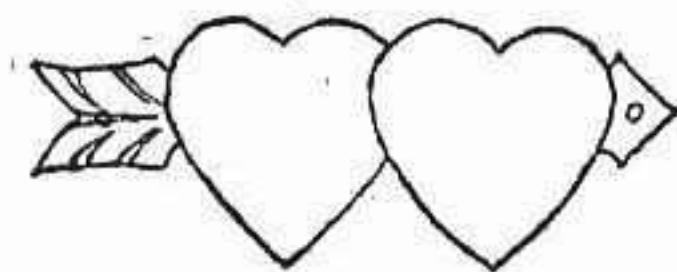
8567

Write for catalog of complete line.

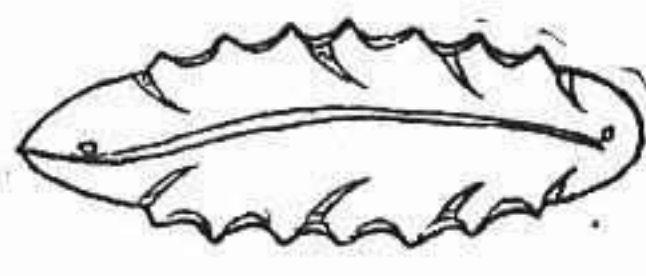


8515

NUMBER AND DESCRIPTION	BLUE OCEAN	IRIDESCENT FRESH WATER	ORCHID FRESH WATER
No. 8515—50 Ligne Heart, 2 Holes, 2 Engravings	\$25.20 Gr.	\$16.20 Gr.	\$16.20 Gr.
No. 8518—70 Ligne Leaf	\$12.00 "	\$ 9.00 "	\$ 9.00 "
No. 8520—70 Ligne Double Heart & Arrow	\$16.40 "	\$12.00 "	\$12.00 "
No. 8545—85 Ligne Feather	\$21.00 "	\$13.50 "	\$13.50 "
No. 8567—70 Ligne Double Love Bird	\$21.00 "	\$13.50 "	\$13.50 "
No. 8593—55 Ligne Bow	\$10.20 "	\$ 8.40 "	\$ 8.40 "



8520

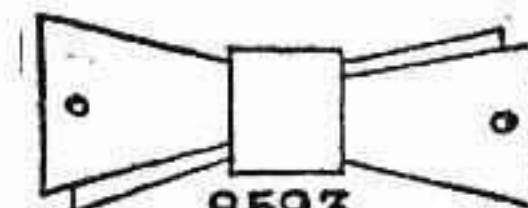


8518

5 GROSS LOTS, ASSORTED—5% DISCOUNT

Terms: 1/3 Deposit, Balance C. O. D. F. O. B. Brooklyn, N. Y.

WE HAVE WIRE FOR WIRE WORKERS
WRITE FOR COMPLETE DETAILS



8593

MURRAY SIMON

109 SOUTH 5TH STREET
BROOKLYN 11, NEW YORK
PHONE: EVERGREEN 8-6690

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.

with each frame. The frame folds up like a billfold for pocket or bag and is attractive when set on a dresser or table. It is made of washable leatherette material and is long lasting. It sells in quantity at the present.

Shoe Cloths Useful

With shoes much more precious than ever before, shoe polishing cloths are proving popular items. Cadle Chemical Products, Inc., offer an attractively packaged line of chemically treated shoe polishing cloths. The makers say that the item is moving very fast because people realize the importance of keeping shoes well polished. Even men in the service use them. The cloths are made for all colors of shoes and do not scratch or mar the finest leather. The polish lasts as long as the cloth.

Many Uses for Decals

In these days of material shortages decal decorations are selling in big quantity and also proving useful to the jewelry and novelty worker. The Meyercord Company has added some very attractive novelties to their well-known line of decals which are interesting to the specialty merchandise field. They have decals which are very useful for decorating wood, glass, metal, novelties and even furniture. They currently offer full color flag decals, which are timely.

Snake Ash Tray

An ash tray in the form of a rattlesnake is being distributed by Stuart Novelty Company. The product resembles a coiled snake with the coils tapering to form the ash tray in the center. The item is ultra-realistic and is obtainable in two sizes. There is also a baby rattler that may be held in the hand.

Pearl Pins

The two latest additions to the Murray Simon military insignia jewelry line, the army and navy service caps, are among the most popular items offered by the firm. Both are dyed genuine ocean Mother of Pearl—the navy cap with gold-

GLAMOROUS FUR COATS

Jackets and Boleros

Make Your Selection Direct From My Factory

I carry a full line of distinguished 1943-'44 styles . . . including Persians, Muskrats, Skunks, Foxes in all shades, Marminks, Kid Skins, Sealines, Beaverettes, Checkings, Caraculs, Krimmers, Pony and every other Fur.

LOWEST FACTORY PRICES

WRITE immediately for new illustrated catalog and price list just off the press. It is FREE.



Manufacturing Furrier

BRIEN SEWARD (Dept. B) 299 Seventh Ave., New York City

TRICK POCKET KNIVES

IMMEDIATE DELIVERY

— SPECIAL SAMPLE OFFER —

SEND \$1.00 FOR 3 SAMPLES

LOU FOX ENTERPRISES, 220 S. State Street, Chicago

Ref. FIRST NATIONAL BANK, CHICAGO

FURS OF DISTINCTION COATS

JACKETS—CHUBBIES

LARGE assortment of NEW 1943-44 outstanding creations. Perfect quality. Excellent workmanship. Furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors.

LOWEST FACTORY PRICES

Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furriers
236 W. 27th St., Dept. B-3, New York 1, N. Y.

WATER PROOF WATCHES

In Lots of 3, \$50.00.
1 Dozen assorted rebuilds, \$50.00, plus shipping cost.
\$10.00 money order required.
Send no cash!

ZUSSMAN'S
PHILADELPHIA, PA.



207 W. Gerard Ave.

INTRODUCTORY LISTINGS NOW READY

Covering All Items Still Available

IF YOU ARE A SHOWMAN, PREMIUM-USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

IMPORTANT To obtain the proper listings, be sure and state in detail your business and type of goods you are interested in.

ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD., ST. LOUIS 3, MO.

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



Selling BIG everywhere!

EVERY

STORE THAT BOUGHT THIS ITEM HAS RE-ORDERED MANY TIMES

VICTORY MORNING PAPER

Copyright 1942 by Randolph Novelty Co.
 PACKED TWO DOZEN ROLLS TO A BOX
 DISPLAY CARTON IN EACH BOX OF TWO DOZEN
\$12½ PER DOZ. (\$2.25 per Box of 2 Doz.)

WE PAY SHIPPING CHARGES ON ALL ORDERS OF SIX DOZEN OR MORE



FREE DISPLAY
WITH EVERY ORDER



WE KNOW YOU WILL DO A BIG VOLUME BUSINESS WITH THIS ITEM!

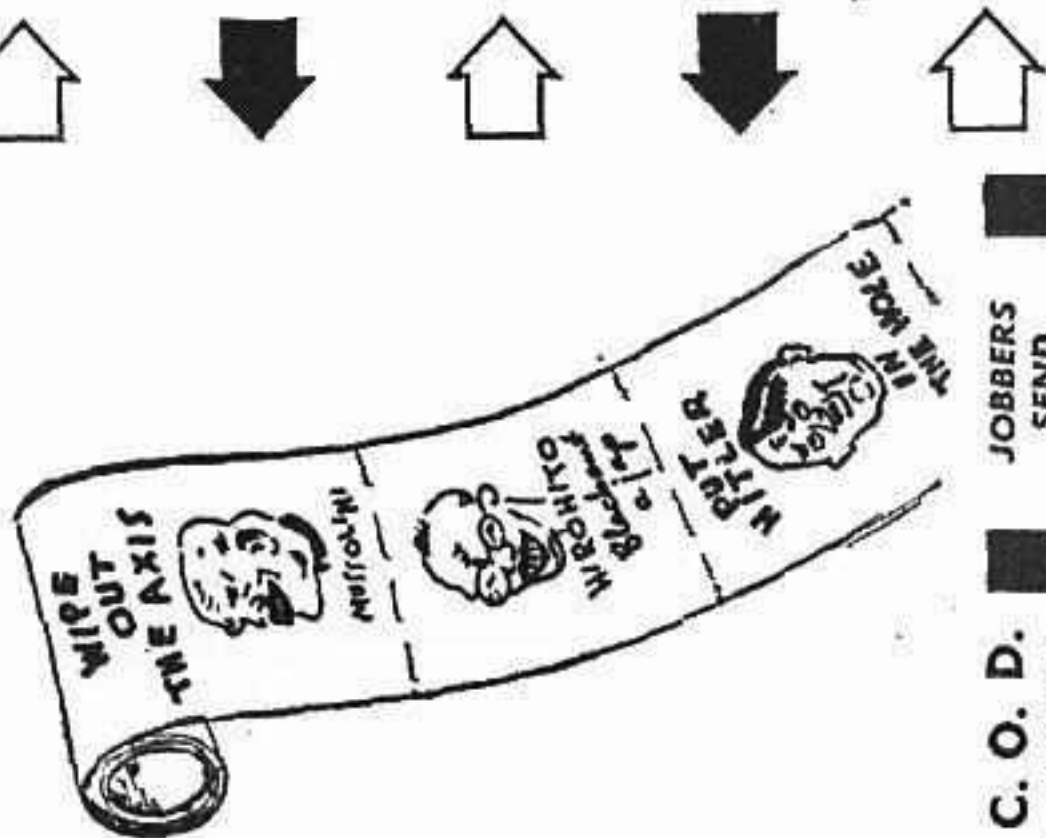
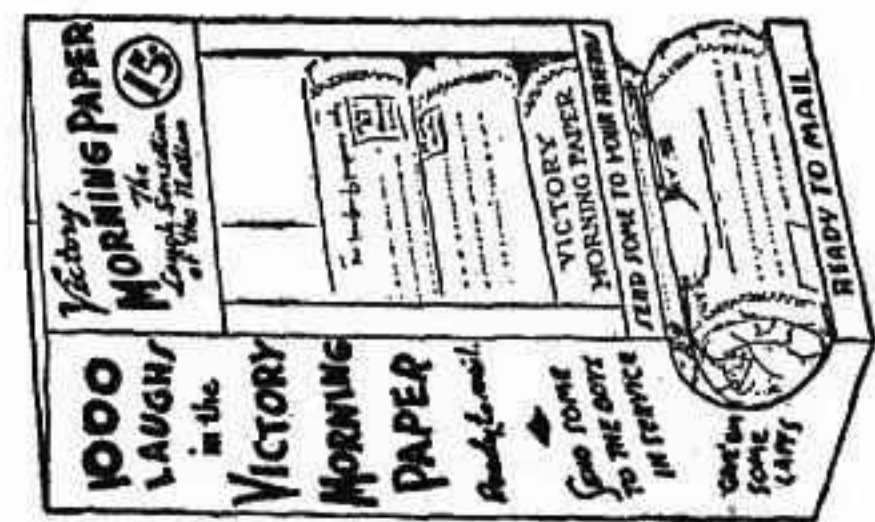
DON'T FAIL TO TEST THIS FAST SELLING, NEW, TIMELY, LAFF RIOT NOVELTY.

ORDER NOW

Randolph Novelty Company
Manufacturers • Distributors

3757 NORTH RACINE AVENUE
CHICAGO 13, ILLINOIS

TERMS: 2% DISCOUNT WITH CASH ENCLOSED ORDERS—DEPOSIT ON C. O. D. WE PAY SHIPPING CHARGES ON ORDERS OF 6 DOZEN OR MORE.



JOBBER SEND FOR PRICES

plated sterling silver "U. S. Navy" letters and the army cap with gold-plated sterling silver army insignia. Items are individually packed in velvet-lined boxes. Murray Simon also reports that he has just received consignments of iridescent and orchid fresh water shells which he is now processing into pearl plates for wire workers. There has been heavy demand for these, and Simon will be in a position to make unlimited deliveries after August 15. Firm also supplies wire.

Hose Menders Back Again

Now that hosiery is a problem to every woman, hose mending devices are becoming increasingly useful. The Hose Mender Company has an improved device which proves useful at the present. The makers say it automatically reknits all types of hose, including nylon, in case milady has nylons. Full directions are furnished with the item, and the new improved mender has special features which make it easy for any woman to learn to use it.

Offer Knitted Coaster Sets

Colorful knitted coasters are a fast-selling item in novelty shops all over the country. Coverknit, a division of Fidelity Machine Company, has a trademarked line of the knitted coasters. These coasters make the serving of drinks a pleasure. They are a convenience for the housewife as well as for guests. The trade-marked name for this line of coasters is Hi-Jacs.

Who Is Hitler?

The "Who is Hitler?" comic cards offered by Haskell D. Boyer are reported fast sellers. Many dealers are so anxious to obtain the cards that they are air-mailing their orders. The firm's greatly increased volume of business has enabled it to offer this specialty at a lower price than formerly. One dealer offers customers their dimes back if they fail to laugh at "Who is Hitler?"

Distinctive Pillow Tops

G. W. Simms is now offering distinctive pillow tops in several grades. Their current leader, obtainable in the best grade only, is the famous Liberty design, consisting of beautiful flocked reproductions of the American Flag, the Statue of Liberty and the American Fighting Eagle. The colors of these symbolic features have been carefully selected to blend harmoniously into the background.

D. Robbins & Company, makers of "Slam the Axis" post cards and "Hitler's Last Will and Testament," two items which have produced a nice volume of repeat sales, announce that another Robbins hit will be released to the trade shortly. In order to handle the increased volume of business the firm has moved to new and larger quarters in the same building where its previous offices were located. Other items in the Robbins line include "Comic-View Post Cards," "Scenic Picture Paks" and "War Plane Photos."

BENGOR IS MOVING

TO LARGER QUARTERS
119 FIFTH AVENUE, Cor. 19th St.

CLEARANCE SALE

on Hard-To-Get Merchandise
 Safety Pins, No. 00, 65¢ gross; No. 0, 75¢ gross; No. 1, \$1.00 gross; No. 2, \$1.10 gross; No. 3, \$1.40 gross. Pocket Knives, 2 blades, \$5.50 dozen. Styptic Pencils, \$1.95 gross. **BOBBY PINS**, approx. 850 to 900 to pound, \$4.75 pound. Army Sewing Kits with Victory Sissors, \$2.00 dozen. Pillow Tops with Fringe, Army, Navy, Air Corps, \$4.95 dozen.

BENGOR PRODUCTS CO.
878 BROADWAY • NEW YORK 3, N. Y.



FURS

COATS, JACKETS, BOLEROS

Quality — Price — Style
 Latest 1944 Styles. Coneys, Sealines, Caraculs, Muskrets, Mouton Lamb, Persian Paws, Skunks, Silver Fox, Red Fox, etc. Write for Large Illustrated Catalog. Free.

M. SEIDEL & SON

243 W. 30th St. N. Y. C.

WOOD JEWELRY
 Lapel Gaddets • Pendants • Pins • Photo Lockets • Gold Wire Mother Hearts
 Send \$10.00 For Sample Assortment
 New Catalogue
 Charles Demee
 WOOD PRODUCTS
 PHONE 116 E. WALNUT ST. LOCUST 3913 MILWAUKEE, WIS.

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.

BIG MONEY MAKER!



SLAM THE AXIS POST CARDS
 A LAUGH IN EVERY CARD!
 8 different subjects. All take a "Slam" at the Axis. Printed on glossy stock. Look like 5¢ Value. Merchant's price 65¢ per 100 cards. Retail at 3 for 5¢. Minimum shipment 600 cards, assorted. Cash with order. We pay postage. **JOBBER!** Write for Special Deal!

D. Robbins & Co.

152B West 42nd Street NEW YORK CITY

GREETINGS!!

Remember Pearl Harbor, Ogdan, 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.



Size 11x6x4"

A NON PERISHABLE Summer Item

Gorgeous CEDAR CHESTS
Filled With Delicious **STUFFED FRUIT**

Genuine solid Cedar Chests with colorful glass picture paneled in center of ornately carved lid. Full size mirror with frost-designed border on inside lid.

Filled with two layers (2½ lbs.) of taste-tingling Pineapple, Cherries, Figs, Nuts, Dates and other fruits deliciously preserved with Cane Sugar, Corn Syrup and Honey, cellophane wrapped.

Per DOZ. \$33 F. O. B. Chicago

Sample Price, \$3.50 Each

25% on C.O.D.'s or Cash in Full MUST Accompany All Orders.

EARL PRODUCTS CO.
3850 Lexington St., Chicago, Ill.

Predict Making of Civilian Radio Sets Before War Ends

CHICAGO, July 24.—A prediction that manufacture of civilian radio sets may resume before the actual end of the war is contained in a booklet issued recently by the Sonora Radio and Television Corporation.

Among reasons given for the prediction are hints from Washington that automobile manufacture may resume before the war is over, the release by the War Production Board of thousands of electrical refrigerators, the production schedule for over 1,000,000 alarm clocks, the government's belief that the maintenance of civilian sets is a wartime must, and WPB authorization of the production of radio tubes and radio batteries.

Mention is also made of the post-war market analysis by the Department of Commerce on the volume potential of the first normal post-war year: Radio sales, including television, \$1,100,000,000, almost three times the \$415,000,000 volume of 1940.

The pamphlet also says, "In viewing the juicy potential market, some idea of how radio stacks up against minor appliances as a volume and profit booster may be gained by taking a look at the pre-war 1941 figures and then projecting our thinking to the buying carnival ahead. Radio set sales in 1941 were 13,700,000 units, \$415,795,000; toaster sales, 2,640,000 units, \$17,945,000, and electric iron sales, 5,585,000 units, \$21,990,750."

IT'S JERRY GOTTLIEB for the



A FLASH THAT SURPASSES ANYTHING YOU'VE EVER SEEN

BEST VALUES
Ever Offered
IN
PLUSH TOYS
COMPARE!

No. 813 32" High
No. 812 28" High
No. 811 24" High

Also No. 810—20" High. These Beautiful Pandas in Black and White are also made as Honey Bears in Brown and Gold. Well constructed. Full cut and are really extraordinary values. These are not packed as Sets. Order each size as desired. 12 to a carton.

CHARLES BRAND
154 W. 27th St., New York

CAN SHIP

FOX TAILS
IMMEDIATE DELIVERY
POPULAR PRICES
Write or Wire for Particulars

GENUINE PEARL SHELLS and FISHSCALES

Pin, Necklace and Earscrews, matched sets, pastel colors.

\$6.50
Per Dozen Pieces.

SAMPLE SET, 3 Pieces Boxed, \$1.65 or 55c ea.

SHELL PLAQUES \$6.00 Doz.

E. G. BARNHILL
Wisconsin Dells, Wis.



CUDDLE PANDAS
Appealing Father & Son Set



No. 802—So real they are irresistible. Large Flappy Ears, Big Moving Eyes, Well constructed Bodies, Cotton Stuffed, Extra Lustered Plush—Black and White with felt patched eyes. Father is 24" high, Son is 13" high. Packed one Set to the carton, 12 sets to a master carton.

CHICO & CO.
Lifelike Monkey Set



No. 801—CHICO, the Mother Monkey, is 24" overall, with Big Rolling Eyes, her baby is 13" high. They are made of extra fine Lustered Plush in Brown and Eggshell, cotton stuffed. Packed one Set to a carton, 12 to a master carton.

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!)

THE HONEY BEARS
Mama & Her Darling Daughter



No. 804—Mama is Fat and Chubby, well developed, Large Ears, Big Eyes, well made. Comes in Brown and Eggshell Lustered Plush. Mama is 24" high, Daughter is 13" high. Packed one Set to the carton, 12 Sets to a master carton.

DUMJO & GUMBO
Baby Elephant Set



No. 806—DUMJO & GUMBO: Dumjo with the Large Body and Big Ears, made with Red and White Lustered Plush, is 24" overall, and is a real hit. His offspring is Gumbo, a Big Baby 13" overall and strong as a bull. Packed one Set to a carton, 12 Sets to a master carton.

IT STARTS YOU IN BUSINESS—SELL TIES

Sell complete line of Ties, Knitted Ties, Khaki Ties, Bows, Tie and Kerchiefs Sets, etc.

De Luxe Ties, Sample 80¢. Doz. \$7.00
100% Wool Lined Ties, Sample 40¢. Doz. \$4.20
Slide On Ready Tied Ties, Sample 40¢. Doz. 4.20
Army Khaki Red-Knot Ties, Sample 35¢. Doz. 3.80
Tie & Kerchief Sets, Sample 65¢. . . . Doz. 7.50
Send 25% deposit, balance C. O. D. Write for FREE Wholesale Catalog.

PHILIP'S NECKWEAR
20 West 22d St., Dept. B43 New York

"WHO IS HITLER?"

New Hot Comic Card, fastest 10c seller of the year. Repeat orders coming in every day. New low prices. 3 samples, 25c coin; 100—\$3.00; 500—\$10.00; 1,000—\$17.50. Cash with order. All cards are in envelopes and are shipped prepaid. Order today!

HASKELL D. BOYER
P. O. Box 1486, Fort Worth, Texas

TRAVEL BAGS

Heavy Canvas Leather Trimmed Bags. Strong and roomy, collapsible. 3 button snapover, \$15 Dz.; with long zippers, \$18 Dz. Fine as over-nighters or for service folks. Colors: Blue, O.D. and Khaki.

Gold Quality Mfg. Co.
178 Federal Street BOSTON, MASS.

CIGARETTE LOADS \$3.25 GROSS

RATTLESNAKE ASH TRAY

This is not a war item, but a genuine reproduction of a Rattlesnake. Sells on sight. Doz. \$3.25; Gross \$37.50.

BABY RATTLER, \$1.50 DOZ.; \$16.50 GROSS. FAST 25c SELLER.

1/3 deposit with order, balance C.O.D.
Stuart Novelty Co.
628 Woodward Ave. DETROIT, MICH.

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.
1093-1035 Mission St., San Francisco, Calif.

Sensational Hits ORDER TODAY
by
WIRE — PHONE — MAIL

JERRY GOTTLIEB INC.
303-4th AVE., NEW YORK, N.Y. TEL: GRAMERCY 5-4435

Outlook at Mid-Year

A Resume by the Merchandise Staff of The Billboard

THE first half of 1943 has been marked by increasing restrictions, shortages in merchandise and all those other problems that come in the wake of a war emergency. The favorable point is that merchandise firms have been able to sell any and all merchandise—when they had anything to sell. The outlook for the second half of the year is immediately conditioned upon the fact that the war is yet to be won and the big fighting seems just to have begun in July. That restrictions and calls for greater civilian sacrifices will increase goes without saying.

Industry and business is already looking beyond the trying months ahead to the favorable trends that will set in as soon as either Japan or Germany are knocked out of the war. Thoughtful business men are making plans for the future. There seems to be a growing opinion among business leaders that conversion to civilian production will be gradual, thus avoiding serious upsets in the domestic life of the nation. There is also much promise that the production of novelty and specialty merchandise will be resumed as early as possible and that many firms will fill in during conversion by turning out small items.

Merchandise distributors have proved their worth in the distributing set-up of the nation during the war period, and they will find a much bigger field of supplies than ever when the war crisis is passed.

Various Ideas

Business leaders vary considerably in their views of how the country will adjust itself to normal pursuits again. After the last war it was 10 years almost before industry as a whole caught up with the people. Radios were not really ready for the home until about 1922, and a lot of other products were not available in quantity until later. Some are arguing now that the quantities of new materials, new processes and new ideas will not be ready for many years after the close of the present war.

But there seems to be a much larger group of business leaders this time with pent-up energies just waiting for the chance to get into production of civilian goods again. Many of them will have ideas for specialties to put on the market, for the gadget age was just beginning when the war came on to stop many things.

The consuming public has not been uprooted as much as might be expected by the war, and will be in the market with plenty of money when the merchandise is again available. Inflation exists as a terrific threat to the luxury merchandise field for the duration, but a lot of money is being saved and will be ready for spending when the war is over. To show how the population is still running about normal, experts estimate that 80 per cent of civilians employed are still engaged in the making or distribution of civilian goods and services. This fact will help to cushion the adjusting of the nation back to a peacetime basis. Most leaders think that business and the people will be able to adjust themselves to a new era much quicker this time than following the last war. Today's tempo of living and many technical improvements will help industry catch up in quick time.

Some estimates have already been made as to how soon plants can be returned to civilian production, and radio manufacturers caused surprise when some of them said they could be making civilian goods within two months after the conversion order was given. This will be encouraging to the specialty merchandise field, because the radio plants will be turning out portable and table sets much sooner than the de luxe models of the future they are planning for.

Almost every week finds some trade

authority making an optimistic prediction about the future. During the week of July 12 the F. W. Dodge Corporation predicted that new plants for making civilian goods would increase about 30 per cent in the post-war period. This, in spite of the fact that many have been worrying about what will be done with all the plants now turning out war goods. The Dodge firm bases its prediction on the big deferred demand for civilian goods. If so much new manufacturing capacity becomes available soon after the war it will certainly mean a great boost to the distributing end of the merchandise business.

Helpful Factors

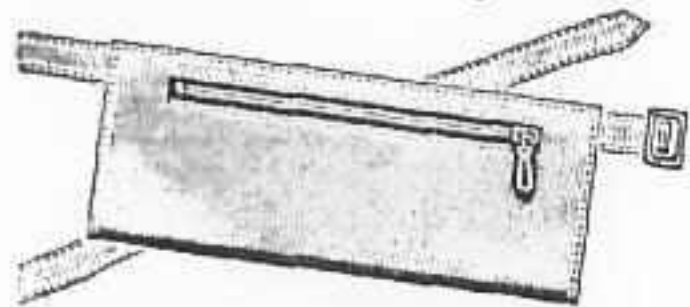
In time of war it may be expected that every wind is an ill wind, but civilization seems to be able to save itself by maintaining constructive forces even in the midst of war. War demands for materials

and new processes has so greatly spurred the search for new ideas and materials that a new era of wonders is confidently expected after the war. The novelty trade thrives on new materials and ideas and if one-tenth of all that has been promised comes true, a much greater trade than ever may be expected.

The merchandise trade has already got a glimpse of what the future may bring by getting to use small amounts of certain new materials now going chiefly to the armed forces. The rich field of plastics was already opening up when the war began, and it is well understood that great new developments have taken place in plastics during the last two years. Treated fabrics have become important for war uses, and the merchandise trade has been able to get some of these materials for use in spectacular items. The limited use of these materials

MONEY BELTS

For Servicemen or Civilians in Big Demand—Now!



- B25L6—Zipper Money Belt. Khaki water repellent twill. 10 1/2" long. Per Dozen\$8.50
 - B25L13—As Above in White for Navy. Per Dozen 8.50
 - B25L1—Khaki Two Pocket Money Belt. No Zipper. Per Dozen 4.50
- Send \$2.00 for Sample Each of Above



LEATHER DUFFEL BAG

This genuine leather Utility Kit is going over big! Has embroidered Armed Forces insignia. Height 8", diameter 4 3/4". Draw string closing. A practical gift for the man in service.

- No. B17L127—Brown, Army Insignia.
- No. B17L128—Blue, Navy Insignia.
- No. B17L129—Brown, Air Corps Insignia.

Per Doz. \$15.00. Sample Postpaid \$1.50.

OLD GLORY PICTURES



Patriotic and unusual beauty, reproduced from the original oil painting by C. A. Sherman. Five color plates give all of its original beauty. Natural wood frame.

- Size 12 1/2 x 4 1/2". Ship. wt. 1 lb. B31N39—Each 35c
- Per Dozen\$3.95
- Size 9 1/2 x 20 1/4". Ship. wt. 2 lbs. B31N40—Each 70c
- Per Dozen\$7.75
- Size 22 1/2 x 12 1/4". Ship. wt. 2 lbs. B31N41—Each 98c

Steel Cover Shields of Faith Bibles and Prayer Books Selling Terrific



New Testament and Psalms with 20-gauge steel, bullet deflector cover. Fits uniform pockets, size 2 3/4 x 4 1/4". In mailing carton. Mails anywhere for 3c. Retail at \$1.95.

- B40K48—Khaki, \$1.17
- B40K49—Navy, Ea.
- As above, Catholic Prayer Book, B40K51—Each\$1.17.

Gold Plated Military Brooches, \$2.85 Dozen; \$30.00 Gross.



22 K. gold plate on plastic. Illustrated actual size. Available in Army, Navy and Air Corps. Limited stock available.

- B36J537—Per Doz. \$2.85. Per Gr. \$30.00.

JOSEPH HAGN CO.

Wholesalers Since 1911
223 W. Madison St., Chicago 6

CASH IN! .. ON THESE TWO FAST SELLERS

All-in-One SHOE SHINING KIT



Everything needed to keep shoes sparkling in one kit that fits into your pocket.

● KIT CONTAINS:

- One special mud scraper.
- One brush-polisher of solid oak with lamb's wool polisher and heavy felt dauber applicator.
- One Tube of Brown and One of Black Elgin Polish—Best there is.
- Comes in 10 oz. herringbone waterproof drill bag, with flap and snap fastener.

A fast \$1 Retailer

YOUR PRICE—Only \$7.20 a doz. Sample \$1 Each

Utility TRAVEL BAG

Roomiest, handiest little bag there is!

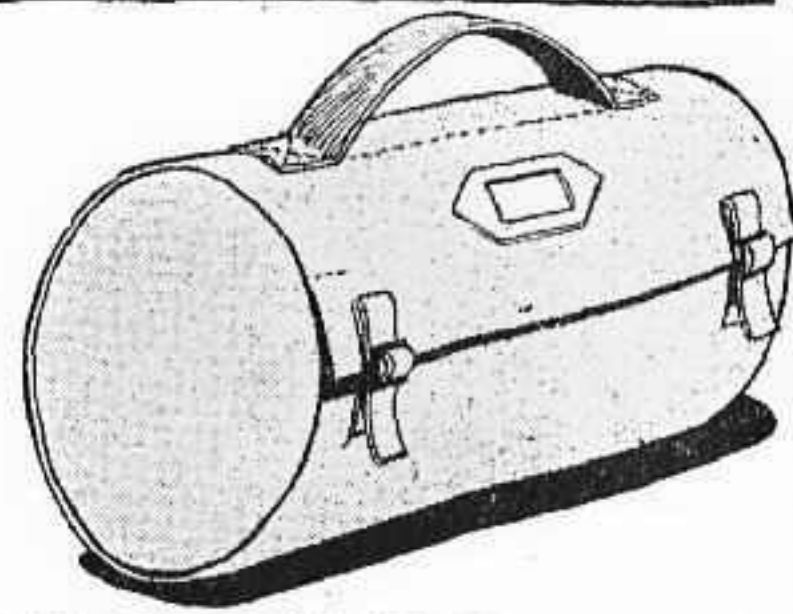
- Measures 7x14 inches.
- Absolutely waterproof—made of 12 oz. khaki twill drill.
- Wood bracer top—reinforced construction thruout.
- Two web buckle straps—leather identification holder.
- Can be squashed flat when not in use.

A terrific \$2 Seller
YOUR PRICE—Only \$12 a doz. Sample \$2

One-third down—balance C. O. D.

We have a complete line of the Country's Most Timely Items for Servicemen.

PETER PEYTON, 405 1/2 WASHINGTON ST., WAUKEGAN, ILL.



Army, Navy and Air Force Design FLOCKED PILLOW TOPS

Size 18"x17". Slight seconds, unfringed. Camp names imprinted. Rayon and satin fronts, rayon backs. All from stock wholesaling from \$7.50 to \$10.50 per doz.

In Gross Lots
\$2.40 Per Doz.

Sample Doz. Prepaid U. S. A.\$3.00

Genuine Saddle Leather Cowboy Cuff
SCARF SLIDES \$1.50 Per Gr.

Genuine Saddle Leather Min. Cowboy Hat
SCARF SLIDES Or Brooch Ornament Seconds \$1.50 Per Gr.

50% Deposit Must Accompany All Orders

MEIER & FRANK MERCHANDISE COMPANY

2150 Arapahoe St.

Denver 2, Colorado



Bear—Style No. 1654

We Call Them
**FUZZY
WUZZY**

You'll Say
They're the

**Quality You
Can See and
Feel!**

Each Animal is covered in long pile plush fabric.

Impressively large size — a full 26". Fluffy stuffed for cuddly softness. Amusing handpainted mask faces. Big silk ribbon bows around the neck.

**BIGGEST MONEY-MAKERS
EVER OFFERED FOR FAIRS,
SALESBOARDS, CARNIVALS, etc.**

Monkey—Style No. 1658



• Fuzzy Wuzzys are chock-full of Child Appeal, and the Crown-Ups, too, go for these gorgeous animals! There's a smiling dog, grinning monkey and laughing bear. Each is big and soft and light. Incomparably different. All with lovable handpainted mask faces. Salesboard operators, concessionaires, premium users, here is an item which is guaranteed to get Top Money wherever shown. \$10.00 Retail Value.

\$54⁰⁰ Per Doz.

Packed 1/2 doz. of each to a carton. Minimum shipment, 1 1/2 doz. Terms: 1/2 Dep. with Order, Bal. C.O.D., F.O.B. N. Y.

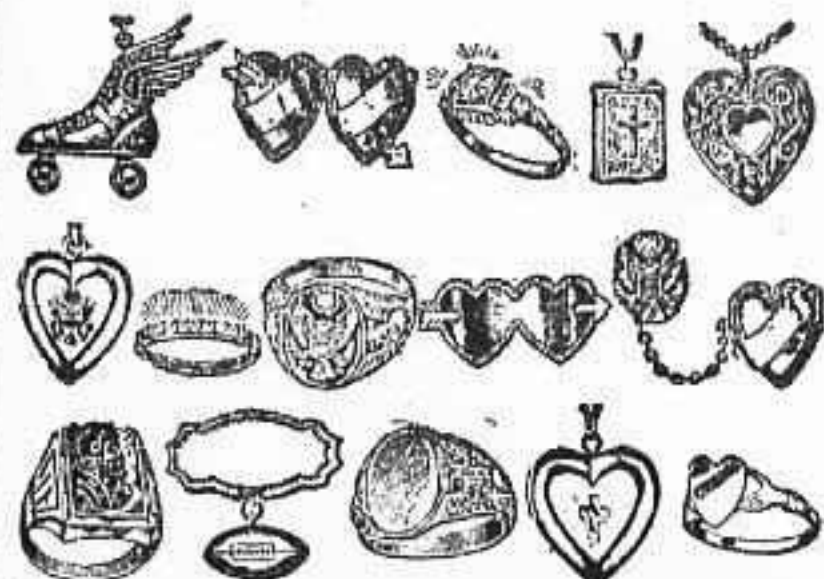
**Order This Animal
"Act" Today! It's a
Sellout! Ready for
Immediate Delivery.**

**JOBBER: WRITE FOR
QUANTITY PRICES**



Dog—Style No. 1659

FREUNDLICH NOVELTY CORP., 1107 BROADWAY, NEW YORK 12, N. Y.



FAST SELLING JEWELRY
FOR ENGRAVERS, FAIRS, MILITARY STORES,
RESORTS, PROMOTIONS, etc. **FAST SERVICE!**
Send \$10.00 or \$20.00 for Samples.
MAJESTIC BEAD & NOV. CO.
307 Fifth Avenue New York 16, N. Y.

has been enough to give a foretaste of what can be done when the war is over.

While waiting for new materials the trade has learned new tricks with materials that have in the past been considered commonplace. The novelty trade has turned up with a lot of new items made from wood, silver and all the other materials that have been common for years. This experience will serve the trade thru many years to come. New markets have also opened up to a degree that indicates the consumer demand for specialties is still in its infancy. With millions of men in the armed services, the official post exchanges and small stores near camps and war production plants began to use specialty merchandise in amazing quantities. The fact is that millions of these men have been given a taste for novelties which they would never have gained otherwise in so short a time. The war has actually speeded up the consumer demand for novelties, and the increased pace is sure to last after the war.

The manufacturing industry in most cases has been able to obtain war work and will be in good condition when the time comes to convert to civilian work. Many of the plants have expanded, have added new machinery and have increased the number of skilled employees. With the threat of unemployment after the war, every plant may expect its best workers to want to stay on when the period of readjustment sets in. Manufacturers and distributors have found such a big consumer demand, with plenty of money everywhere, that it has been possible to clear out old stocks of any kind of merchandise. Every firm will be able to start again with clean shelves when better times are here.

Immediate Future

With the war crisis still ahead, it is not wise to be too optimistic about the immediate future. All signs point to increasing restrictions and shortages for many months to come. The specialty trade can be content with the fact that

**WE CARRY
A FULL LINE OF
STERLING
SILVER
NOVELTIES**
All Branches of Service at \$2.40 per doz.
1/4 Dep., Bal. C.O.D.
**MANHATTAN GLOVE
& NOTION CO.**
27 Orchard St.
NEW YORK CITY

**DON'T MISS OUT ON THIS REAL
MONEY MAKER.
IMPROVED TRIM-RITE HAIR TRIMMER**
Combs and Trims Hair at Same Time
Sample 25¢
Doz. \$1.50
Gr. \$14.00
Trim-Rite Co.
New Kensington, Pa.
Doz. Mounted on Counter Display Card, \$1.75.
Gross \$15.00. 25% Dep. with Order.

**1943 CROP
MEXICAN JUMPING BEANS**
500...\$3 1000...\$5 5000...\$20
COLUMBIA
RICHMOND 7, VA.

**OUTSTANDING
SERVICE
BANNERS**
Illustrated are but four in our outstanding Patriotic banner line! All banners are heavily flocked with outstanding colors, sharp lettering, insignias and stars. Incomparable for value, quality and appearance.

\$2 Trial Order Special
Brings you \$8 Retail Value! Plus Money-Back Guarantee!

You receive, postpaid, representative selection of banners. If not entirely pleased, return shipment for full refund plus postage. You don't risk a penny!

48 HOUR SERVICE
In no case, we guarantee, will more than 48 hours elapse between receipt of order and shipment!

OVER 20
Beautifully Tailored Modern Banners
Patriotic banners include "OLD GLORY," "KEEP 'EM FLYING," "LIBERTY BANNER" and others too numerous to list! Our standing MONEY BACK GUARANTEE has been in force for years with never a return—repeat orders in many grosses have always resulted. Prices range from 90¢ to \$6.00 per doz. Size range from 5 3/4"x9 1/4" up to 19"x23". Send for YOUR trial special today, name of nearest jobber will be included for your convenience. Jobbers, write for special prices.
1/3 Deposit With Order, Balance C.O.D., F.O.B. N. Y.

"GLORY," 19"x23"
\$6.00 Doz.

"PLEDGE," 19"x23"
\$6.00 Doz.

"U.S. MARINES IN SERVICE"
Army, Navy, Marine, Air Force, Coast Guard, Merchant Marine and Wac, 1 to 4 stars, 8"x11", \$1.50 Doz.

"KEEP 'EM FLYING FOR VICTORY"
9"x12" - \$1.50 Doz.
17"x19" - \$4.00 Doz.

Representative Edward Vidinhar, 1689 Kalauekalanui St., Honolulu, T. H., carries our entire line for your convenience.

HARRY REITER 143 WEST 20TH STREET, NEW YORK, N. Y.

PRIZE PACKAGE DEALS AND JOKE ITEMS
For the Jobbing Trade
ATTRACTIVELY PACKED FOR COUNTER DISPLAY
We are making up 10¢ prize package deals, packed in individual containers, ready for counter display by retailers. Also making up display cards containing a large variety of popular Jokes, Tricks and Puzzles; each item enclosed in envelope with directions. Prices quoted on request.
EAGLE SPECIALTY CO., Main & McCoy Sts., Akron, Ohio

Tops in Pillow Tops!

Here's the quality line of fast selling—profitable—Military Pillow Tops. Deliveries—at present—are IMMEDIATE and UNLIMITED! Now is the time to stock up for Christmas. Don't wait—ORDER TODAY!

Flocked Pillow Top in assorted bright colors. Satin faced. 2½" Cord or Floss Fringe. One color impression. Packed individually or in bulk. Obtainable in all Services with assorted sentiments. Special Insignia or Camp Name applied at no extra cost on individual orders of 60 dozen or more.

\$6.50 Per Dozen



Service Banner Pillow Top—copyrighted. Printed Red and Blue on White Taffeta with 2½" Cord or Floss Fringe. Obtainable in all Services with or without Camp Name. Packed individually or in bulk.

\$7.80 Per Dozen



Seven Color Oil Painted Satin Pillow Top—one of the most outstanding numbers in our line! 2½" Cord or Floss Fringe. Packed individually or in bulk. Obtainable in all Services with assorted Sentiments, Camp Name or Special Insignia applied at no extra cost on individual orders of 24 dozen or more.

\$11.50 Per Dozen



The finest Pillow Top ever made! Satin Front and Back with hand sewn, rope-finished Gold edging and large four colored embroidered pattern. Obtainable in all Services. Packed individually or in bulk.

\$24.00 Per Dozen



Send \$5 for complete postpaid set of all pillow tops pictured

PLUS THESE FAST SELLERS—

New Military Gift Item—Ladies' embroidered 9-way Victory Scarf. Flocked or embroidered for all Services. Individually boxed ready for mailing.

Embroidered Handkerchiefs for all Services. Packed 1 dozen to box.

\$3.60 Per Dozen

Send \$4.00 for sample dozen to cover mailing and handling.

Terms: 1/3 deposit, balance C. O. D., F. O. B. N. Y.

RATED JOBBERS INTERESTED IN DISTRIBUTING OUR LINE, WRITE FOR DETAILS!

MILITARY PROMOTIONS 1133 BROADWAY NEW YORK, N. Y.

the public will rush to buy any merchandise that may be offered in the meantime. It may be expected that sizable quantities of materials may become available from time to time, if nothing else, as odds and ends from war plants. The government has recently taken steps to liberalize the release of scrap or left-over materials, which indicates that some thought is being given to the subject.

The specialty trade has always profited by increased public travel, and hence will lose to some extent as travel is cut in every way possible during the coming months. There is no question but that the increased tenacity of the war will force additional curtailments on travel within the United States. Up to the present much has depended upon voluntary effort to cut travel, but from now on there is a general expectation that travel will be cut by direct order. This will be temporary, however, and the merchandise field can look forward to a much greater era of travel when the war is over. Outlets for merchandise increase in direct proportion as travel increases, and people on the go are always ready customers for novelties of all kinds. The prospect of greatly increased travel is one of the many rich promises for the merchandise trade. During the war men in the services move about a good deal and they are always buying whenever they can find articles for sale.

Economic Theory

Any trade or business may be affected by economic movements or trends much bigger than itself. Industrial activity during the war has greatly increased the spending money which the masses of the people have in their pockets. Because of so much money people have been ready to spend for whatever strikes their fancy. This condition has stirred up differences of opinion as old as the history of money. A speaker recently touched on some of the issues involved in this question before a convention of merchants in Chicago, but it was easy to see that he was afraid to commit himself, or else realized that little could be done about it. He spoke in terms of the standard of living and suggested that it would be difficult to maintain the present high rate of production in normal times. It is easy to see that when the masses of the people have plenty of spending money there is a greatly increased demand for merchandise. But the nation has not yet decided on a plan to keep so much money flowing that does not involve all sorts of political agitation.

Whatever the theories, more people than ever before in the history of the nation are hoping for a continuance of a high rate of production, employment and free circulation of money after the war.

Another political and economic question that receives a lot of attention at the present time is that of inflation. Here again it is hard to separate the political from the economic chaff and tell what are the facts. Inflation has proved disastrous in previous wars and there is constant dread of it now. But there are also powerful groups in the nation that want inflation and are doing all they can to bring it about.

It seems apparent that real inflation would greatly decrease the purchase of specialty and novelty items. The sale of such merchandise depends somewhat on the luxury margin in the standard of living. It also has a direct relation to the amount of money people have to spend for entertainment and diversion. People spend more for novelty merchandise when they have money to spend for amusement also.

Inflation is one of the forces that would rapidly decrease the amount of spending money people have in their pockets, because then all the money they have would go for the bare necessities. To some extent also, all the plans for drawing off the surplus money thru higher taxes, savings plans and so on, will decrease the total amount of spending money. But these are movements much bigger than the merchandise trade.

Summary of Trends

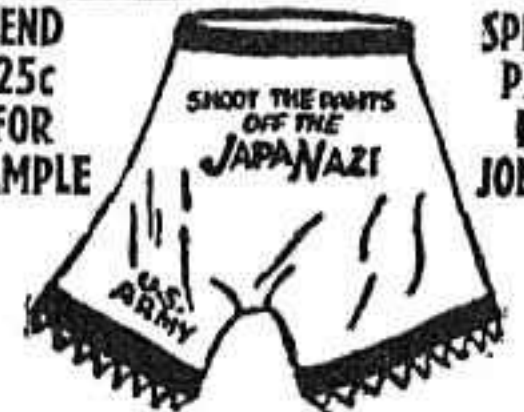
The best attitude for the merchandise trade is that of getting set for a long

and prosperous future. The trade must help win the war, and present trade opportunities can well be used, but at the same time this is a period when ideas are piling up for future business. New markets are in the making and every firm that plans to be in on the ground floor of the future must keep active and alive now. It is especially important that distributing firms prepare for future trade because much greater opportunities will come in the distributing field in the future.

WILL SELL on SIGHT

NEW—HOT NOVELTY PANTIES

SEND 25c FOR SAMPLE



SPECIAL PRICE FOR JOBBERS

Made for all branches of the service. Multi-filament French and satin crepe, beautifully trimmed. Genuine underwear material in white and pastel colors. Size 6x8 inches. ALSO prints of DEEP IN THE HEART OF TEXAS.

\$24.00 in Gross Lots—\$2.25 in Dozen Lots.

MITCHELL TEXTILE CO.

Manufacturers
105 W. 40th St., N. Y. C.

Here's a winner

CANDY ASSORTMENT

WE CAN DELIVER JOBBERS - OPERATORS SEND FOR ILLUSTRATED CIRCULAR AND PRICE LIST NOW

FALL CHOCOLATE LINE Ready Soon

WE SPECIALIZE IN . . . FANCY BOX CANDIES, GIFT PACKAGES, NOVELTY CHESTS, GLASS BOXES, ETC.

GOLDWYN CO.

SINCE 1931
542 SO. DEARBORN ST., CHICAGO, ILL.

WAXED FLOWERS



No. 8—Large Georgine, \$35.00 per 1000; \$3.75 per 100.
No. 7—Large Dahlia, \$37.50 per 1000; \$4.00 per 100.
No. 12—Large Rose, \$35.00 per 1000; \$3.75 per 100.
MOUNTAIN LAUREL IN SEASON.
50 Lb. Carton, \$10.00;
25 Lb. Carton, \$6.00;
small quantities, 25¢ Lb.

Send for New Price List of All Flowers, Foliage and Holiday Items. 50% Deposit, Bal. C.O.D.

FRANK GALLO

Importer & Manufacturer

1429 LOCUST ST. ST. LOUIS, MO.

MILITARY INSIGNIAS

For mounting on Cedar Wood Jewelry, Billfolds, Leather, Photos, Photo Frames, Bags, Compacts, Mother of Pearl. 36 samples \$1.00. No free samples. Post cards ignored.

J. MELE

Hamilton and Boardwalk, Seaside Heights, N. J.

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 **\$1.25** Lots Dozen
\$11.50 Gross in 10 Gross Lots or More

Terms: 25% Cash Deposit, Balance C. O. D. Ref.

STUART NOVELTY CO.

628 Woodward Ave. DETROIT, MICH.

BEVELED

HEARTS

Beautifully grained. Highly polished with ribbon.

Size 3x3x3/4. **\$32.00** Gross
\$3.00 Per Dozen

Send \$10.00 for our complete line Wood Jewelry.

CEDAR CRAFT MART

146 Ridge Street NEWARK, N. J.

KEY CHAINS only 2c each



We're closing out our entire supply of these popular gilt-finished, metal key chains. Price only \$20 per 1,000. Complete with self-locking clasp. Overall length 4 1/4 inches. Limited supply will go fast, so rush your order today. Send 25% deposit with order, balance C. O. D., plus freight.

ILLINOIS MERCHANDISE MART

Dept. AA, 500 N. Dearborn St., Chicago, Ill.

Now! You Can Tell The Weather 24 Hours in Advance



In Big Demand! Only **98¢**

Your Customers Will Really Go for This One. Now that the weather forecasts are banned, every family in America needs and wants this forecaster. Predicts weather up to 24 hours in advance! Nothing to get out of order! Proven fast seller, backed by powerful advertising. You'll "go to town" with it. Get started at once on this amazing item! Production limited—quantities available now. Your cost \$6.00 per dozen. Individually boxed. Rush your order.

ILLINOIS MERCHANDISE MART

Dept. AA, 500 N. Dearborn St., CHICAGO, ILL.

Mexican Jumping Beans

1943 Crop. Best Quality. Lively Jumpers. 100—\$1.00. 500—\$3.00. 1,000—\$5.00. Samples 25c

J. R. BEFFEL

BOX 37 OTTAWA, ILL.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Craftsman Sales Company proves again what we've claimed right along . . . that an alert operator never need worry about a shortage of merchandise. The firm is plugging an item now which looks like a honey that will produce plenty of the long green before it peters out. It is the "Swiss Weather House," weather forecaster. Claim made is that it predicts weather 8 to 24 hours in advance.

Circular, promoting the forecaster, reads: "You've read in the papers that our government has discontinued all weather forecasts and temperature reports for the duration of the war, but don't worry, you can depend on this accurate 'Swiss Weather House' to predict the weather for you. Yes, you'll see the Old Witch actually come out in front when rainy or bad weather is on the way . . . and you'll see the little Dutch boy and girl come out on the front porch to tell you when the weather is going to be clear and fair. Very well built of beautifully finished hardwood, like a colorful, rustic Swiss cottage with thatched green roof, birdhouse and other details such as a carved deer head over the door, bird at window and windows and shutters. On the front of the house is an easy to read accurate thermometer. Set the Weather Forecaster in any room near a window or any dry or airy place and you can depend on the Dutch boy and girl to come out when it's going to be fair and the Old Witch to come out when it's going to rain."

The Dutch boy and girl and the Old Witch referred to are set on a revolving stand that turns around the thermometer. As the occasion requires, either one or the other pops out thru a doorway alongside the thermometer.

An attractive die-cut card is used with the deal with chances 1 cent to 29 cents. Total take is \$3.99 and in addition to the weather house a genuine leather billfold is offered as a consolation award.

HAPPY LANDING.

MOTHER AND SWEETHEART BROOCHES

Sterling Silver Brooches, safety catch, individually boxed, with insignia for Army, Navy and Air Corps. #4090, Per Doz., \$7.50.

A NEW CREATION

Two-Tone Sterling Silver Prop & Wing, Safety Catch, individually boxed. #475P, Per Doz., \$7.50.

OTHER STERLING SILVER MILITARY INSIGNIA PINS

#689—Prop and Wing with Fob Locket and Service Star. Per Doz. . . . \$15.75
#700—Prop and Wing, Heavy Pin. Per Doz. . . . 6.75
#719—Flying Fortress Bomber Brooch. Per Doz. . . . 13.75

Complete line of Military Insignia Jewelry, Rings, Identification Bracelets, Pillow Tops, Service Banners, Kits, Furlough Bags, Money Belts, etc., etc. Big FREE catalog. Samples \$10 and \$20. 1/3 Dep. With Order, Balance C. O. D.

LIBERTY PRODUCTS

277 BROADWAY (Dept. 731) N. Y. C.

ATTENTION, PHOTO STUDIOS

I am the fellow that originated the small Leatherette Folders for 1 1/2 x 2 which went over big. Have now made connections as sales distributor for one of the largest manufacturers of genuine leather picture folders in all sizes from 1 1/2 x 2 up to 5 x 7. If you want high-grade folders advise us what sizes you desire and will mail samples C. O. D. with wholesale prices. (None free.)

C. GAMEISER

3065 Brighton 13th St. BROOKLYN, N. Y.

MEXICAN JUMPING BEANS

Live, Good Jumpers This Year.

Bulk Beans, postpaid 50¢ per 100; \$1 for 250; \$2 for 500; \$3 per 1000. Sample package ten cents. Counter display of 20 Dime Packages ready to sell, \$1 postpaid. Free Demonstration Beans with each display.

RILEY'S SPECIALTY HOUSE

Owensboro, Kentucky

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.



EVER-READY RAZOR EDGE POCKET KNIVES

Display Card Mounted—12 Knives to the Card
A FAST ACTION 50c RETAILER

The most unique Pocket Knife on the market. Has razor-edge steel blade. Made to hang on key chain if desired. Pocket size for convenient carrying. Light weight. Has colorful blade holder.

\$3.00 PER DOZ. — \$33.00 PER GROSS

Order heavy! Your order shipped display card mounted—12 Knives to the card in assorted colors.

MILITARY INSIGNIA JEWELRY PINS

14-KT. GOLD FINISH

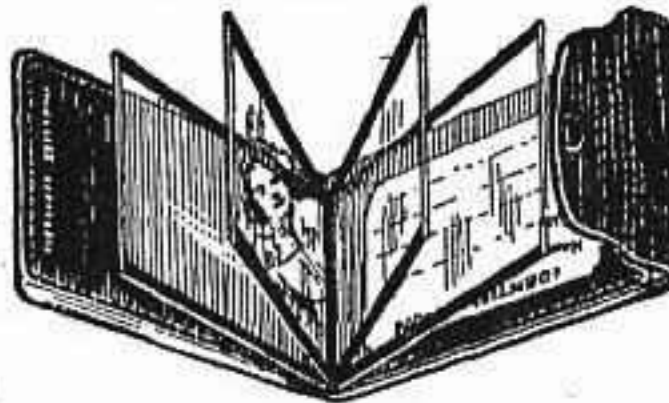
Each Pin Individually Carded—12 Pins Mounted on Handsome Red, White and Blue Display Card—Assorted Insignia Designs. A POPULAR 50c RETAILER.

Don't miss this deal! Meet popular sweeping demand everywhere for these beautiful, patriotic Insignia Pins. Positive right sellers. Includes Army, Navy, Marine, Air Corps, etc., richly wrought designs.

\$2.44 PER DOZ. — \$24.00 PER GROSS



GENUINE LEATHER PASS CASE BILLFOLD



A real beauty in appearance—a sure-fire right 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 Billfold.

**\$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. Shipping charges paid if you send full amount with order.

LEE INDUSTRIES, 187 N. LaSALLE ST., CHICAGO, ILL.

MUSICAL MIRROR CHEST



Chest is well built of assorted woods, Red Gum and Sycamore. The Musical Unit is Genuine Swiss, imported direct from Switzerland. Write for descriptive circular and price list.

DECATUR INDUSTRIES

904 WALNUT ST., DECATUR, IND.

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.

STREET PHOTOGRAPHERS—IT'S NOT A SECRET



Remember those knock-out mounts the other man was using? THEY WERE KEYSTONE MOUNTS. Remember that HE was getting the customers and YOU were "at ease"? DO YOU want to be busy at your next "doing"? Then be stocked up with KEYSTONE MOUNTS. The sayings, designs and assortment we send you GUARANTEES to make every day a "big day." NO SHORTAGE OF STOCK AT THE KEYSTONE. Orders are filled promptly and correctly. Blackbacks, mounts and folders for the One Minute Men; mounts and folders for the 4 for a Dime. Let's all pull together and watch the results. How about it, buddy?

KEYSTONE FERROTYPE CO.

734 SOUTH ST. PHILADELPHIA, PA.

ALL WINNERS AT NEW RECORDS

- MILITARY INSIGNIA JEWELRY PINS. 14 Kt. gold finish. For all branches of the service. Individually carded. GR. ASSORTED **\$13.50**
- MILITARY SEWING KIT. A must for every service man. GR. KITS **21.60**
- KHAKI DUFFLE BAG. Water repellent para-twill. GROSS **20.50**
- LEATHER DUFFLE BAGS. Genuine leather with insignia. DOZEN **9.00**
- FURLOUGH BAGS. Collapsible zipper tops. Two styles. DOZEN **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 \$8.95, **10.95**
- FOUNTAIN PENS. Also combination Pen-Pencil. 2 Styles. DOZEN **7.50**
- POCKET KNIVES. 2 styles. DOZEN **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. **8.75**
- BOUDOIR DOLLS. Gorgeously trimmed. Dozen \$30.00. EACH **2.75**
- MIDGET BIBLE. 200 pages. Smallest bible in the world. GR. **6.45**
- MEN'S POCKET COMBS. Firsts. Fine and coarse teeth. GROSS **3.70**
- SHARP SEWING NEEDLES. Hard to get, but we have them. 10,000 NEEDLES **40.00**
- RAZOR BLADES. 5 to a box. 1,000 BLADES **8.25**
- 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. GROSS BOXES **2.09**
- BURGICAL GAUZE BANDAGES. Sells for 10c. GROSS BOXES **3.45**
- SANITARY SIDE LINE MERCHANDISE. Best packing. GR. 3 TO A BOX SOAP. Individually wrapped. What a flesh. Box marked 75c. 100 BOXES (300 cakes) **6.75**
- PERFUME SETS. 5 Odors of Essence of Knowledge, by Karoff. Gross Sets \$60.00. 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. 27 Years of Bargains.

MILLS SALES CO.
Our Only Mailing Address OF NEW YORK, N. Y.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

★"Tops" in Pillow Tops★

Distinctive and Different. Over 2500 Pillow Tops sold in one location in 5 hours.
Regulars. Per Doz. \$5.35
In Gross Lots. Per Doz. 6.00
Specials (My Best). Per Doz. 7.95
In Gross Lots. Per Doz. 7.50
FREE mailing envelopes.
Send \$5.00 for representative sample line. State insignias preferred.

Order direct from this ad. No catalog. Money back if not more than satisfied. I give personal attention to all orders. 1/3 dep. on C.O.D. orders.
★G. W. SIMMS, Warwick, N. Y.★

SPECIALS

1500's **BINGO** Seven Colors
3000's **BINGO** Colors
Complete line light and heavy weight Bingo Cards—Masterboards—Layboards—BLACK and RED MARKERS—Admission Tickets—Stage Money, Etc.
Assorted SERIAL PADDLE TICKETS for every color wheel
Printed Specialties for Carnivals and Bingos
11E.19thSt **SCHULMAN'S** New York, N.Y.

MEXICAN JUMPING BEANS

\$10.00 Per Lb. (3000)
4.50 Per 1000
1.00 Per 100
Every one guaranteed. Novelty Mail boxes, \$2.95 per 100. 50% with order, balance C. O. D.
National Cycle & Novelty Co.
724 So. San Pedro St., Dist. 14, Los Angeles, Calif.

PINS

Bobby Pins
Safety Pins
Straight Pins
Prices Sent Only When You State Quantity Wanted
STAR PRODUCTS, Dept. 10, Buffalo 3, N. Y.

MERCHANDISE TRENDS

CHICAGO, July 24.—Reports on retail outlets for the first two weeks in July show that there was a general gain of 5 to 10 per cent over last year. In a few cities such as Dallas and Kansas City, Mo., the gains in trade were much higher. This is said to show that in spite of shortages retail outlets still do good business. There are increasing fears about bigger shortages during the fall, however. The Department of Commerce has reported on retail sales for June. Among those stores that sell a lot of specialty merchandise, drugstores gained 26 per cent over a year ago; jewelry stores gained 43 per cent and furniture stores reported only 3 per cent gains. Department stores reported that their general inventories now show about 17 to 40 per cent over a year ago.

DISTRIBUTION CONTROLS.—The War Production Board on July 19 again extended its plans to control the distribution of consumer goods. Distributors and retailers in the consumer goods field may soon find themselves having priority ratings. A consumer goods distribution committee has been set up which will study the business of regulating distribution of available supplies.

SELLING SURPLUS PROPERTY.—The United States Treasury Department has recently started selling about \$10,000,000 worth of surplus goods. This includes everything from construction equipment to small miscellaneous items. R. F. Goings, 222 W. North Bank Drive, Chicago, and Hamilton Morton, Porter Building, Kansas City, Mo., have charge of the sales in the field.

DIME STORE OUTLETS.—Woolworth stores report they have taken on higher priced merchandise because of shortages of familiar 5 and 10-cent items. They report that the nickels and dimes still account for the big volume in their business, and regardless of shortages the first five months of this year ran 9 per cent ahead of last year. The system has been compelled to look everywhere for merchandise to make up shortages. This accounts for the increase in luggage items and also the addition of books.

CHICAGO MARKETS.—In order to cooperate with the government in curbing travel, the autumn markets in Chicago will be split into two sections, one opening August 2 and the other September 7. During the week of August 2 specialties, notions, gifts, art ware and novelties will be featured. It is estimated that the Chicago area has 10,000 manufacturing firms and about 9,000 elsewhere who are interested in the markets.

INCREASE IN SHORTAGES.—Financial reports say that the supplies of merchandise in stores for the country as a whole are now beginning to show real shortages amounting to 17 to 40 per cent. Reports on the fall shipment of goods show much better supplies of clothing than had been expected. Regional reports show that inventories in retail outlets vary considerably in various parts of the country.

MORE CIVILIAN GOODS?—Considerable attention was attracted by the article "How Soon Can We Expect More Civilian Goods" in the July 17 issue of *The Saturday Evening Post*. The theme of the article was in keeping with many other predictions at the present time that there will be gradual conversion of factories to civilian production and that it may be here sooner than we think. The author of the article said he had talked with industrial leaders and government officials who are supposed to know what we might expect.

FALL JEWELRY OUTLOOK.—One of the big makers of popular jewelry items, Swank of New York, says there will be an ample quantity of jewelry this fall. The firm will continue to allot jewelry to its customers, it was stated. Stirling silver and gold-filled jewelry are selling far beyond expectations, and dollar volume is holding up well. The firm is already making preparations for post-war merchandise.

POST-WAR COMPETITION.—A prominent official in the distribution field in St. Louis recently warned firms in the specialty and department store fields that competition after the war would be very

serious, and that preparations should be made now for it. He said the chief competition would come from chain stores and big organizations. He suggested that specialty outlets should organize to conduct research and buying departments.

REGIONAL MARKETS.—Research organizations and government departments continue to make interesting reports on the shifting regional markets. One important survey made recently shows that a lot more merchandise is being sold in States that formerly did not have so much trade. Compared with 1939, 12 of the lowest ranking States have increased their buying power by 85 per cent, while the top 12 States have increased only 53 per cent; 17 of the States that were in the bottom half in buying power in 1939 now rank in the 25 top States.

NEW Quick PROFIT LINE

added to **FAMOUS "STORE-ROUTE" PLAN**
Laymon's VITAMINS sell 7 for 10! Actually 1/3 to 1/2 lower than most others! Potency guaranteed! This selling sensation of the year now added to our Nationally Advertised Line—including over 200 products. Let us start you making BIG money in permanent wholesale business of your own.
Big Cash Pay Daily!
Show retailers how to DOUBLE profits! Prospects everywhere—stores, service stations, restaurants, poolrooms, post exchanges, beauty shops, etc. No car or experience needed. Free book gives amazing facts on how to make steady, sure income. Write today!
WORLD'S PRODUCTS CO.
Dept. 8-G Spencer, Indiana



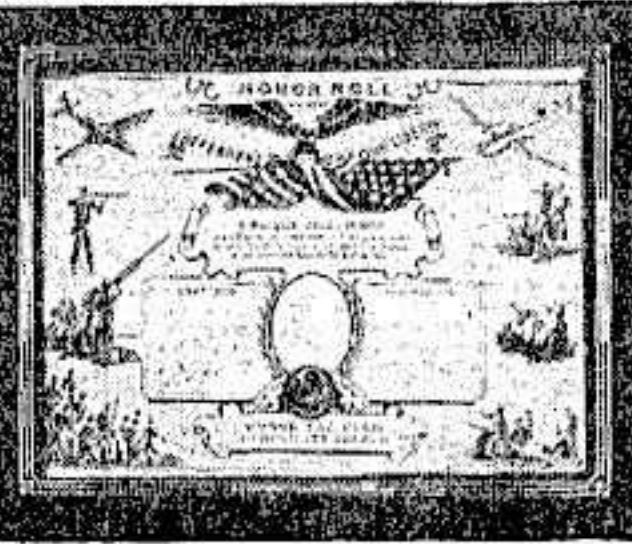
BLACKOUT FLOWERS AND RELIGIOUS FIGURES THAT GLOW IN THE DARK!

SEND \$2.00 FOR POSTPAID SAMPLE ASSORTMENT OF EITHER FLOWERS OR RELIGIOUS FIGURES (5 Items of Each—Specify Which Is Wanted).

We carry a complete line of assorted flowers, religious & novelty figures!

- | | | | |
|---|-------------|---|-------------|
| All Saints Set in Chapel, 5 1/2"x4 1/2" | Doz. \$6.50 | Acetate Luminous Comb-Hair-Bow | Doz. \$4.50 |
| Any Saint, 8" | 5.90 | Velvet Orchid | 5.00 |
| Any Saint, 5" | 3.60 | Large Blackout Gardenia with Bud | 3.60 |
| Any Saint, 5", in Shrine | 3.60 | Blackout Gardenia with Bud (Smaller Size) | 2.75 |
| Beautiful Nude | 3.60 | Double Blackout Gardenia Corsage | 3.60 |

Order Now! 25% With Order, Balance C. O. D., F. O. B. N. Y.
NITE GLOW PRODUCTS CO. 105 W. 47th St. New York, N. Y.



BEAUTIFUL HONOR ROLL EVERY SOLDIER, SAILOR, MARINE OR WAAC A PROSPECT

A wonderful 4 color certificate with all branches of the service illustrated. Size 14x11 inches. Frame is simulated leather finish and glassette. Fitted with both easel back and ring for hanging. It's complete and all ready to hang or display on table. This is a beautiful Honor Roll and the buyer will prize and keep it forever. Each roll comes in a heavy mailing envelope. Send 75c for sample (prepaid).
\$4.50
Retail Easily

MOTHER, SISTER, SWEETHEART, FRIENDSHIP PILLOW TOPS
Pillow Tops for the Army, Navy, Marines, Coast Guards or WAACs at \$5.75, \$6.00 and \$6.50 per dozen. Send for samples. Made up for any Fort or Camp.
Glass Dog Chains, \$18.00. Shoulder Patches, all divisions, 100—\$10.00. Pennants, 9x24, name of any army camp or reservation, 100—\$12.00. Pennants, 12x30, name of any army camp or reservation, 100—\$16.00. Army Postal Cards, comics or camp views, 100—\$6.00. Embroidered Hankies for the Army, Navy and Air Force, with inscriptions, for mothers, etc., at \$2.75 per dozen. Hand-made Wooden Comports at \$18.00 per dozen. Hand-made Wooden Cigarette Cases at \$24.00 per dozen. All kinds of Army and Navy Military Supplies and Souvenirs. Send for price list.
25% DEPOSIT WITH ORDER.

WORLD ADV. NOVELTY CO.
122 E. 25TH STREET, NEW YORK 10, N. Y. PHONE: GRAMERCY 5-2174.

KLOGS THE NEW-BIG MONEY MAKER

HOT ITEM FOR SERVICE MEN AND WOMEN, WAR WORKERS, ETC.
MERIT KLOGS are non-priority wood sandals which are making repeat sales \$5.64 records wherever offered. Worn to prevent athlete's feet when taking showers and for lounging comfort. They are money-making naturals. Men and Women models. Packed in bulk, 36 assorted pair per carton—each pair bound in a paper collar. Minimum order 3 dozen. IMMEDIATE DELIVERY.
1/3 With Order, Balance C.O.D., F.O.B. N. Y. Sample Pair, 80c
WRITE FOR FREE CIRCULAR AND PRICE LIST OF COMPLETE LINE
Special Deal for Jobbers.

MERIT KLOG CO. 225 West 34th Street New York City, N. Y.

"TWO-SOME" PHOTO FRAME, Get SAMPLE!

Holds two snapshots, or one picture and Service Star. Sells on sight to men in service, their families and friends. Folds like billfold for pocket or bag, attractive on dresser or table. Photographers buy dozens of them—big money maker. Photo frame is finely made with rich, softly padded washable leatherette cover. Send \$1.00 for postpaid sample so you can start taking profitable orders at once. Dozen lots @ \$7.20 a doz., 25% cash with order, balance C. O. D. Write today.
EDWARD SALES
24 EAST JACKSON, CHICAGO, ILL.

WAGON JOBBERS

Beautiful 3 Color Illustrated Saccharin Cards. 24 Illustrated Envelopes on Each Card. 50 Tablets for 10c Brings Back \$2.40. Costs You 75c Per Card. Sample Card Sent Prepaid \$1.00.
INDUSTRIAL SALES CO.
GILBERT AT SINTON, CINCINNATI, OHIO

NEW ITEMS

For Scales, Guessers, Ball Games, Novelty Men. Victory "V," \$11.50 per gross. 2 samples 25c mail stamps. Leis for give-away, \$2.50 gross.

UNGER SUPPLY CO.
567 Harrison St. CHICAGO 7, ILL.

BILLFOLDS

Just received another shipment Ecuador, South American Wallets, \$1.50 values; fine durable leathers, well made. SPECIAL, \$5.50 Dz.; Gross \$60.00. Order NOW. Limited quantity. Other fine Wallets, \$7.00 to \$24.00 Dz. Remit with order or 25% balance C. O. D.

Gold Quality Mfg. Co.
176 Federal Street BOSTON, MASS.

ORIGINATORS OF THE GENUINE INSECT REPELLENT Lamp

to Keep Mosquitoes and other Insects Away and **DOCTORS SAY VERDARAY**

to Conserve Vitamin A and Reduce Fatigue
FREE Literature - SAVE ELECTRIC - Toledo, O.

Headquarters for **ARMY SUPPLIES**

Send for Our Free Circular, **Flamingo Trading Co.**
9, S. W. First Street MIAMI, FLA.

Jewelry Excise Tax Gains 43% Over '42

WASHINGTON, July 24.—The retailers' excise tax on jewelry showed collection of \$6,642,986 during April, chiefly representing March sales, for a gain of 43 per cent over the same period last year.

Collections during the two preceding months had been about 30 per cent ahead of 1942, so the higher taxes reported in April made it apparent that during the first three months of this year articles classed as "jewelry" were sold at a 34 per cent faster rate than during the first quarter of last year.

WPB Issues "Directives" To Stretch Leather Supply

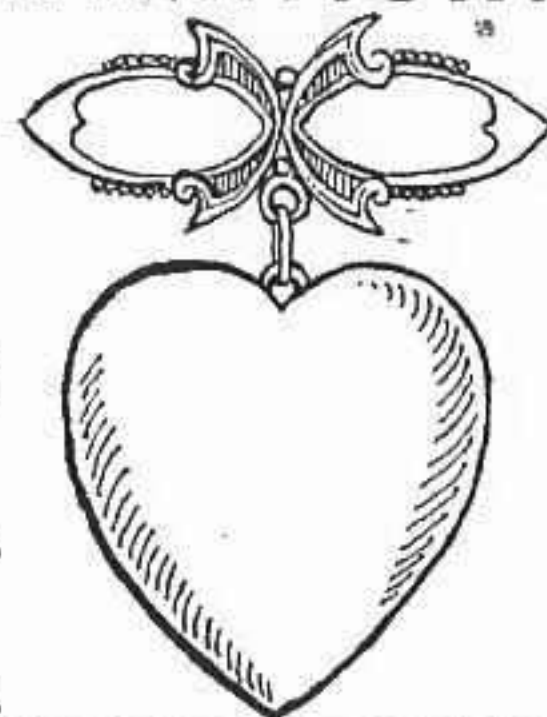
WASHINGTON, July 24.—As a result of growing shortages of domestic leather, caused by the recent sharp drop in cattle slaughter, WPB has issued five directives under M-310 designed to further conserve the leather supply.

The directives are actually letters from the board to specific tanners and cutters, and not all companies will receive all five of the letters it was explained. Because some of the directives apply to certain companies and not to others, WPB refused to make the letters public, saying that such a procedure would cause confusion and the affected parties would receive their instructions by mail.

New quotas which may be put into process between July 1 and September 30 are: Klipskins and calfskins, 270 per cent of the base quantity, and cattle hides, 210 per cent of the base quantity.

ENGRAVERS... ATTENTION!

GOLD PLATED LAPEL HEART CHARM WITH SAFETY CATCH PIN



Ideal for engraving! Heart shaped and doweled like a locket but DOES NOT OPEN. Carded in individual box.

\$7.20 Doz. — \$82.00 Gross
1/3 dep., bal. C. O. D., F. O. B. B'klyn, N. Y.

MURRAY SIMON

109 SOUTH 5TH ST., BROOKLYN 11, N. Y.

★ ★ FLAG SALES HITTING ALL TIME HIGH

Get on the band-wagon of flag sales. Greater demand every day. Start out with this low-cost Desk Flag Set. A real beauty. Suitable for Banquet Tables, Favors or Desk decoration. Set consists of one American Flag mounted on a wood staff and one miniature gold bronzed metal flag stand.

No. 26—Complete set
Less Than 1 Gross Lots \$1.25 Doz.
Lots of 1 Gross to 2 Gross \$1.15 Doz.
Lots of 2 Gross or More \$1.05 Doz.

Size of flag 4x6 inch

CASH with order or C. O. D. 25% deposit on C. O. D. orders. F. O. B. Cincinnati. Open account terms to well-rated firms. WE HAVE THE LARGEST SELECTION OF FLAGS IN THE COUNTRY.

WRITE FOR NEW ILLUSTRATED CATALOG

CINCINNATI FLAG & SPECIALTY CO.,

8460 St. Clair Avenue, Rossmoyne (Cincinnati), Ohio

EXTRA! EXTRA! SALES LEADERS THAT LEAD

MIRRORED VANITY

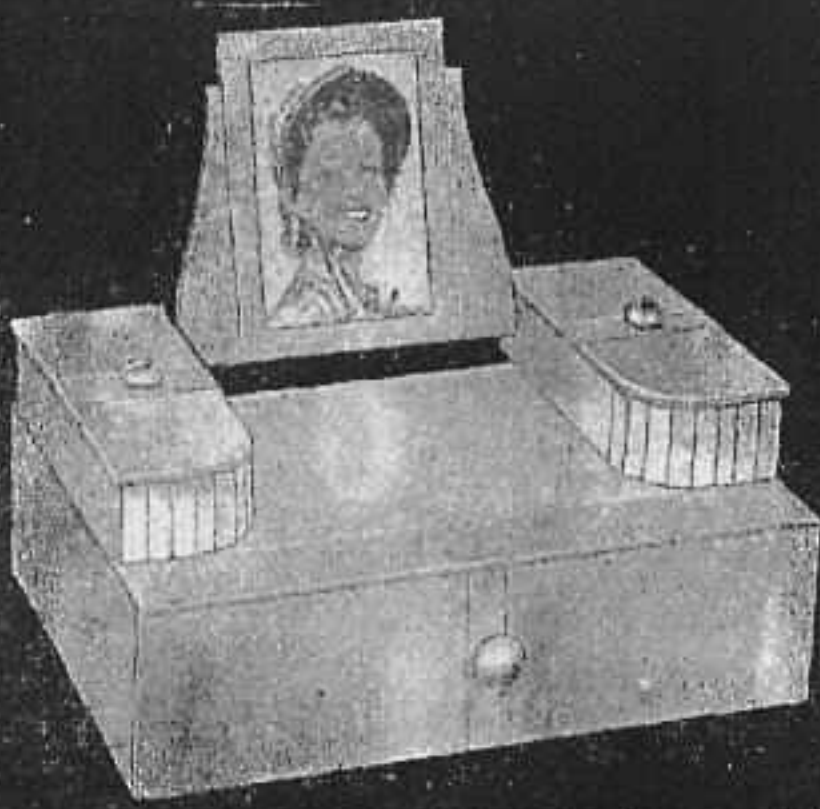
Bigger and better with more eye value! Built-in sliding drawer packed with one pound fancy summer candied fruits. Minimum order six, F.O.B. Chicago.

DOZEN, Complete \$27.85
Case of Six 14.35
First come—first served.

NEW NOVELTY VANITY

The newest mirrored vanity with treated "mahogany grained" mirrors. Tops in flash. Has sliding drawer with 1 lb. FANCY SUMMER FILL. Orders accepted now for August 15th delivery.

Lots of Six or More, Each \$2.85



EXQUISITE WOOD CHEST DECORATED TOP PANEL

Gorgeously embellished wood chest with decorated top panel. Packed with full-size fancy summer fill. Sold in lots of 12 only—limit 36 to a customer, F. O. B. Chicago.

Case of 12, Special. Each \$ 2.12
Case of 6 13.85

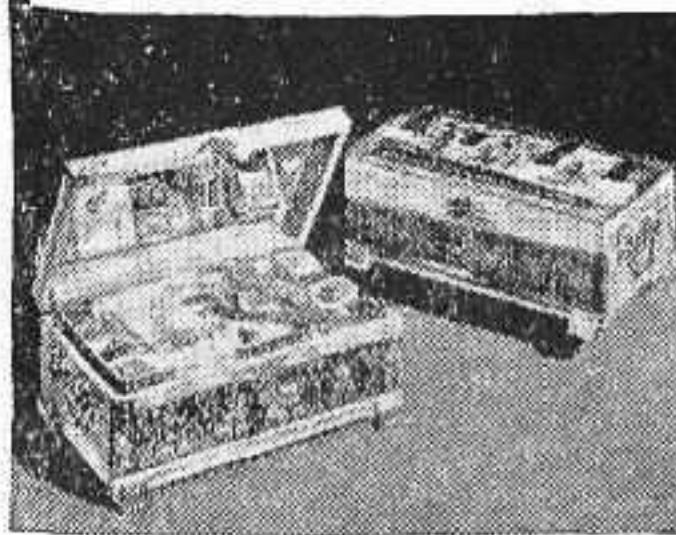
THE NEW SERVABAR

SERVABAR—the new "Continental" Servabar—complete 22-piece outfit. Side panel of colored dancing figures. The life of the party and a swell premium.

Lots of 12 Units Complete With Glassware. Each . . . \$5.45
Less Than 12. Each 5.95

GOLD SEAL NOVELTY CO.

809 W. Madison Street CHICAGO, ILL.



Sea Shell Necklaces—Fast Money Makers

Assorted Shell Necklaces, 20" on Plastic Chain,
15 Assortments \$ 1.90 Per Doz.
Sea Shell Leis, 30"—10 Assortments 4.50 Per Doz.
Sea Shell 3 Strand Braided, 7 Assortments, 30" Solid 11.00 Per Doz.
Sea Shell 3 Strand Braided, 25" on Chain, 7 Assortments 6.90 Per Doz.
Bracelets To Match All Above Numbers, Extra.
Shell Novelties—25 Assortments—Birds, Animals, Ash Trays 90c to \$2.40 Per Doz.
Shell Lamps, Large Assortment, Coconut Lamps, Coconut Faces, Pirate Heads. Catalog Free Upon Request With Numerous Articles Mentioned.

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Creators of Colorful, Comical

- GREETING CARDS
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- JOKE NOVELTIES, BOOKS and BOXES Since 1935



Creators of "You Can't Take It With You," "Advice on Health," "To a Deserving One," and dozens of others. Write for details. Please use Business Letterhead.

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MR. & MRS. ENGRAVER

We are now serving a different type of Demonstrator and Engraver. Their tools are the weapons of war. These fighters of ours are demonstrating to our common enemy the folly of trying to change our way of life and they are engraving forever upon the hearts and minds of our foe that the United States has the courage and determination to fight for what is right and a better world. By making war products 100%, we hope to hasten the day of victory so that we may all resume our normal lives once more. Best wishes to you all and a hope that the day of victory is near.

TRULY SOMETHING NEW AT

EDW. H. MORSE & COMPANY Attleboro, Mass.
WE LEAD—OTHERS FOLLOW

LASH WHIPS

ASSORTED COLORS
MADE IN U. S. A.

65 Inches Long. String Handle. Per Gross \$12.00
GUN HOLSTERS with METAL GUNS. 6"x1 1/2". Made up with any 50 line button. Per Gross \$10.80
Assorted BADGES with 70 line military button, #9 Red, White and Blue ribbon. Either drums, helmets, anchors, soldiers, tanks, army or navy hats attaches. Complete badge. Per Gross \$18.00

ORDER SHIPPED THE SAME DAY
25% Deposit With Order. Balance C. O. D.

CHARLES SHEAR 146 Park Row New York City

3 Triple-Your-Money DEALS

SIGHT-SELLING SERVICE BANNERS—PILLOW TOPS!

Makes \$18.70 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 9"x12" flock service. All clean, beautiful work! Minimum resale \$15.50.	Introductory assortment brings 4 12"x18" flock design service (1 to 5 stars) and 12 9"x12" screened service. Beautiful workmanship, eight 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," Poetic, etc. FLOCKED Tops from \$5.50 Doz. Individually enveloped. **\$9.00 Dz.**

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 672 (B) Flushing Ave. BROOKLYN, N. Y.



AMERICA'S LATEST CRAZE

ONE CUSTOMER ALONE SOLD OVER

\$60,000.00

Worth of our Jewelry this year. Gift Shops, Concessionaires, Hustlers at Beaches, Parks, etc., up to 200% profit. Get wise to these fast-selling

KILLER DILLERS

We Ship Same Day Order Received

	Doz.
Sea Shell Necklaces, 20 inches, plastic clasp, 6 colors, 10 designs	\$ 3.00
Sea Shell Leis, 30 in., 6 colors, 10 designs	4.50
Sea Shell Leis, 60 in., double length, 6 colors, 10 designs	9.00
Bracelets to match above numbers	1.80
Pearl Harbor Shell Leis, 27 in., 3 strands braided multi, coral, aqua marine, peach, 3 designs	12.00
Bracelets to match, 3 strand	6.00
Gold Shell Necklaces, 20 in.	6.00
Gold Shell Necklaces, 30 in.	7.20
Gold Shell Necklaces, 3 strand, braided, Lei style	24.00
Bracelets to match above. Per strand	2.20
Sea Shell Brooches, flower cluster, 6 designs, \$2.75, \$3.00, \$4.50	6.00
Earrings to match above, \$2.75	3.00

CLOSE OUT

U. S. Army Air Corps Pillow Tops, satin front and back, \$6.75 per dozen value, assorted verses. Special while they last. Dozen \$4.25

Plastic Chain, Earring Backs, Clasps, Brooch Pins, etc. Complete price list on request. Catalog No. 5 now off the press. 50% cash with all orders, balance C. O. D.

J. A. WHYTE & SON

MANUFACTURER

LITTLE RIVER MIAMI, FLA.

Gadgets Are Peachy . . .

(An Editorial in Chicago Journal of Commerce, July 8, 1943)

Not even lack of materials with which to manufacture their devices in marketable quantities can dampen the ardor of our inventors of gadgets. What do present privations matter if the future holds such superlative conveniences as a self-opening beer can, a padded plunger to absorb the shock when you bump your head on the dashboard of your car and a watercycle with which to scoot to and from your favorite fishing hole?

All these and many more are listed in the latest official Gazette of the United States Patent Office. Who can say that civilization is slipping when inventive brains go into the solitudes and come out with a machine for removing peach fuzz? Think of dropping off to sleep under a comforter filled with the delicate down lifted from the Persian apple of antiquity!

PX Profits on Jewelry Benefit Boys in Khaki

PHILADELPHIA, July 24. — Souvenir jewelry and other types of specialty merchandise appealing to soldiers are sold the country over in post exchanges located in every army camp. The operating system of these PXs was described in an article "Soldiers' Supermarket" by Day Edgar in the June 26 issue of *The Saturday Evening Post*. The Army Exchange Service runs the PX chain, which consists of about 5,000 units or twice as many as the Woolworth chain includes. Each military post has an exchange officer who supervises all the PX branches in his camp, and each branch is in charge of a civilian store manager.

The exchange officer in charge of all post exchanges on his post acts as his own purchasing agent, and there is no centralized office or authority to do the purchasing for all the units. However, complete information on sources, prices, and availability are sent to all exchange officers to keep them up to date on current market conditions.

The function of the soldier's PX is "to supply the men at the lowest possible prices with articles of necessity and convenience not supplied by the government," and as the chief objective is to benefit the soldier, the net profit is fixed at 5 to 7.5 per cent. Thus it is that so many items are sold at prices much lower than civilians pay for the same merchandise. To effect these savings to soldiers the usual policy of an exchange officer is to put a bigger markup on luxuries. It's the profit on specialties and novelties that the boys buy to send home that helps to sell items like razor blades and soap at cost or even below cost.

Cut Use of Paperboard For Display Manufacture

WASHINGTON, July 24.—A general order to eliminate one third of the gross paper and paperboard used in the manufacture of displays has been issued by WPB. During the rest of 1943 and thereafter producers and printers of displays may utilize only two thirds of the weight they used during the corresponding period of 1941.

They were also directed not to use paperboard containing any virgin pulp or fiber, or easels, backing or bracking made of kraft stock or reinforcements made of wood, metal or plastic except what they had in inventory July 7.

WPB said displays cover any laminated combination of printed matter and paperboard or other material used to convey a message or advertise a product or service.

Change Method of Filing Applications for Plastics

WASHINGTON, July 24.—Procedure for filing applications and securing monthly allocations of cellulose plastics has been changed by WPB in an amendment of Supplementary Allocation Order M-326-a.

The effect of the amendment is to change the timing of the applications and allocations from the basis of the month in which deliveries are to be made to the basis of the month in which the cellulose plastics are to be put into production.

Consistent with this change an exemption was added to the order providing that cellulose plastics in process of manufacture on or before July 1, 1943, can be disposed of by the suppliers without WPB authorization.

PIPES FOR PITCHMEN & BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

BILL WESTFALL . . . is working cedarwood and gadgets at Russells Point (Indian Lake), O., according to word from Max Smith.

WHAT KIND OF MATCHES do the fellows who are always setting the world on fire use?

DICK RICTON . . . "Barnum of the sticks," pencils from Scottsboro, Ala., that Ricton's Dogs are now playing summer schools thru the Deep South" and adds that it's plenty hot—97 to 102 degrees.

L. B. VAN IKE . . . bulletins from San Francisco that there is plenty of line there and the streets are open—but no stock. L. B. wants pipes from Harry the Painter, Baldy Al and Arizona Bill.

DON'T BANK ON the next town. Get the lucre in your present surroundings.

DOC PERRY . . . offering his own tonic concoction, Jensen, is doing drugstore window demonstrations in Philadelphia. Doc uses a female midget as part of his bally and is getting nice tips.

CHIEF BIG BEAR . . . is reported getting ready scratch with med in Indianapolis.

STOP TRYING to think your way out of a difficulty. Work your way out.

JACK (BOTTLES) STOVER . . . cards from Harrisonburg, Va., that Col. C. A. Maitland, of leaf fame, is now known as Blue Jay, and that Woody Williams is with a tent opera playing to good biz in the Shenandoah Valley. Jack

MILITARY PILLOW TOPS PATRIOTIC HANDKERCHIEFS

REGULAR PILLOW TOPS—20"x20" with fringe. Army, Navy, Marines, Air Corps, Signal Corps, WAC Insignias. Mother, Sweetheart, Sister, Friendship, Mother and Dad Insignias. \$5.50 Doz.

Free mailing envelopes. Camp name supplied free with orders for 2 gross or more.

HANDKERCHIEFS—Novelty, patriotic, with Navy, Air Corps, Army Insignias. Red, White and Blue. Mother, Friendship, Sweetheart Insignias. \$1.00 Dozen; \$10.80 Gross.

Will only ship solid dozens. Gross lots shipped assorted. MINIATURE 1/3 Deposit, Balance C.O.D., F.O.B. N. Y. \$3.50 Dozen; \$40.00 Gross.

AAA FLAG COMPANY, 247 W. 34th Street, New York City

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.

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.

MEDICINE MEN



Write today for prices on our quality Tonics, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices.

The HOUSE OF DEPENDABILITY

If you buy from us your goods will always be shipped promptly.

PRODUCTS LIABILITY INSURANCE CARRIED

BUY WAR BONDS

CELTONSA MEDICINE CO.
CINCINNATI, O.

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

PAPER MEN

Can use experienced Men or Women on old reliable publication, most States. NEW WAR MAPS get CASH. Regular terms—QUICK SERVICE

Write or wire

ED HUFF

5416 PHILLIP DALLAS 10, TEXAS

Sorry . . .

But we are over sold and cannot entertain any new business. We are now working long hours turning out just enough merchandise to take care of our regular customers.

When Victory Is Won . . .

We hope to be able to take care of every order; we hope you will understand. . . . Until then

Thanks

CHICAGO CEDAR-CRAFT MFG. CO.

1049 NO. PAULINA ST.,

CHICAGO, ILL.



AFTER VICTORY



WE'LL BE SELLING YOU

The OAK RUBBER Co.
RAVENNA, OHIO



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.
888116—Each \$1.75
ROHDE-SPENCER CO.
228-225 W. Madison St. CHICAGO 6
Write for Our Latest Catalog.

RAZOR BLADES
Millions Sold

ACE Blades are better quality. Leather stropped to fine sharp, cutting edge. Flashy display cards or cartons. Rush name for free details.

ACE BLADE CO., Dept. 10, Buffalo 3, N. Y.

Last Will and Testament of Adolph Hitler
(Copyright 1942)
Printed in 2 colors with seal, 8 1/2 "x11". Funniest thing you ever read. A terrific seller... big profits. Sample copy 10¢. Full cash with order. Satisfaction guaranteed. We pay postage.
TRIAL ORDERS, 35 COPIES, \$1.00.
JAY-JAY CO.
1608 SURF AVE. BROOKLYN, N. Y.

CHewing GUM SORRY!

No new Agents' Territory open for Duration. FOR VICTORY BUY U. S. WAR BONDS AND SAVING STAMPS.

AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave. NEWARK 4, N. J.

GET ABOARD, Live Crew Managers and Salesmen. Service Men's Magazine (Est. 1916) sponsoring Order of Blue Star for getting ammunition to front. Fast selling service joke books. Year's review "Yank" Army Paper, facts, fiction, hot cuts, new to public. Will Rogers joke book. Premium items. Free copy U. S. Law killing all ordinances. Samples 10¢. **SERVICE MEN'S MAGAZINE,** 189 Duane St., New York 13, N. Y.

SOCIAL SECURITY PLATES
Red, Blue and Gold colors, on metal, \$5.00 per 100. P. O. B. Chicago, while they last. Sample 10¢ each.

CHARMS & CAIN
407 S. Dearborn St. CHICAGO, ILLINOIS
Tel.: Web. 2648-3547-3548

NOVELTY TOILET PAPER

New Reduced Prices Agent's Sample, 25¢ (Refunded First Order)

ECONOPRINT Kokomo, Indiana

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 Zircons at a low cost.
Box 311 — B. LOWE — St. Louis, Mo.

"CUT YOUR OWN" HAIR
Cutting Comb, 7 1/2 inches, with 4 extra blades, 75¢; 3 for \$2.00; counter carton, 8, \$3.60. Cuts even and gradual. Attractive box. Twirl sign each carton.

BULK BLADE CO., Mfg.
830 MAIN STREET AURORA, ILL.

tells that Blackie and Fred Shefflett, ex-sheeties now in the neon business, are getting itchy feet. Willie (Tickle Britches) McDorman and the Shefflett boys plan to be at Elkton, Va., for the big field day August 18. Stover asks that Phil Babcock pipe in.

REMEMBER THE DEPRESSION? Wasn't it terrible—or was it?

STANLEY NALDRETT . . . closed with nice takes in Des Moines and trekked to Chicago last week. After a few days in the Windy City, he opened in South Bend, Ind., this week. Stanley inks that he and Al (Pops) Adams have definitely decided to team for the fair season.

JIMMY E. J. RYAN . . . and Ben Garber closed with corn punk in Des Moines last week, according to word from Stanley Naldrett.

FARM AUCTIONS should be red letter days about now. How about it?

JACK ELLIOTT . . . bulletins from Long Beach, Calif., where he and wife, Elizabeth, have purchased a home, that biz at his gem shop is okay. He tells that quite a number of the boys are locating thereabouts for the duration. Mr. and Mrs. John L. O'Conner have two stores in the village and are doing fine. Jack asks for pipes from Ben and Grace Brown, Roy and Bess Gross and Kitty and Cecil Rawlins. Pipe in, pitchers, and let's know where you are and what you are doing.

IT'S GREAT to be great, but it's greater to be human.

"CHANGED OUR MINDS . . . and came here instead of going to Indianapolis," pen Madaline Ragan and Ray Herbers from Cleveland. "There are plenty of spots to work here. Ray and I are doing the neighborhood spots to good results," continues Madaline, adding, "Pipe in, Doc Phil Bradley, and let us know where you are and how are things breaking."

CHIEF LIGHTNING . . . and partner, Carl King, are still holding down the pitch store on Prospect Street, Cleveland, for Ed Ross.

WHAT'S THE WORD with the med shows. Shoot in your line-up.

LITTLE SAMPSON . . . is working his act at army camps, according to word received from Madaline Ragan.

SPEED HASKELL . . . is getting the geedus with cards on a Ninth Street lot in Cleveland.

DOES YOUR LECTURE need correcting? Perhaps that's the reason you are not getting all the dough you should.

STIEN . . . of radio fame, has the Fourth Street lot, Cleveland, with lawn-mower sharpeners and a fruit stand in charge of Mrs. Moorehouse, whose husband, a well-known pitcher, recently passed away.

GEORGE TACKETT . . . former sheet writer, was in Cleveland last week, scribbles Madaline Ragan. George is on the advance of the Ringling show.

HAVE YOU READ the Letter List lately? Give it a gander; there may be mail advertised for you.

BILL KINSTON . . . well-known med pitchman of New York, now in uniform, visited with Mary Ragan in San Francisco recently before embarking for overseas duty.

TEX ST. JOHN . . . pipes that he and Al Hubbard are with the sex show on the Mighty Sheesley Midway, but will return to pitching med this fall. Tex hopes all the boys and girls are getting the coin.

NO PITCHMAN will have occasion to complain of the want of time who never loses any.

TOMMY CONLON . . . and Sid Fleisher are reported getting the kale at Nelsner's in Muskegon, Mich.

AL KEY . . . of endurance auto-driving fame, letters from Grand Rapids, Mich., that the weather there is hot and business fair. Al relates that Cowboy Williams came in last week and opened the H. L. Green store on foot. George Sallay, in the same store the past two weeks, is doing his Sallay-Fan Dance on med to fair takes. Al and Carlyle, of astrology fame, now in war work, cut up a few jackpots with

the boys. "No one working outside spots in this part of Michigan," says Al.

WRINKLES MAY APPEAR on your brow—but don't let them appear on your heart. The spirit should not grow old.

KID CARRIGAN . . . visited the desk last week and inoed that the ban is lifted in Detroit and that he glimmed a number of veterans getting folding stuff in the Motor City. Among those working Detroit lots were Chief Mex, Doc Frazier, Snake Oil Phillips, Emmett Smith, Doc Keller, Tommy Hoyt, Billy Black Hawk and wife, Chick Townsend, and about 20 JCL's.

MUSICAL MAY WILLIAMS . . . cards that she expects very soon to have the cast removed from her arm. One nice thing about the layoff, she tells, is that she has had enough leisure to really enjoy reading *The Billboard*. Now on the road to recovery, May is anxious for George Stevens, at Sikeston, Mo., to ask, "Will we travel or will we stay or will we have to give all our show away?"

HOW ARE YOU fellows who are working the whistles doing? Come on, pipe in. We haven't had much news on you this season.

T. D. (SENTOR) ROCKWELL . . . inks from Chicago that he has been working in a side show at Riverview Park there for the past several weeks after returning from the East by way of Philadelphia, Baltimore, Pittsburgh, Toledo and Detroit. The Senator tells that he recently spotted Cuban Mack turning nice tips on Maxwell Street, and that the boys are getting the geedus on a Monroe Street lot with glass cutters and knife sharpeners. Rockwell is readying for a trip to the West Coast to join E. Guild Stewart in war work at a Portland, Ore., shipyard.

PITCHING AND FISHING have always clicked together. Take a tip from the angler who moves on to the next spot when he can't get action.

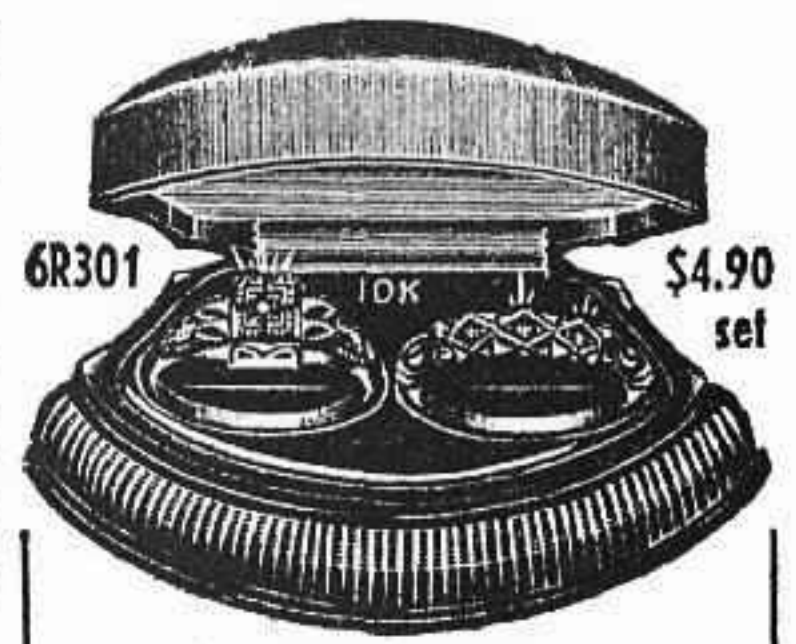
K. MAX SMITH . . . and wife, Alice, line from Greenfield, O., that they have just completed a string of celebrations with their jewelry engraving layout. They also report top takes on their new photo outfit and cedarwood demonstration located at Puritas Springs Park, Cleveland. Max and Alice are readying for their regular route of fairs.

HOW TO CLOSE A TOWN . . . The pitcher from Chicago who is working a Detroit lot sans shirt is not doing Pitchdom a bit of good. Continuous knocking and lack of wearing apparel are impressing the city fathers the wrong way.

DON'T TRY to eliminate the old-fashioned virtues of pitching. Many have tried it with indifferent success. No good substitute has yet been found for simplicity, frankness, sobriety, industry and sincerity.

Pitchdom Five Years Ago

D. W. THOMAS was getting big bills in Iowa territory. . . . P. J. Morand Jr. was working Sacramento (Calif.) Valley to fair biz. . . . Claude Laws and James P. Louis were clicking with peelers in a Pittsburgh department store. . . . Sailor Wiggs and Big Al Ross were in the Queen City readying a new pitch and in the interval were working with the monkey circus at Coney Island, Cincinnati. . . . Johnnie Greggs had forsaken horn nuts in favor of a position with the Union Oil Company on the West Coast. . . . Doc Ray Smith and wife, Gracie, were in Eastern Texas with their med show. . . . Elmer A. Schrader was getting fair results in Dayton, O. . . . Doc Francis J. Hale was getting the long-green in Ohio territory. . . . King Lamar was going to town with his med and horoscope layout on the Art B. Thomas Shows. . . . Jack and Margaret Griffith were featured on Doc Grayfeather's med show working Illinois spots. . . . Dutch Hendrickson was clicking with pens in Butte, Mont. . . . Buster Williams med show was playing to fair-to-middlin' biz in Texas territory. . . . On Maxwell Street, Chicago, getting easy shekels, were Ray Colbert, Jimmy Wells, Mary Ragan, Chet, Al Rice, Carl Holdorf and Tommy Burns. . . . Carl Herron was playing the races on New York sidewalks. . . . Peter Bird was working Detroit environs to nice takes. . . . Y. L. Yon was offering an office specialty in Kansas City, Mo., to good results. . . . W. D. Cooper was doing okay on sheet in Bladon Springs, Ala., and surrounding spots. . . . The sheet fraternity was well

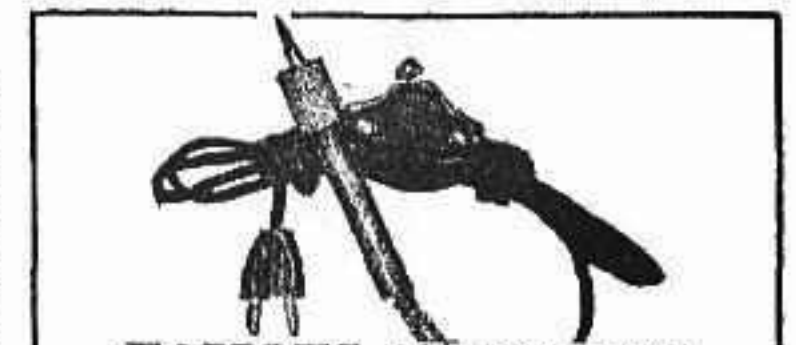


DIAMOND RING SETS
10K Gold Mountings

6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring Set \$4.80
6R307—3 Diamond Engagement Ring and 3 Diamond Wedding Ring Set 5.65
6R305—3 Diamond Engagement Ring and 5 Diamond Wedding Ring Set 6.40

Each Set in Beautiful Plastic Gift Box. For additional Diamond Rings WRITE for illustrated Leaflet.

BIELER-LEVINE
37 South Wabash CHICAGO 3



FAMOUS ELECTRIC ENGRAVING PENCIL
Favorite of 5 and 10's, pitchmen, libraries, industries. Great money maker for you wherever crowds appear. "So easy to handle, does such beautiful work." Sold on 5-day approval, guaranteed one year. "Just with a twist of the wrist." Engraves fine, medium or big lettering in gold, silver, colors on almost any material. We originated the practical electric pencil in 1931. Our pencils are used in stores of 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
2434 N. Meridian St. Indianapolis 8, Ind.

FUN for the Service Man and Civilian—PROFITS for YOU in every one of these popular numbers:

FLIP TEEZ—Slightly splay, six styles. Doz., \$1.00; Gr., \$1.50.
BRASSIERE RATION BOOK—Brand new; just out. Doz., \$.60; Gr., \$8.75.
LOONY LETTERS—8 Hilarious letterheads and envelopes in each set. Doz. sets, \$1.50; Gr., \$17.50.
MAGIC COIN BLOCK—The Ideal Joke, Puzzle and Magical effect. Doz., \$4.00; Gr., \$48.00.
SPIDER WEB PUZZLE—Colorful, fascinating. Each on display card. (Plastic) Doz., \$5.00; Gr., \$5.75; (Board), Doz., \$4.00; Gr., \$4.25. Samples supplied at dozen rates. Complete price list and catalog on request. Mail your order **TODAY!**
S. S. ADAMS CO. Asbury Park, N. J.

MAGIC CARDED JOKES ITEMS
Loaded Gigarettes, Trick Cigars, Hot Chewing Gum, Sunk Perfume, Trick Dice, Exploding Plugs, Luminous Paint, Voice Throwers, etc. 24 different Cards. Each takes in \$1.20, costs you 60¢. Sample set of 24 cards, \$14.00. 50% deposit, balance C. O. D. via express.

NEW NOVELTY ITEMS
Chinese License Plates, 75¢ doz.; \$8.50 gross. Foreign Baggage Labels (Pkgs.), \$1.25 doz.; \$14.00 gross. **LUMINOUS SKULLS** (composition), \$3.60 doz.; \$36.00 gross. Comic Gifts, boxed, 12 diff., \$1.00 doz.; \$11.00 gross. 200 Different Items in Stock—Wholesale Catalogs, 10¢. "Pitchmen's Headquarters."
ARLANE, 4462 Germantown Ave., Phila., Pa.

5,000 ITEMS AT FACTORY PRICES
Gum, Candy, Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise and many other items. Write for list.

BLAKE SUPPLY CO.
219 E. Markham St. LITTLE ROCK, ARK.
P.S.: Will buy anything, please write us.

RUN MENDERS
No. 1—54 gauge with rubber handle, gross \$2.75; 1,000, \$16.50. No. 3—54 gauge, wood handle, gross \$1.00; 1,000, \$25.00. Chiffon special, rubber handle, gross \$8.64. Shortest latch, finest needle made, rubber handle, 50 or more, 10¢ each; gross \$8.64. Long hook (latest), 50 or more, 10¢ each. Illustrated directions. Special prices on large quantities. 5 samples, 50¢.
RUN MENDER WORKS, Dept. 7, Waukegan, Wis.

represented at the Paul Bunyon Celebration in Brainerd, Minn. It was a red one, and getting the coin were E. A. Eckerson, Philip Sawyer, Tex Babney, Roy Graham, Swede Johnson, Paul Kramer, Carl Powell and Red Downs. . . . Joe Hess was getting good returns with his two flash pen layouts on the Boardwalk at Asbury Park, N. J. . . . Stanley Naldrett took in enough long-green with juicers at a Milwaukee store date to buy a used Oldsmobile. . . . Charlie E. Bailey, having completed a string of S. S. Kresge store dates in Michigan with rug and upholstery cleaner, drifted into Cincy and stopped by the desk. . . . That's all.

Merit in Pitchdom

By E. F. HANNAN

AT THE yard gate of a huge war plant a veteran pitchman holds forth with rubbing oil and herbs. For a dozen years before the war this salesman several times a year worked this same plant and built a reputation that brought repeat sales for his two items. The remedies have merit, and his long experience has taught him that uncalled for statements in his lecture are unnecessary. The fact that he not only sells direct but picks up many orders by mail proves that the goods are in real favor. That something, known as sales resistance, he has completely crushed. With heavier pay envelopes his business has increased. Best of all he is doing his bit toward the war effort, for sore muscles and clogged intestines are bugbears among workmen who labor hard. He sells something that he can stand behind, something that he need not be ashamed of, something of merit.

Southwest

In the Southwest where med shows are still an important part of show business, a well equipped and rightly managed trick is pushing vitamins. During the many years that the owner of this outfit has been connected with med he has always moved forward with the times. When I first knew him he handled tonic preparations, then he moved to powdered and leaf herb mixtures, he then went along to bulk laxative mixtures of psyllium seed and such, and now he has gone over to vitamins. In every case he has made the grade which indicates that a real med man can broaden his scope of sales efforts, shift with every change, and still keep on doing business. There is one point more to be made and that is that this med man is a stickler for products with merit.

Sheet

A veteran sheetwriter whom I have known for 35 years was plugging leaf when I first knew him, and still is. Every fall for the past dozen or more years I have had a line from him saying, "this is my last year with the sheet, don't forget this now!" In mid-winter I run into him in Tampa or Miami, or I get a card from California. He tells me, or writes me, that he may go out the coming season but probably not. He goes out. With a little money laid aside he could on a pinch live without hustling too much. But put him in any town for two weeks without action and he starts pacing hotel lobbies and talking to himself. What has kept him in the business all the years is that he has tied up only to papers with no kick-back, and that would stand strong personal exploitation." Much of his success is due to the fact that he has always had merit on his side. He has never let down the bars and taken on fly-by-nights, or throw-aways. He is a stickler for something that he can throw the sales works into. He'll never quit, because he's always in line, always moving on, and always mixed up with something of merit.

Mirror-Man

The business of resilvering mirrors is one of the real old-timers with pitchmen, canvassers, and mail-order houses. You can count on the fingers of one hand the names of those who have followed this work from the days of its early stages, and who are still at it. I have a friend who has seen them come and go, and he still sticks to silvering. Right now he is

moving more of his product than at any time in his 40 years in the business. Here's the story of how he got into this line as told by himself:

"I was pitching a cleaning fluid in Boston on favorable days and when the weather was unfavorable for outdoor selling I would do a little canvassing from house-to-house not too far out of the city. I struck a fashionable apartment house and gave a demonstration of my cleaner on a hall carpet. The demonstration greatly pleased the housekeeper. After finishing the cleaning job she said to me, 'Tell me how I can restore this mirror.' The mirror was something of real beauty but careless packing in moving or some other cause had rubbed the silver from the back. 'I'll give you \$5 if you can restore it,' she told me. I said, 'I'll be here tomorrow and I believe I'll be able to do the job.' I went direct to a friend in the secondhand furniture business and he gave me some silvering material. I did the job, got the \$5, and from that day I have never been without my mirror-paint. All the years since I have kept improving the formula of my mixture so that now I've really got something. When I sell a bottle I know that it is going to do more than I claim for it. It has merit."

Polish

Some years ago when vaude began to slip, old-timers in the business were hard put to know what to do. In the East such performers were especially hard hit. A monologist, for whom I had written material, was worried. Age was creeping on and while the spirit was willing the flesh was weak. He tried soliciting program advertising but this was tough picking because of the few programs being printed. He hustled at this and at that until shortly after the death of prohibition a bartender friend asked him to go downtown and get him a can of his favorite brass polish. The bartender wanted to put a shine on the rail and other trimmings. The ex-actor did the errand and watched the barman do the polishing. "Why don't you get some of this polish and push it?" the bartender asked. "You could sell a lot of it." The former actor took the cut and you can guess the rest. Within the past month I watched him demonstrate in a large hardware store and the trade he has built gives him a small but steady income. He used to sell the product under a dealer's trade name but now he has his own label with the same ingredients in the can. It will never stop getting him money of some kind.

Press Your Own

"Down the street there stands a man,
Who goes by the name of Joe McCann.
He sells a creaser for your pants,
Be sure buy one, you take no chance.

Toby Lyons sang this verse in his famous Hinky Dee song at the old Howard in Boston. The pitchman referred to in the song is still alive altho the verse was sung more than 30 years ago. Awhile ago I talked with Joe and he mentioned that Toby's plug helped business. Then Joe rambled along about pants-creasers and told me, "there was never a real and practical one." Then he described the first one, made of steel wire, and in two parts—one for each leg of the pants. "It had too much bite, tried to do the job too well," he said. Then he told about the others he had played around with, one that was part wire and part wood, and one that was a block of iron, not unlike a common flat-iron, that was covered with a substance that would press cloth without heat. He monkeyed with a dozen or more and sold some of all of them but not one of them had what he was looking for. They were poor repeaters, all of them. "Without merit?" I asked "That's the word, 'merit,'" he replied.

Joe still believes that some day an in-

ventive pitchman will figure out something in this line that will be a repeated something with merit that the seller needn't be ashamed of.

Events for Two Weeks

- July 26-31
- ILL.—Princeville. Home-Coming, 29-31.
 - IND.—Brownstown. Home-Coming, 26-31.
 - Laurel. Home-Coming, 25-30.
 - KAN.—Lenora. Lenora Carnival, 28-30.
 - Lebanon. Annual Home-Coming, 29-31.
 - MO.—Craig. Home-Coming, 29-Aug. 1.
 - Cuba. Old Settlers' Reunion, 30-31.
 - N. Y.—Rochester. Grotto Rodeo, 26-31.
 - O.—North Industry. Home-Coming, 27-31.
 - Crestline. Police & Firemen Street Fair, 26-31.
 - PA.—Martinsburg. Memorial Picnic, 31.
 - New Galilee. Firemen's Carnival, 26-31.
 - WYO.—Cheyenne. Frontier Days, 27-31.
- August 1-7
- IDAHO.—Preston. Night Rodeo, 6-7.
 - Idaho Falls. Round-Up, 4-7.
 - ILL.—Cuba. Soldiers-Sailors' Reunion, 6-7.
 - IND.—Farmersburg. Old Settlers' Picnic, 4-7.
 - KY.—Louisville. St. Agnes Church Carnival, 6-7.
 - MICH.—Barrington. Celebration, 3.
 - MINN.—Aquatennial, 1-3.
 - O.—Byesville. Home-Coming, 3-7.
 - Magnolia. Home-Coming, 5-7.
 - PA.—Shade Gap. Soldiers-Sailors' Victory Fair, 2-7.
 - S. D.—Deadwood. Days of '76 Celebration, 6-8.
 - Dell Rapids. Gottle Days, 2-4.
 - TEX.—Dalhart. KIT Rodeo, 2-3.

SLA

(Continued from page 40)

nor's meeting July 15 at the Sherman Hotel, with President Phoebe Garsky presiding. Elected to membership were Ella Dodson and Helen Pugel, Dodson's World's Fair Shows; Aileen Patricia Taylor, Louise Lockhart, Luella Mary Anderson; Evelyn Levine and Winona Woodward, Buckeye State Shows; Mrs. Mattie Gorne Bybee, Martha Jane Rodgers, Annie Lee B. Dillon, Mrs. Mae E. Smith and Lynoveeta Guinn.

Application of Marie L. Starr, proposed by Grace Goss, was received and tabled until next meeting. Dues have been coming in rapidly. They are due and payable September 1. Elsie Miller, secretary, spent a week in Genoa City, Wis., on the estate of Mr. and Mrs. William E. Schmidt.

Mattie Crosby and Elma Koss are recuperating from illness. Members were grieved to learn of the death of Mrs. Courtemanche, wife of Brother Courtemanche. Letters were received from Virginia Kline, Grace Goss, Mrs. Thelma Frenzel and Elma Koss. Award books out on summer activities are coming in rapidly. Please forward yours at earliest opportunity.



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- Marriage Rings \$1.00 Gross
- Cake Flags (1 1/2 x 7 1/2) 75¢ Gross
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- Comic Buttons \$2.00 Hundred
- Admission Tickets, 2M to Roll \$4.50 Doz.
- Plastic Charms 45¢ Gross
- Lanterns (Chinese) 65¢ Doz.

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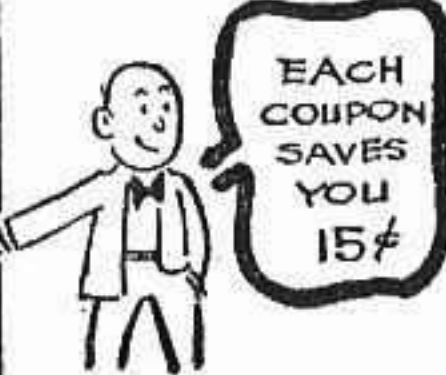


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GOOD FOR 10 DAYS ONLY You Pay for 4—You Get 6 More FREE!
 Only 10 Cents a Copy Via DIRECT Mail.

LISTS

(Continued from page 69)

Yellow Creek—Northern Bedford Co. Fair. Oct. 21-23. Howard F. Fox, Loysburg, Pa.

South Carolina

Anderson—Anderson Fair. Nov. 1-6. J. A. Mitchell. Bowman—Bowman Community Fair. Nov. 8. George W. Oliver. Chester—Chester Co. Colored Fair Assn. Oct. 18-23. Wayman Johnson.

South Dakota

Clear Lake—Deuel Co. Fair. Sept. 23-25. Fred Seeger. Edgemont—Fall River Co. Fair. Sept. 6-7. H. C. Porter.

Tennessee

Alexandria—DeKalb Co. Fair. Aug. 25-28. Rob Roy. Carthage—Carthage Agri. Soc. Aug. 18-21. W. B. Robinson.

Texas

Leonard—Leonard Fair Assn. Sept. 28-Oct. 2. H. H. Blackburn. Rocksprings—Edwards Co. Fair Assn. Aug. 5-6. Ivan B. Smart.

Utah

Coalville—Summit Co. Fair. Sept. 10-11. C. H. Crittenden. Farmington—Davis Co. Fair. Aug. 25. A. B. Barton.

Virginia

Abingdon—Southwest Va. Fair Assn. Aug. 24-28. G. Y. Booker. Covington—Alleghany Co. Fair. Sept. 6-11 (if held). Thos. D. McCaleb.

Washington

Battleground—Clark Co. Fair. Aug. 26-28. R. T. Cole, Courthouse, Vancouver.

West Virginia

New Hope—Beaver Pond Dist. Fair. Sept. 2-4. C. P. Hylton, R. 1, Box 78, Princeton.

Wisconsin

Antigo—Langlade Co. 4-H Club Leaders Assn. Aug. 13-15. Ira V. Goodell.

Athens—Athens Agri. Assn. Aug. 31-Sept. 2. Theo. E. Wozniak. Baraboo—Sauk Co. Fair. Aug. 30-Sept. 2. M. H. Schey. Beaver Dam—Dodge Co. Fair. Sept. 17-19. P. C. Knaup.

Wyoming

Buffalo—Johnson Co. Fair. Aug. 27-28. Pete Jensen. Mountainview—Uinta Co. 4-H Fair. Aug. 26-27. Mrs. Joe Michell, Fort Bridger.

Coming Events. Trade Service Feature Billboard logo.

These dates are for a five-week period.

Colorado

Bueno Vista—Head Lettuce Day & Rodeo. Aug. 15-16. Harry C. Tinsley. Golden—Golden Days. Aug. 13-14. Lawrence L. Gann.

Illinois

Biggsville—Biggsville Home-Coming. Aug. 26-27. John G. Gibson. Blandinsville—Farmers' Picnic. Aug. 12-13. Clifford Gable.

Indiana

Farmersburg—Old Settlers' Picnic. Aug. 4-7. Chas. E. Sharpe. Laurel—Home-Coming. July 25-30. Ray Timberman.

Iowa

Creston—Horse Show. Aug. 24-25. Mose Hurs.

Kansas

Lenora—Lenora's Food-For-Victory Carnival. July 28-30. Earl Personette.

Kentucky

Louisville—St. Agnes Church Victory Carnival. Aug. 6-7. W. J. Smith, 209 Martin Brown Bldg.

Michigan

Barryton—49th Annual Celebration. Aug. 3. Clyde Mosler.

Minnesota

Minneapolis—Aquatennial. July 31-Aug. 3. C. E. Anderson, 114 S. 5th St.

Missouri

Bucklin—Bucklin Home-Coming. Aug. 19-21. C. A. Larson. Craig—Craig Reunion. July 29-Aug. 1. P. B. Neely, American Legion.

North Carolina

Newton—Soldiers' Reunion. Aug. 15-21. Miss Willie Self.

Ohio

Byesville—Annual Home-Coming. Aug. 3-7. Roy A. Cox. Magnolia—Home-Coming. Aug. 5-7. W. H. Chadlock.

Pennsylvania

Blain—Blain Picnic. Aug. 13-14. Jos. Steerman. Martinsburg—Memorial Picnic. July 31. I. Harvey Kagarise.

South Dakota

Burke—Burke Home-Coming. Aug. 21. P. J. Fahrenbacher. Deadwood—Days of '76 Celebration. Aug. 6-8. Nell Perrigone.

Wisconsin

Madison—Shrine Circus. Aug. 26-29. Scandinavia—Free Fair. Aug. 20-22. C. D. Trinrud.

Canada

Winnipeg, Man.—Gladiolus Show. Aug. 17-18. Mrs. J. A. Carleton.

Frontier Contests. Trade Service Feature Billboard logo.

Colorado

Boulder—Powwow Days Rodeo. Aug. 1-2. Perry Frazier. Pueblo—State Fair Rodeo. Aug. 23-27. Frank H. Means.

Idaho

Idaho Falls—War Bonnet Round-Up. Aug. 4-7. Farley Rigby. Preston—Night Rodeo. Aug. 6-7. Weldon A. Nash.

New York

Rochester—Lalla Rookh Grotto Rodeo. July 26-31. Bryant G. Parsons.

Oklahoma

Vinita—Will Rogers' Memorial Rodeo. Aug. 27-29. Ray Foreman.

South Dakota

Phillip—Phillip Rodeo. Aug. 16-17. Scenic—Scenic Rodeo. Aug. 22-23.

Texas

Dalhart—XIT Reunion & Rodeo. Aug. 23. Allyn D. Finch. Waco—Baylor Bear Club Rodeo. Aug. 17-21. W. M. (Bill) Wood.

Wyoming

Cheyenne—Frontier Days. July 27-31. Robt. D. Hanesworth, Box 715.

SPEED SKATING

(Continued from page 61)

victor keeps reminding him that he has not defeated the very best of competition in his chosen field of athletics.

The last few years have brought us a new field of competition and a most desirable one—the Class B Juvenile Group. We hope that the honesty and ability displayed by these mere babies in the Detroit meet will inspire everyone who was fortunate enough to witness their performance to send us their youngsters for our next championship. This is the future to which we are looking forward.

Speed Revival Envisioned

Professional speed skating most certainly is a possibility, but first we want the opportunity to instill into youngsters courage, honesty and sportsmanship, so that when the time does arrive for them to capitalize upon their ability their efforts will not only be clean but they will have acquired a sense of duty to carry on the principles of the RSROA when they become the examples, teachers and supervisors of the Juvenile Class B Division.

This, I believe, is the only opportunity we have to make speed skating a desirable promotion and a financially sound one. This can be accomplished, I know, for I can still open my book of memories to a page of overcrowded roller rinks thrilled by the cyclone speed and daring of Cioni, Eglinton, Peters, Launey, Davidson, Martin, Moore, Woodward, Blackburn, Birkheimer and a host of others. It is not too difficult to envision a revival of such an era, but we certainly will not have our skaters equipped with a kerchief filled with silver dollars to break the bones of another contestant and we will not have our contests stink with the odor of faked achievement which is prevalent in some modern athletic promotions.

RUSSELL IN PORTLAND

(Continued from page 48)

Bagdad, performing camel. Newspapers played up that angle.

Show was presented on the Victory center stage and in a ring in front. Norman Carroll was emcee and Spud Rederick directed the band. Jack Joyce, show's equestrian director, assisted. Street program: Nellie Dutton and "Bagdad"; Cheerful Gardner and five-elephant act, presented by Betty Acevedo; SI and Fanny and their trick mule, Abner, a feature of the Russell concert; Acevedo jugglers; Cy Compton, star of the concert, and His Hollywood Ranch Revue, with Myrtle Goodrich, Chief and Dorothy Sky Eagle, Mark Ross, Jack Wright, Bernice Dean, Chief Sugar Brown and His American Indians. Preceding the street show were bits put on by clowns, headed by Dick Lewis, Al Bowman, Sanchito Morales and Mr. and Mrs. Koko.

Performances Pull Capacity

PORTLAND, Ore., July 24.—Russell Bros.' Circus, aided by good weather, packed its 5,000 seats for virtually every matinee and night performance during its 12-day stay here. Presence of thousands of servicemen at posts and camps in the area helped swell attendance. Travel restrictions also were in the show's favor, hundreds of stay-at-homes taking in the show where formerly they hied off to beaches. Tickets sold for \$1 for adults, 50 cents for kids. Show reported business better than that of last year thru Oregon—Medford, Roseburg, Eugene, Albany, Salem and Portland.

CIRCUSES 1999 A.D.

(Continued from page 48)

which services passenger and freight gliders for several major air lines. Selden's new act is really novel. A half mile or more off Neptune he is taken down into the realm of Davey Jones via a huge diving bell. Once submerged, Selden telephones "ready" to his assistant on Neptune's spacious flight deck. Immediately a huge mechanically operated robot, towering 1,000 feet above Utopia's banner-studded midway, goes into action. This giant, which is really nothing short of a huge crane, simulates a fisherman, with accouterments complete. It proceeds to cast its line of very flexible steel tubing. Lo and behold! Selden is fished out of the ocean by the robot and he proceeds to perform the highest, longest, swaying pole turn this writer has ever witnessed. Selden truly lives up to his new billing, the Amphibious Marvel.

GEORGE HANNEFORD is no longer trouping. He's in the lumber business and supplies the needs of most circuses. And what a business! He plants trees in the morning at his Glens Falls farm and cuts seat planks from them in the evening of the same day. Ah, this modern world!

Not in the Act

HAPPY KELLEMS and his group of merry-making buffoons had a new gag that was going over with world travelers out on Utopia, sea-bent circus. The ruination of ceremonies (emsee to you) announced that Happy and his gang of giggle-getters were to retrieve the old transatlantic cable, now lying dormant. Each clown rode an inflated seahorse to a selected spot and proceeded to fish up the old telephone tube, supposedly. The gag was that they dug up a huge

sea snake, their own prop, which dumped them all overboard. Recently while the Joeys were doing the gag they fished up a live octopus. Its eight legs clamped down on eight clowns and... well, Happy's now doing a funny break-down airplane number on the flight deck of Neptune alone!

BILLY PAPE is no longer teaching setting-up exercises at a New York City day nursery. He forgot to appear at the polyclinic with others of the '43 group, thus missing out on the recent injection. He is now a salesman for a strait-jacket concern, so he says, and wears one continuously merely to confirm his faith in the company he represents.

WON, HORSE & UPP

(Continued from page 48)

work unless fed, but Upp was as stubborn as the men and wouldn't give in. Ford Axle Annie, owner-manager of Ford Axle Annie's Horseless Wild West Show, was visiting the show at the time. Because we were too short-handed to get the top up in time to give a matinee, she left and took the workmen to her show, 40 miles away. That was sufficient proof that the men were on the up-and-up and we lost them.

On Thursday at Dead Rock, Colo., five men came on to the lot, looking for work. The boss, having lost the others thru his poor judgment of human beings, hired them, gave them a buck apiece to clean up on and their dinners. We haven't seen the men since. Now the show's owners are up against a tough proposition. If they don't feed and advance money to those who are okay they lose the men. If they feed and advance money to those who are not okay they lost them just the same. Its a do-or-don't loss any way you take it.

In order to protect themselves, Co-Owners Won, Horse & Upp decided to hire no one after the show is in the air. Those who arrive in time to help put it up are placed on what the owners call a food-and-labor-conservation system. When a man puts 10 stakes into the ground our cookhouse waiter brings him three slices of bread; when he gets 20 into the ground the waiter brings his butter and coffee; when the top is in the air he gets his beef stew. No dessert is served until the seats are up.

Last night the side show's ticket seller took a powder with the entire day's receipts. Accompanied by his wife, another ticket seller joined here today. Not wanting to gamble on the man's honesty, Manager Upp locked the ticket seller's wife in a box wagon as security. At 9 p.m. he took a powder with the side show's receipts and the office was hooked with his wife. She finally settled for expenses and a ticket to Boston. Whoever it was that philosophized, "The West is fertile for circuses," should have said, "The circuses are fertile for the West."

DRESSING ROOM GOSSIP

(Continued from page 49)

day are Laura May McKenson on the single trap; Joe Loyal at acrobatics and Kitty Klark on a menage horse. Jocko Montgomery celebrated his 18th birthday in Waterbury. A new member has been added to the Reynolds-Donegan skating act, Burt Ritchie, and back again after a five-year lay-off is Charlotte Maxwell; her husband is on the front door. Other new members of the clan are the Travers Sisters, Tracy and Susan, to the "show girl" school, and Louey Naggy and Bob Keebler, to the clown school conducted by Paul Jerome, who also is *The Billboard* sales agent. The laundry situation is so acute that John Trippe has taken it upon himself to lay an iron hand on the washing; "let's get after that BO." DICK ANDERSON.

COLE BROS.—Joe Haworth, legal adjuster with the show, informs the writer that Joe Jr. is doing well overseas. He is in the air force. Best dressed man on the lot, Beau Brummel John Smith. Marlyn Rich joined, replacing Cyse Odell doing one-arm swings. There are a lot of people around here who have learned to do their own laundry—rough dry, some of it very rough. Otto Griebling is the new collector for Dick Scatterday; he does it in two languages, English and Griebling. Karyl De Mott is official laundry mistress of the show. These clowns are getting a lot out of the Clown Bride number—Horace Laird, Albert White; Albert Powell, as the bride; Karyl De Mott, Danny McPride, Mickey Grimm, Corky Plunkett, Alva Evans and Otto. Eileen Larey took a nasty buster in the flying act and hurt a shoulder.

She will be out of the program for some time. Mr. Mac should take some singing lessons from Florence Tennyson—his "Get Your Wardrobe" in high C is getting a little off key. Chata Weber returned after attending the funeral of her sister. Jack Voise, former catcher for brother Harold, is overseas and from all accounts is doing nicely. The girls must get to the lot early if they want to get a washline up. Would hate to tell where the wife strings hers.

Since the show left Omaha the *Conquest of Coronado* has gone a little Arabian. Sun-Tan Susie Hanneford is back in the riding act, the first time since she broke an ankle early in the season. Gus Tallaferro is still in charge of programs and commissary on the show. The most beautiful lot of the season at Hastings, Neb. Just like somebody's lawn. Albert White hears regularly from Corp. Laurence Cross, who, as one of Uncle Sam's boys, is doing nicely. From all indications he is preparing to be shipped overseas. Wish him the best of luck and a speedy return back to the dressing room. Little Gracie Hanneford and Albert White get plenty of V-mail letters from Sgt. Eddie Hendricks, who is overseas. Would like to see him do his principle riding act in the jungles with his two nags. Keep up the good work, Eddie, as the big top misses you.

SIDE SHOW—Wendie Kirkbrite and Lillian Billens, of the Oriental department, left at McCook, Neb. Garry Howard is doing emcee and lecturing. He has a fine voice and is a congenial fellow. Amere Rleka, anatomical man, joined at Des Moines. Duke's Hawaiians look

nice in the new green and gold cellophane skirts. Minopo Harris, magician, has a new back drop of red and gold velvet. Noticed that Frank Coleman, armless man, is trying to raise a mustache. Folks are wondering if it can be done. Hoppie, the Frog Boy, is showing signs of a little weight. Rose Westlake and Myrna Karsey, of the s. s., and Jean Allen, of the big show, were entertained at dinner at the home of Mr. and Mrs. Clyde Bowlin in Hastings, and the gals made the train on the fly. Ginger Benson was presented with a pedigree Pekinese in Lincoln, Neb. Mystery of the red prop box at the palmistry up to this writing has not been solved. Biz has been fine, reports Arthur Hoffman, s.s. manager. Joe Hodgini was suddenly called from Denver because of the illness of his wife.—FREDDIE FREEMAN.

CB STRAWS IN DENVER

(Continued from page 48)

flow crowd. Engagement was a homecoming for many of the personnel, as a large number, including Owner Zack Terrell, formerly were with the Sells-Floto Circus, which wintered here. Terrell said the man-power problem had been eased somewhat, some new employees being taken on here. He reported that he was continuing to build up the acts. He said the Slayman All Troupe would join in Greeley, Colo. Parks got an excellent play in both papers. Advertising was concentrated in *The Denver Post*, with some space in *The Rocky Mountain News*. Col. Harry Thomas concentrated radio advertising on KFEL.



INSURANCE

CHAS. A. LENZ

"The Showman's Insurance Man"

A1338 INSURANCE EXCHANGE
CHICAGO, ILL.

WANT
for
V. F. W. CELEBRATION
White Plains, New York, week of August the 2nd to August the 7th, inclusive.
Featuring Sello Bros.' Circus and Elephants.
Grand Concessions of all kinds, Ball Games, American Palmist, Photo Gallery, Mike Lane, wire, Gun place one Flat Ride, Pony Ride and High Free Act, Jane Lasher, wire. Three other dates around here to follow. All address:
LOU HECK, Chairman of Arrangements
White Plains, N. Y.

WANTED
CARNIVAL OR RIDES AND CONCESSIONS
For 3 County Fairs Circuit, Paris, Illinois; Cayuga, Indiana, and Terre Haute, Indiana, August 15 to September 3, inclusive. Will book Carnival or Rides and independent Concessions. Contact **CHARLES BROWN, care Vigo County Agricultural Agent's Office, Terre Haute, Ind.; ART HALE, Paris, Ill.; V. N. ASBURY, Newport, Ind., or J. E. BEARDSLEY, Cayuga, Ind.**

FOR SALE
8-Ring Motorized Circus complete, no animals. Big Top, 70 ft. with three middles, waterproof. A real buy; sell all or any part. Health reason for selling.
CIRCUS BOX D-97
Care The Billboard Cincinnati 1, Ohio

WANT TO BOOK
RIDES AND CONCESSIONS FOR
MCLEAN COUNTY FAIR, BLOOMINGTON, ILL.
August 17, 18, 19. All open. Also will buy or lease several Rides. Write
KEN MURRAY
Box 264, Bloomington, Illinois.

WANTED
TRAP DRUMMER FOR BIG SHOW BAND
Must join on wire. For the advance can place one more Lithographer. Wire
Mills Bros.' Circus
As Per Route.

CETLIN & WILSON SHOWS, Inc.
WEEK AUGUST 1ST, BUTLER, PA.

WANT:—Can place Organized Troupe of Hawaiians. Will furnish complete equipment.
WANT:—Fly-o-Plane, Tilt-a-Whirl, Whip with own transportation.
WANT:—Shows that don't conflict, with or without own equipment. Will finance any attraction worth while.
WANT:—Experienced Skilled Workingmen in all departments. Good salaries to start, with chance of advancement depending on your own merits. Why stay in the rut? Join a show that appreciates your services.
WANT:—Can place one Chorus Girl for Paradise. Can use several attractive Young Ladies for Posing Attraction.
WANT:—Can place all Legitimate Merchandising Concessions.
WANT:—Foreman and men for Towers and Marquee.
ALL ADDRESS THIS WEEK, SHARON, PA.

T. J. TIDWELL SHOWS

For the Following Dates and the Balance of the Season. Show will stay out until Christmas. Lawton, Okla., Pioneer Days Rodeo and Celebration, August 2-7; American Indian Fair and Exposition, Anadarko, Okla., August 16-21; Wichita County Fair, Iowa Park, Texas, and other good ones.

Will sell exclusive on Photo Gallery and Scales. Want Class House, Side Show People, Man to Handle Athletic Show, Minstrel Show Performers, Ride Men who can drive Semis (Top Salaries). Useful Show People in all departments.

This Show Moves Every Week and Plays the Best Money Spots in the Southwest.

All address T. J. TIDWELL, MGR., ALTUS, OKLA., THIS WEEK.

GOOD LECTURER WANTED
ALSO PARTY FOR FRONT FOR MUSEUM OF ANATOMY
This Is the Most Complete Life Show on the Road. Playing All Soldier Camp Towns.
LECTURER MUST KNOW AND BE ABLE TO GIVE AN INTELLIGENT LECTURE ON ANATOMY; ALSO SELL HYGIENE BOOKS.
JOE DARPEL
Care BILL HAMES SHOWS, Gainesville, Texas, Until August 8.

LEGION CELEBRATION—BRAZIL, IND.
JULY 26 - - - - JULY 31
WANT
SHOWS—What have you? CONCESSIONS—All Stock Stores open except Fish Pond and Coke Bottles. Will book Bingo for rest of season. Now booking Shows and Concessions for WASHINGTON COUNTY FREE FAIR, SALEM, IND., Aug. 18-19-20-21; Hillsboro, Ind., Home Coming, Sept. 4-5-6; Sumner Legion Fair, Sept. 8-9-10. Fair Secretaries, we have open dates for Indiana or Eastern Illinois. We carry six rides, four shows, thirty concessions and two free acts. If interested answer as per route.
GEREN'S UNITED SHOWS

WANT
To Join at Once
 Ferris Wheel Foreman and Octopus Foreman.
 Top salaries paid. Address:
OSCAR BLOOM, Manager
GOLD MEDAL SHOWS
 Waukegan, Ill., this week.

STAR AMUSEMENT CO.
WANTS
 For their string of Fairs and Celebrations, Stock Shows that go for 10¢ and throw stock. Flat Rides with own transportation. Will sell ex. on Corn Game. Shows with something in them. Celebrations, all week stands, Black Rock Picnic, Heber Springs Reunion, Old Austin Home Coming, Humnoke Picnic, Hamburg Fair; others to follow; all in Arkansas; in the cotton till Xmas. Address: **KID BURNS, Star Amusement Co., Black Rock, Ark., week of July 26.**

New England Amusement
WANTS
 Man for Popcorn and Candy Apple Stand; all around Concession Help, also Concession and Ball Game Agents. All replies to
HARRY KAHN, Charles Hotel, Springfield, Mass.

WATCH ROUTE WATCH ROUTE
WANTED
 WANTED—CONCESSION PEOPLE, WORKING MEN, AGENTS FOR SLUM STORES, GRIND STORES, BINGO CLERKS. Capable people all lines, come on. WORKING MEN, TOP SALARIES TO THOSE WHO DRIVE TRUCKS. Long season. Shows, Show People and Ride Help. Minstrel Performers. Reply
ROY GOLDSTONE, MAGIC EMPIRE SHOWS
 Hot Springs, Ark., this week.

WANTED
 A good used Hey-Dey. Must be in excellent condition. Steel plates must be in A-1 shape. Also a Smith & Smith 22 ft. tower Chair-Plane Swings. Will pay cash for both rides. Write full particulars in first letter and where they can be seen.
STEVE LA GROU
 Deauville Park, Auburn, N. Y.

Sunflower State Shows
 Want to join on wire—Foreman for Two-Abreast Merry-Go-Round, \$35.00 per week. Loop-o-Plane Foreman, \$35.00 per week. Mixup Foreman, \$30.00 per week. Second Man on all Rides, \$22.50. All must drive. Show People for Girl and small Grind Shows. Few Concessions open. Eight Western Kansas Fairs and Celebrations, starting Lebanon July 28. We close in West Texas Dec. 1. Wire
C. A. GOREE, Lebanon, Kans.

BINGO HELP WANTED
 For Week of August 9
D. L. (Spot) Basinger
 118 Hellig Ave., Salisbury, N. C.

Bucket Agent Wanted
 Must be capable and sober. If married can place wife. WIRE
LARRY NOLAN
 Anderson-Strader Shows, Inc., Grand Island, Nebr.

GIRLS - - GIRLS
\$35.00 a Week
 For Girl Show with or without wardrobe. Can also place Candy Butcher on P.C. Wire and come on.
F. W. MILLER
 World of Pleasure Shows
 Port Huron, Mich., July 26 to 31.

WANT
 For West Columbia, S. C.
 Legitimate Concessions, Cook House, Bingo, Ball Game, Penny Pitch Agents, Chair Plane Foreman, Grind Shows, Rides—Roll-o-Plane, Octopus and Merry-Go-Round. Tommy Scott, contact at once.
JOSEPH STEBLAR, General Manager

Three on Tap To Play Spokane

SPOKANE, July 24.—After more than two months of good circus weather with no circus, this city will have three visits of the big tops in as many weeks.

First on the docket is Arthur Bros.' three-ringer, for a seven-day engagement, starting August 9. On the day it pulls stakes Russell Bros. will open (August 17) on another lot for a nine-day run. The two shows have already begun a battle for business. Arthur's 23-man advance got paper up early enough to withstand a deluge of Russell posters. Arthur's ads in the dailies, with dates in biggest type, are next to Russell's advances headed with the word "Walt" in boldface, followed by dates.

After the Arthur-Russell scramble Cole Bros. will move in for two days. Altho dates have not been publicized, rumor has it that Cole will open on the Arthur lot August 25, Russell's closing date.

American United Shows, second carnival to play here this year, opened a 12-day stand July 20 under American Legion post auspices on the courthouse showgrounds. Featured are free attractions, including the Great Romero, high pole.

Harlacker Will Stage Sullivan Show in Boston

BOSTON, July 24.—Buster Crabbe and Gloria Callen will headline a show to be staged in Fenway Park here August 23-29. The J. C. Harlacker organization, Providence, will stage the show under sponsorship of the Five Sullivans Shrine Committee and profits which accrue to that committee will be used in building a permanent shrine to the five boys who lost their lives when the U.S.S. Juneau was sunk. Ed and Jennie Rooney, Mickey King, Zucchini cannon act, the Gretanos, among others, will be on the program.

Lighting system devised by Harlacker will permit a complete stageman to be put on so that it is visible from every part of a stadium or park and yet uses only 40-watt lights. He will divide his show into three parts, Water Polies with a big tank, a Sky Thriller, in which well-known aerial acts participate, and the circus program. Herb Taylor will be producing clown.

Sullivans thruout the country are displaying interest in the plan to raise funds for the Sullivan Shrine, which is to be built at the former home of the boys, Waterloo, Ia. Arthur W. Sullivan, a leading lawyer and register of probate here, is general chairman of the sponsoring organization. Daniel F. Sullivan, an advertising executive, is executive director.

Arthur Bros. Gossip

PORTLAND, Ore., July 24.—The following, pertaining to Arthur Bros.' Circus, was crowded out of the show letters in last week's issue:

Social activities in Portland were nightly occurrences. The annual birthday party given each year to Martin E. Arthur by his wife, Dolores, took place July 8 after the matinee and was attended by the entire personnel. Following a turkey dinner at the cookhouse, Arthur opened the gifts he received, which included a diamond wrist watch from Mrs. Dolores Arthur and a llama for the menagerie from the personnel. On Wednesday night, July 7, after the performance, Mrs. Gladys Belshaw had a chicken dinner at her cafe on Burnside Street for the following: Mr. and Mrs. Martin E. Arthur, Laura Anderson, Mr. and Mrs. Manfred Stewart, Mr. and Mrs. Max Craig, Mrs. and Mrs. Verne Shadley; Cora, Eleanor and Louis Velarde; Verne Shadley Jr., Lou Dahley, Virgil Freeman, Carol Shadley, William Summers, Conchita Escalante, Glenn Henry, Jean Reed and Walton de Pellaton, the writer, who entertained friends from St. Helens, Ore., at a Chinese cafe, including Gladys Belshaw, Virgil Freeman, Carol Shadley, Mrs. John Shadley, Grace Shadley, Mrs. John Cooke, Lorraine Cooke, Mr. and Mrs. Frank Yaglia, Helen Cooke, Verne Shadley. Night of July 10 Verne Shadley gave a dinner ball in honor of his wife's birthday at the Masonic Hall to which 250 guests sat down to a turkey luncheon and enjoyed the music of Ben Lyon's orchestra. Tuesday evening, July 6,

Hazel Fisher entertained circus folk at dinner at a local cafe. Miss Fisher has fully recovered from illness and is now in war work at a local shipyard.

James Woods returned after a trip to Los Angeles to visit his family. Martin E. Arthur went to Seattle, endeavoring to recuperate from a broken ankle which occurred when he stepped into a hole on the midway in Corvallis. General Agent Everett and Betty Coe visited for four days and then left on their booking tour, as did General Agent Arthur Hockwald. Among visitors were Mr. and Mrs. Red Patrick, who are having good business with their string of concessions at Jantzen Beach. Ada Mae Moore was stricken by pneumonia at Corvallis and was confined to a hospital. Since then she has recuperated and went to her home in Los Angeles to rest, anticipating returning to the circus in six weeks. Nick Wagner, a special agent of Russell Bros.' Circus, was a visitor during the engagement. Delbert O. (Music) McCarty also visited. He is with a radio concern.

Mr. and Mrs. Delbert Graham, who own Andy Calino, educated ape, remained in Medford, where they placed Andy under a doctor's care when he became threatened with pleurisy and pneumonia. Cal Lipas returned from Seattle where he went to visit a doctor. He had been suffering from a general upset condition. Harvey Walters left for Seattle on biz. Lou Burg, of Russell show, and O. Douglas, of Douglas Greater Shows, visited. Mr. and Mrs. Frank Yaglia entertained circus folks at a cocktail party.

WM CHALKS WIN

(Continued from page 37)
 Jack Gilbert, concession manager, advised that, considering present conditions, business has been good and has no labor shortage.

J. Raymond Morris, manager of advance advertising department, visited Spangles Circus in New York and renewed acquaintances with his former employer, Charles Sparks. Hymie Marcus joined Izzie Fireside's cookhouse here. James (Tex) Thomas, Ridee-O and Silver Streak foreman, with the aid of Jimmie Borders, first man, is getting both rides open on time. Mrs. Beula Molman, mail and *The Billboard* sales agent, doubles on a front-gate ticket box. Mrs. Willis Lilly has been on the sick list. Blondy Mack, Monkey Circus operator, stated that the gas and tire curbs are not hurting his business and that his baby buggle parking space is packed nightly. Sgt. and Mrs. Tom Rankine, well-known midwayites, visited.

Work of painting all poles, seats, props and ring curbs of Terrell Jacobs Wild Animal Circus is about finished, and Charles Kidder, shop superintendent, and crew will have a new two-wagon front ready for the circus at its next stand. Jack Marsh, ticket seller, left to join the marine corps. Clyde Jordan joined as superintendent of candy stands. Bert Wallace, superintendent of elephants, is recovering from a brief illness. Terrell Jacobs is breaking in a new animal act which will be handled by Mrs. Dolly Jacobs. Visitors here included Pat Martina, former concessionaire on Conklin shows; Gary and Leo Kenny, CFAs, New Brunswick, N. J., and E. Reed, former banner man with Hunt Bros.' Circus.

BANTLY PENNSY DATES

(Continued from page 37)

at Wheatland with his Spitfire, which proved popular. Sharpville, being only five miles from Wheatland, saw everything in operation on time. Friday and Saturday, opening days, were the best stands. American Legion Post, sponsors, with Doctor Alexander and Joe Keenie, committee chairman, gave good co-operation. Mrs. Frank Shepard, wife of shows' electrician and *The Billboard* sales agent, returned to the shows from Rochester, N. Y., where she was a patient in General Hospital.

Max Levine, with custard, candy apples, potato chips and two other grind stores, reports good business since opening. Pete Manzi, his assistant, is framing another store for his wife, Mickey. Harry and Sue Copping visited here. Al Boxall makes frequent trips to Buffalo for stock for his stand. Albert (Rabbit) Reid has been able to keep meat supplies for the cookhouse. McKeesport move was made from Sharpville in good time and all shows and rides opened on schedule. Harry Faith, master mechanic, says all

rides and trucks are in good shape. He expects to bring his family on soon. Local lot was located four blocks from the business section and proved one of the best locations of the season so far. Ruth Kane, daughter of Joe and Ruby Kane, joined for the season. Also her small brother, Joe Jr. G. C. Mitchell entertained Wilson Eskins, Al Duffy, Mr. and Mrs. George Murphy, Mr. and Mrs. Fred Adams and Wanda and Phyllis Adams.

OAKLAND TO CRAFTS

(Continued from page 37)
 license fee and issuance of permits to reputable shows after application forms have been passed upon by the heads of the health and police departments and city manager.

Great credit for starting the ball rolling to change the 10-year-old class legislation ordinance is being given to James Chloupek, well-known West Coast circus fan and friend of showmen, who gave much of his personal time, as did Ben F. Morris, prominent business man of Oakland. Cliff Allen and Earl Leonard, of the Chamber of Commerce, aided greatly in convincing city officials of the injustice of the old ordinance.

Crafts Shows will be sponsored by the Crippled Children's Society and proceeds split four ways to other Oakland charitable organizations, according to W. Lee Brandon, general agent of the Crafts organization, who is here handling advance details. Downtown Civic Auditorium parking lot will be the exhibition site.

ENDY-PRELL DRAW

(Continued from page 37)
 Whitey Hewitt is chief electrician. Vernon Korhn is secretary-treasurer and Milton Paer is the concession secretary. Charles Day is mailman and *The Billboard* sales agent. Dad Ward is night watchman and in charge of ticket takers.

Gertrude Miller has the Chez Paree Follies Giresque Revue, with Colleen Crown, Nellie Scott, Evelyn Meredith, Flo Dion, Frances Wyness, Maisie Sinclair, Thelma Herring and June Warwick making up the roster. Ralph Justice has the Wall of Death Motordrome; Bob Holmes, Midget Circus; Abe Wolf, Monkey Speedway; Aloha and his sister, Alice, Alligator Twins attractions.

Publicity campaign here was extensive. *Evening Record*, thru Charles Hentzman, publisher, devoted much space and art to the midway. Fifteen busses of a local transit company carried jumbo cards for 10 days, and 15 suburban towns were billed to good results.

CW BUILDS GROSSES

(Continued from page 37)
 McAarter and daughter, Maxine; Mr. and Mrs. Johnny Ciaburri, Dolly and Whitey Zeelsdorf; George Harms and sons, George and Russell; Henry Roeller, Mr. and Mrs. Harry Benjie, Art Paugh, Neil Hunter, Gil and George Goodman, Dorso Family, Jewel and Bill Scabon and daughter, Billie Joe; Mac and Lida Fletcher, Richard Meintell, Mary Ellen Herbert, Mr. and Mrs. George Wright, Mr. and Mrs. Sid Siskind, Mr. and Mrs. Jack Chisholm, Mrs. George Jarman, Mr. and Mrs. Tommy Thompson, William Hartzman, Mr. and Mrs. Doc Baker and Al Sarno. Shows left here for Dunkirk, N. Y.

YORKVILLE, N. Y., July 24.—O. C. Buck Shows

successfully opened a week's stand on the new Whiteboro Street lot, under local fire department auspices, Monday night, with the midway playing to a near-capacity crowd. Shortly after 7 p.m., however, a fire of undetermined origin broke out in Lloyd Coffey's Varieties Attractions, destroying the tent and its contents. Damage was estimated at \$3,000. A new tent was purchased and was expected to arrive this week. Two employees of the shows were treated for arm burns, sustained when they aided firemen in putting out the blaze.

Local lot proved a good one, with ample bus service reaching the grounds at two points every 10 minutes. A free gate prevailed here, and shows, rides and concessions chalked up good results. Fort Edward (N. Y.) engagement proved a good stand for rides and shows, with Jimmie Hurd's Side Show topping the shows. Evan's popcorn and candy apples concessions did well.

A birthday party was tendered Patrick Finnerty, business manager. A large and attractively decorated cake was cut and the usual refreshments served. Event was held after the shows closed Thursday night. Finnerty was given a wrist watch by show members. It was presented by Owner Oscar C. Buck.

Macon Changes Date Sked; 10-Day Run Set; Food Is Theme

MACON, Ga., July 24.—Originally scheduled for a week's run, Georgia State Fair has set its dates back two weeks and will be presented for 10 days this year, E. Ross Jordan, manager, announced this week. Selection of the new dates by the fair management was made to conform with wartime transportation requests that railroad movements of show trains traveling with their own equipment make their runs as short as possible and the plan was worked out with World of Mirth Shows, booked for the midway.

"Food and More Food" is the annual's theme this year and it will dominate the products of the soil and animal husbandry displays. Arrangements are being made to increase prize offerings and show facilities for livestock, poultry, farm and garden and pantry shelf exhibits.

Georgia's Future Farmers' of America and 4-H Clubs will also be given prominent places in the fair's exhibition schedule. Since Macon represents one of the largest war plant and military centers in the South, business interests have rapidly expanded in the last two years and the fair management is optimistically looking to a successful 1943 undertaking.

WLS Bookings Up; Aid War Bond Sales

CHICAGO, July 24.—George Ferguson, head of the WLS Artists' Bureau, reports heavy bookings for the fair season. The bureau has a total of 161 dates for fairs in Illinois, Indiana, Wisconsin, Iowa, Michigan and Minnesota. Of these, 22 are in Illinois.

WLS has been commissioned by the War Finance Committee of the U. S. Treasury Department to aid in the sale of War Bonds and Stamps. Thru the Artists' Bureau the station has agreed to lend many members of its Barn Dance show to the treasury's special events committee.

WLS-ers will stage shows at several Illinois fairs during the summer and fall, appearing at War Bond booths, staging special War Bond shows, and will be on hand to accept pledges and autograph bonds.

Delaware Readies Grounds And Attractions Line-Up

DELAWARE, O., July 24.—Freshly painted buildings and grandstand will greet Delaware County Fair patrons at this year's annual. Two entrance buildings; Junior Fair coliseum, largest structure on the grounds; grandstand, cattle and heavy horse buildings, and swimming pool bathhouse, which at fair time serve as a combination secretarial office and first-aid depot, have been painted white. Grounds are only five years old and contain a half-mile race oval.

Purses totaling \$30,000 will highlight the 1943 Grand Circuit meeting at Delaware with pari-mutuel betting. Increased prize money in Junior Fair, farm produce and livestock departments will further enhance the four-day fair. F. E. Gooding Amusement Company rides and shows will be on the midway, flanking a full compliment of independently booked concessions. Night entertainment at the grandstand will include a WLS National Barn Dance unit and a Gus Sun revue, titled *Lucky Stars and Stripes*.

Officers are H. C. Thomson, president; Joe A. Neville, vice-president; John Wagner, secretary, and Bev Kelley, treasurer.

Cooke Presents Circus At Lancaster (Pa.) Park

LANCASTER, Pa., July 24.—The Harry Cooke Theatrical Agency furnished a circus for the RCA Manufacturing Company of America at its annual picnic at Rocky Springs Park here July 18. The circus was free to the public, as well as to the employees of RCA. One performance was given at 3 p.m. and in the evening a dance in the park ballroom. The circus was witnessed by over 12,000 people.

The show was presented on the parking lot of the park. Ample trolley service to the park enabled the people to enter and leave the park with no diffi-

culty. The circus was directed by Harry Cooke; announcer, Tex Rose. Music was furnished by Ernie Stanzola's band. Show was presented in two rings and a stage.

Program in order: Grand entry; Pop Melchor and Marie, trampoline; LaMonte Duo, acrobats; Adorable Darlings, ballet; George Barton's dogs and pony; Elmer and Margaret Bruffy, Hindoo torture; Meiskey Sisters, rumba; Billy Barton, cloud swing; Tom Sanger, comedy bicycle and clown dog; Darlings, feather dance; Fay Meiskey, contortion; Tex Rose, slack wire; clown number with donkey; the Whirling Discs, skating; Meiskey Sisters, adagio; Pop Melchor, horizontal bars; Three Glick Sisters, Western songs; Tom Sanger, high stilts; Tex Rose, rope spinning, assisted by Glick Sisters; Barton Troupe, riding act; Darlings and Mickey Harris, rolling globes; Daredevil Bruffy, balancing atop an 85-foot swaying pole and climaxed by a 55-foot drop with a hangman's noose around his neck. Clowns were Billy Barton, Zeke LaMonte, Tom Sanger, Pop Melchor and George Haines. The show was run off in two hours and 12 minutes.

New Site for Tupelo Annual

TUPELO, Miss., July 24.—The 1943 Mississippi-Alabama Fair and Dairy Show here is scheduled for a new location, north of the city limits, following a decision of the Tupelo Board of Aldermen this week.

ROUTES

(Continued from page 44)

- Conklin: Winnipeg, Man., Can.; (Fair) Fort William, Ont., Aug. 2-7.
- Convention: Lockport, N. Y., 26-Aug. 2.
- Crafts: El Cerrito, Calif.
- Cumberland Valley: Tullahoma, Tenn.
- Curl, W. S.: Miamisburg, O.
- Dick's Paramount: Camden, N. J.
- Dixie Belle: Mount Vernon, Ind.
- Dobson United: Hopkins, Minn.
- Dodson's World's Fair: Eau Claire, Wis., 26-28; Minneapolis, Minn., 31-Aug. 8.
- Dumont: Braddock, Pa.
- Dyer's Greater: Dubuque, Ia., 26-28; Tomah, Wis., 29-Aug. 5.
- Eddie's Expo.: Verona, Pa.
- Edwards, J. R.: Quaker City, O.; Byesville, Aug. 2-7.
- Elite Expo: Omaha, Neb.
- Endy Bros. & Prell's Combined: (W. Broad St. Grounds) Richmond, Va., 28-Aug. 7.
- Fleming, Mad Cody: Moultrie, Ga., 26-Aug. 7.
- Franks: Macon, Ga.
- Funland Am. Park: Clarksville, Tenn.
- Garden State: Mahanoy City, Pa.; West York, Aug. 2-7.
- Gentsch & Sparks: Louisville, Miss.; Hattiesburg Aug. 2-7.
- Gerens United: (Troy & Madison) Indianapolis, Ind.
- Gold Medal: Waukegan, Ill.; (Fair) Portage, Wis., Aug. 2-7.
- Golden West: S. St. Paul, Minn.; (Fair) Arlington Aug. 6-8.
- Grady, Kellie: Cordova, Ala.
- Great Lakes Expo.: Selma, Ala., 27-Aug. 4.
- Great Sutton: Rock Falls, Ill.
- Greater United: Childress, Tex., 26-28; Wichita Falls 31-Aug. 14.
- Gruberg Famous: Philadelphia, Pa.
- Hames, Bill: Gainesville, Tex., 25-Aug. 8.
- Happy Attrs.: Crestline, O.; Shelby Aug. 2-7.
- Happyland: Pontiac, Mich.; Owosso Aug. 2-7.
- Heller's Acme: W. Paterson, N. J.
- Hennies Bros.: (Cermak Road & Kostner Ave.) Chicago, Ill.
- Heth, L. J.: Russellville, Ky.
- Hine, H. L.: Princeton, Minn., 26-Aug. 1; Pine City 2-8.
- Hoosier Am. Co.: Laurel, Ind.; (Fair) Centerville Aug. 5-6.
- Howard Bros.' Rides: Monessen, Pa., 26-Aug. 7.
- Jones Greater: Mannington, W. Va.
- Jones, Johnny J., Expo.: Springfield, O.; (Fair) Muncie, Ind., Aug. 2-7.
- Lake State: Chesaning, Mich.; Barryton Aug. 3.
- Lawrence Greater: West Chester, Pa.
- Lewis, Art: Norfolk, Va.
- Liberty United: Charleston, S. C.
- McKee, John: Bonne Terre, Mo.
- McMahon: Hastings, Neb.; Grand Island Aug. 2-7.
- Magic Empire: Hot Springs, Ark.
- Marks: Charleston, W. Va.
- Midway of Mirth: Cuba, Mo.
- Midwest: Soda Springs, Idaho, 29-Aug. 1; Rawlins, Wyo., 3-8.
- Moore's Modern: Lexington, Ill.
- Mound City: Waverly, Ill.; (Fair) Farmer City Aug. 2-7.
- Page, J. J.: Somerset, Ky.; Danville Aug. 2-7.
- Pan-American: Anderson, Ind.
- Park Am. Co.: Alexandria, La.
- Parker: Opelousas, La.; De Quincy Aug. 2-7.
- Penn Premier: Beaver Falls, Pa.
- Peppers All-State: Matoaka, W. Va.
- Pike Am.: Charity, Mo.
- Plaza Expo.: Union City, Ind.
- Reid, King: Geneva, N. Y.
- Reynolds & Wells: (Fair) Fosston, Minn.
- Rogers Greater: (Fair) Rockport, Ind.; (Fair) Charleston, Ill., Aug. 2-7.
- Rogers Bros.: Cooperstown, N. D., 26-28; Forman 30-31; Hankinson Aug. 2-3.
- Rogers & Powell: Grenada, Miss.
- Rubin & Cherry Expo.: Davenport, Ia.
- Scott Expo.: Vivian, W. Va.; Pocahontas, Va., Aug. 2-7.
- Shafer: Texarkana, Tex.
- Sheesley Midway: Flint, Mich.; Lansing Aug. 2-7.
- Siebrand: Helena, Mont.
- Skerbeck's: Gwinn, Mich.
- Smith, George Clyde: Boswell, Pa.; Conemaugh Aug. 2-7.
- Snapp Greater: (Fair) Cedarburg, Wis.; (Fair) Jefferson 3-8.
- Star Am. Co.: Black Rock, Ark.
- Strates, James E.: Newburgh, N. Y.
- Sunflower State: Lebanon, Kan.
- Sunset Am. Co.: Canton, Ill.; (Fair) Mount Sterling Aug. 2-7.
- Tidwell, T. J.: Altus, Okla.; Lawton Aug. 2-7.
- Tivoli Expo.: Washington, Ia.
- Victory Expo.: Marcus Hook, Pa.
- Virginia Greater: Bel Air, Md., 28-Aug. 7.
- Wade, W. G.: Logansport, Ind., 26-30; Monroe, Mich., Aug. 2-7.
- Wallace Bros.: Jasper, Ind.; Evansville Aug. 2-7.
- Ward, John R.: Harrisburg, Ill.
- West Coast Victory: Bend, Ore.; Springfield Aug. 2-7.
- Wolfe Am. Co.: Spartanburg, S. C.
- World of Pleasure: Port Huron, Mich.; (Fair) Fowlerville Aug. 3-7.
- World of Mirth: Newark, N. J.
- World of Today: Columbia, Mo.

SCOTT EXPOSITION SHOWS WANT

Capable Secretary; Bob Sickles, answer. Musicians for Colored Minstrel. Salary from office. Want to buy late model Octopus with transportation. Will book Pony Ride, Grind Shows with or without outfits. Legitimate Concessions. Want Second Man with Car or Truck who will put out paper.

L. H. Hardin wants Half and Half. Vivian, W. Va., this week; Pocahontas, Va., follows.

WANTED—HARRY CRAIG SHOWS

Foreman for Baby Q, Merry-Go-Round. Wanted—Agents for Wheels and Grind Stores. Work every week. Have ten of the best towns in West Texas and New Mexico. Agents for Ball Games, Slum Stores, come on. Nobody bored. All joints open. Playing all defense towns. Odessa, Texas, July 26-31.

P.S.—Man to handle New Framed Monkey Show.

ANNUAL MOOSE FESTIVAL

MONROE, MICHIGAN, AUGUST 2 TO 7.

WANTED—Independent Shows for this date, and a long Circuit of Fairs to follow. Concessions all open except Corn Game. Mason, Michigan, Fair follows Monroe. Address

W. G. WADE SHOWS

Logansport, Indiana, this week.

MICHIGAN'S FIRST FAIR

FOWLERVILLE AUGUST 3-7

Want capable Grind Shows with neat frame-up. Can place Merchandise Stands of all kinds. Counter Help for Office Bingo. Ride Help for Little Beauty, Tilt, Octopus, Roll-o-Plane and other major Rides. Top wages. Workingmen in other departments.

WORLD OF PLEASURE SHOWS

Port Huron until Aug. 1; River Rouge, Aug. 9-18.

J. J. PAGE SHOWS

Want Chairplane Foreman to join on wire. Can place Ridemen on all Rides. Want Musicians for Colored Minstrel Show, especially Trombone and Saxophone. Can place few more legitimate Concessions. Tex Thorpe wants Wrestlers and Boxers. Also Girls for Girl Show. Address

J. J. PAGE SHOWS, Somerset, Ky., this week; Danville, Ky., next week.

WANT CHAIRS

1000 GRAND STAND FOLDING CHAIRS

Regular circus type, or what have you? Also Bleachers. Any other Circus Equipment. Wire as Per Route.

CLYDE BEATTY-WALLACE BROS.' CIRCUS

Newport, Ky., July 28; Hamilton, Ohio, 29; Middletown, 30; Dayton, 31.

GEORGE CLYDE SMITH SHOWS WANT

Ball Games, Devil's Bowling Alley, Balloon Dart, Candy Floss, Custard, Duck or Fish Pond, Watch-La, Cane Rack, Hoopla or any legitimate Concession working for ten cents. Want Monkey Show, Slide Show, Girl Show, War Show. Want Help in all departments. Address all communications to

GEORGE S. SMITH, Boswell, Penn., this week; Conemaugh, Penn., next week.

WANT

Ferris Wheel and Chair Plane Foreman. Place Rides not conflicting with Ferris Wheel, Chair Plane, Octopus, Roll-o-Plane and Kiddie Swings. Place one more Show. Concessions not conflicting. Ride Help. Playing all real money spots. Write or wire

BRIGHT LIGHTS EXPOSITION SHOWS

YORK, PA., THIS WEEK



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.

PRICE CEILINGS

There are now at least two price ceiling orders issued by the Office of Price Administration that definitely list coin machines as among the products or trades covered. These orders are brought up for discussion now because one of the orders is very recent, and also the orders will tend to quiet rumors that had been circulating in some cities about the OPA planning to crack down on the coin machine industry.

MPR-429 was issued July 15 and is intended to become effective September 1. The title of the order suggests that it is meant to cover "certain used consumer durable goods." The news summary given to the press says that 15 kinds of used consumers' goods are covered, and used coin machines form one group in the list.

The coin machine trade will find the order confusing from the very fact of being classed as consumer goods. All of the other products or merchandise covered by the order are definitely consumer goods, are sold to the public, and setting price ceilings on such goods will be a definite protection to the public. But coin machines are not sold to the public and, in fact, under the order it will not be easy to decide just who the "consumer" is with respect to used coin machines.

The order refers to three groups—wholesalers, retailers and consumers. It states that sales at wholesale and wholesalers are not to be covered by MPR-429 but are to be covered by the general price regulation orders. It will require some real digging into facts to decide how the terms wholesaler and retailer apply to the coin machine industry because the trade itself has never been able to set up rules or standards to decide such a question.

The coin machine trade has distributors and operators which apparently would cover the functions of wholesalers, retailers and consumers under the price ceiling order. Theoretically, distributors would be classed as wholesalers and operators would be classed as retailers or dealers, but much experience has shown that classifications are not that simple in the coin machine trade. It would be much easier, for purposes of the order, to class coin machine distributors as retailers and to consider operators as con-

sumers. But in actual practice this arrangement will also cause confusion. The war emergency has made it necessary for many distributors to become operators, or to operate as well as buy and sell machines. Due to the fact there are no new machines, operators are also in the business of buying and selling used machines to adjust their routes to changing conditions.

There are questions which the trade itself finds hard to unravel, and so it will not be easy for the OPA to settle the issues. This editorial is not written to confuse the situation but to get basic questions out in the open before the order takes effect September 1.

OPA recently issued a request that trades covered by price ceiling orders form industry committees to confer with OPA officials in settling difficult points. It will be expedient now for the coin machine industry to form such a committee. We have suggested previously that a truly representative industry committee would include one representative from each of the four national associations, then one additional delegate to speak for distributors and one to speak for operators as a whole. The trade will have to act promptly to get such a committee at work before September 1.

MPR-165, which also specifically mentions coin machines, was issued in amended form, August 14, 1942. The order was issued to set ceiling prices on a number of consumer services. One paragraph mentions "coin-operated machines—maintenance, rental or repair of." Apparently this order would apply to the services which operators render to locations in placing and servicing machines. Since there is little chance of operators ever increasing commission rates to locations, there is not much cause for worry on this point. Operators might want to apply to OPA for permission to boost rates to cover increased labor and other costs. Repair services as a distinct business has not made much headway in the trade. Hence order 165 is not of great importance to the trade; it is the recent order 429 that demands attention.

The first move is for the trade to get a really representative industry committee together to agree on the basic questions before talking with OPA. Under the order, individual firms can make their applications for special rulings, if they so desire.

PRICE CEILINGS SEPTEMBER 1

Press Release

Fifteen kinds of used consumers' durable goods today were brought under a new over-all regulation by the Office of Price Administration.

The regulation, which provides a simple pricing formula, covers not only specified used articles but also these same commodities when rebuilt, reconditioned or renovated. The articles include: used furniture, bedding, stoves, floor coverings, portable lamps and lamp shades, miscellaneous houseware items, handtools and hardware items such as shovels, wheelbarrows, hatchets and carpenters' tools. It also applies to used baby carriages, musical instruments except pianos, commercial kitchen equipment, beauty and barbershop furniture, store and office fixtures and coin-operated vending machines.

These commodities previously were held to March, 1942, sales prices under the General Maximum Price Regulation. In certain defense areas, where sudden large increases in population have brought about an extraordinary demand for used consumer durable goods, with resulting high prices, today's new regulation is expected to effect considerable savings to the public.

The dealer in used goods is afforded a simpler and more precise formula than has been possible under the General Maximum Price Regulation thru today's Maximum Price Regulation No. 429 (Ceiling Prices for Certain Used Consumer Durable Goods). In addition the new regulation gives both OPA and the consumer better control over prices in areas where pressure against ceiling charges may occur because of anticipated shortages of certain merchandise.

To give retailers time to acquaint themselves with the new regulation and to tag their merchandise, the effective date of the regulation has been set as September 1, 1943.

Used goods of the kind stipulated now are in greater demand than ever before because production of many new lines is either prohibited or greatly restricted by needs of the war effort. The new regulation is issued following detailed consultation in Washington between OPA and representative sellers of used consumers' durables from all parts of the country.

A simple pricing formula is provided, covering all sales by any person to any other person except sales by (a) wholesalers, (b) individual householders, and (c) United States War, Navy Treasury Department procurement agencies. While intended primarily for store operating retailers, the regulation also applies to professional auctioneers and any other type of business firms desiring to dispose of their used goods to the public. Wholesalers are excluded for the reason that sales by them are governed by the General Maximum Price Regulation.

Good Condition

The pricing formula is based on the principle of comparing the used article for resale with the cost of a new article of the same kind. If the used article is in "good condition," as spelled out in the regulation, it falls into Class I and the seller may set its price at 75 per cent of the selling price of the article when new. If the used article is in poor condition it falls into Class II and the seller may take 33 1/3 per cent of the original new price for his ceiling.

If, for purposes of comparison, the seller does not have new articles of the same kind in stock, he may price his used item upon the basis of the same percentages of the retail selling price of the most closely similar new item he has in stock, providing the used item, when new, sold for approximately the same price as that of the similar article.

If the seller does not have in stock an article similar to the used one, he may determine his resale price by comparison with the retail price of the same or similar article as offered by other stores of the shopping area in which he operates.

If the same or similar article is not now being sold in his community, the seller still may determine his resale ceiling by the retail selling price of the article at the time sale of it was discontinued.

In case the seller cannot determine

OPA Issues Order MPR-429 To Apply To Used Coin Machines; Previous Order 165 on Services

Press Release and Official Order Reprinted

The Office of Price Administration issued MPR-429 on July 15 to go into effect September 1. This is a lengthy order covering prices on used goods in about 15 different lines of merchandise. Coin machines appear last on the list.

We are reprinting the press release sent out by OPA with the order and also the official text of the order. The press release and the official order have been edited for the coin machine trade by eliminating those paragraphs and sen-

tences which in no way relate to the coin machine trade. The press release is reprinted first, and the official order follows.

OPA previously issued MPR-165 amended August 14, 1942, which set ceiling price regulations on "Coin-Operated Machines—Maintenance, Rental or Repair of." Order 165 apparently set ceiling prices on operators' services.

Read the editorial page for a discussion of these price ceiling orders.

the retail selling price of the article when new under any of the foregoing rules, he may apply to the nearest field office of OPA, for instructions on what to do. Authority has also been delegated by Washington to field offices to fix dollars-and-cents ceilings for the sale of any articles covered by this regulation in any locality under its particular jurisdiction, where a run-away price situation has occurred.

For any rebuilt or reconditioned article, application also may be made to the proper OPA field office for permission to charge a higher price than the 75 per cent of new-selling price maximum stipulated by the regulation. Such permission may be granted if the applicant can show (a) that the article is of an essential class in which there exists a serious shortage of new merchandise, (b) that, the resultant mark-up would cause a loss to him because in the course of rebuilding, reconditioning or renovating the used article, the applicant has been compelled to expend so much money on labor and materials that he would be discouraged from performing such reconditioning under the price formula set by the regulation.

Additional charges for credit, packing or delivery are allowable only if they were made during March, 1942, the base pricing period of the General Maximum Price Regulation. Such extra charges may not exceed the highest charge made during March, 1942, and must be shown separately on a bill of sale.

Two Classes

All used consumers durables governed by today's Maximum Price Regulation No. 429 are divided into two classes.

Class I includes articles if (a) no part is missing which is necessary to make the article fully useful; (b) the article is in good working condition, is clean, has good appearance and can be used by the consumer for the purpose intended without further repair, and (c) in the case of floor coverings, upholstered furniture and bedding, the fabric is clean and substantially free from burns, cuts, stains, frayed edges, faded colors and worn spots.

Class II articles include all those not meeting the standards of Class I.

The regulation requires retailers to post signs of a specified size at some conspicuous spot in their stores, enumerating the types of merchandise governed, describing the two classes into which it is divided for quality pricing purposes and announcing that ceiling prices for articles in Class I must not be higher than 75 per cent of the present retail selling price of the same or a similar article when new; and that used articles in Class II must not be priced higher than 33 1/3 per cent of their selling price when new.

Plans are under way to make this ceiling price notice sign available shortly to all retailers upon request to their nearest district or regional OPA office.

Every used article covered by the regulation and selling for \$2 or more must be marked by the retailer with a tag or label showing the quality Class (I or II) and the dollars-and-cents selling price of the used article.

If the dealer customarily has given

MPR-429

PART 1366—USED CONSUMER DURABLE GOODS
CERTAIN USED CONSUMER DURABLE GOODS

In the judgment of the Price Administrator, the maximum prices established by this Maximum Price Regulation No. 429 are and will be generally fair and equitable and will effectuate the purpose of the Emergency Price Control Act of 1942, as amended, and Executive Order No. 9250. A statement of considerations involved in the issuance of this regulation has been issued simultaneously herewith and has been filed with the Division of the Federal Register.

§ 1366.1 Maximum price for certain types of used consumer durable goods. Under the authority vested in the Price Administrator by the Emergency Price Control Act of 1942, as amended, and Executive Order No. 9350, Maximum (See MPR-429 on page 107)

Panorams Get Big Results in Detroit Red Cross Drives

DETROIT, July 24.—Campaign of Detroit Panoram, Inc., aiding current Red Cross drives, has brought substantial results in several forms, an interview with M. K. Harner, partner in the company, disclosed this week. Blood donors, nurses, nurses' aids and cash contributions alike have flowed in as a result of the Panoram move, showing what a powerful impetus can be given to a worthy public cause by this newest branch of the coin machine industry.

About six Panorams were specially equipped and placed on location to play continuously during busy hours, with appeals for the various drives. A series of four patriotic numbers from regular releases was edited to give variety to the program, but keep the patriotic element constant—Ginny Sims's *Rose of No Man's Land*, *Marine Hymn*, *Grand Old Flag* and *Angels of Mercy*.

These special machines without coin chute were placed in large department stores, railroad depots, office building lobbies—wherever people congregate—and drew marked attention.

Definite results included volunteering of over 100 women and girls for service as nurses' aids, volunteering of 15 for service as nurses in the navy, outright cash gifts of several hundred dollars to the Red Cross and an unrecorded number of blood donations for the Red Cross blood bank.

Given West Coast States

CHICAGO, July 24.—The Harry Marcus Company this week announced the appointment of Harry J. Snyderman to represent the firm in the Pacific Coast area. He will travel the States of Washington, Oregon and California. Snyderman knows the trade and should be able to help operators, Marcus officials state.

The Marcus firm reports that business is good, and hence the company will keep pushing ahead for the duration. When machines can be made again they will arrange to offer the best there is on the market.

finer ranging from \$20 to \$50 have been imposed in practically all cases, with warning that higher fines would be levied for further violations if such reach the courts and convictions are made.

Canadian Coinmen's Truck Use Brings Government Inquiry

ST. JOHN, N. B., July 24.—Officials of the Canadian Wartime Prices and Trade Board have started a check-up on trucks used for transporting coin machines, on complaints that frequent violations of the rule limiting use of the trucks within a 35-mile radius have been committed by coin machine distributors and dealers and truckmen doing their delivering.

It is claimed by those lodging the complaints that coin machines have been hauled more than the 35-mile maximum. This was set in 1942 by the WPTB and applies to trucking of all kinds except on regular routes or that for which special applications must be submitted and approved by the board.

Many of the coin machine distributors and dealers maintain their own trucking service. The 35-mile limit has forced them to depend on the railroads and steamers to a large extent. Movements on railroads are congested and deliveries are slow, handicapping coin machine men greatly. Where there are regular trucking routes, these can be used, but the preference is given to the rail lines by the dominion and provincial governments, and the route trucks function chiefly on lines which do not parallel railways.

Thus far there has been no prosecution of any distributor or dealer trucking the coin machines, but there have been a number of prosecutions of truckmen moving other types of freight, and

ANOTHER WEEK NEARER VICTORY!

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

W. S. Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

MUSIC MERCHANDISING

No More Work For Musicians

Michigan Supreme Court rules theater need not hire stand-by musicians

LANSING, Mich., July 24.—A test case involving made work for musicians was recently decided by the State Supreme Court of Michigan, and due to the issues in the Petrillo record ban situation, the case may establish an important precedent. The State Supreme Court reversed a lower court decree and declared null and void a contract between a theater in Detroit and musicians who had been hired to "stand by." The decision is said to be the first relating specifically to the made-work issue in legitimate theaters. The Michigan decision was really handed down several weeks ago but was only recently dug up by attorneys in New York who are interested in court decisions that might bear on the Petrillo record ban.

Both parties to the case made strong defense of their positions. It was even charged by the musicians that the theater had been opened purposely to make a test of the situation. When the theater was opened, the musicians' union demanded that six musicians be employed even though they were not needed to play music.

The Decision

In its decision the court declared that "the only reasons advanced by defendants for requiring plaintiff to employ musicians were that it would furnish work to unemployed musicians; that two other theaters in Detroit had signed like contracts, and that the union would not make an exception."

"In the present case defendants' objective was to compel plaintiff to employ musicians which it did not need or desire," the decision continued. "Such objective invaded plaintiff's right to conduct its business without unjust interference and its right to the free flow of labor. . . . We are satisfied that defendants' purpose was to accomplish an unlawful labor objective."

"In effect, defendants argue that the stagehands union and the musicians' union had the right to strike and to do peaceful picketing. We do not deny them that right in the accomplishment of a legitimate labor objective. However, we do deny them the right to combine for the purpose of using such lawful methods to obtain an unlawful labor objective."

"We are convinced that under the facts and circumstances shown by the record plaintiff's manager was induced by duress, coercion and business compulsion to sign the contract in question."

Petrillo Report

CHICAGO, July 24.—Developments in the record ban situation this week included an official reply to Petrillo's offer to the navy to make free recordings for men in the services. In a letter, July 17, to Petrillo a high navy official said that enough records were already available. Petrillo said at the time he had not heard from the army. The OWI promptly turned down the offer when it was made.

The War Labor Board announced July 22 it would intervene in the record ban situation as a labor dispute. Petrillo has contended his musicians are not on strike but the WLB has now decided to assume jurisdiction in the dispute between the transcription firms and the AFM. WLB will probably first name an investigator and a three-man committee to start investigation on the record situation.



EMPLOYEES GET PINS. When the J. P. Seeburg Corporation was recently presented with four Army-Navy "E" Flags, representatives of employees also received the official pins in an impressive ceremony.

MUSIC IN THE NEWS

REPRINT.—Just in case any of the readers of this column thought the Music in the News editor had been hit by the heat wave before last, we'd like you to know that the last item, due to shortage of space, was cut down considerably. Our aim is to be at least moderately entertaining and informative, and the story in question, as it appeared, was neither. So, on our second try, here it is:

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 battered USO phonograph and a few sets of records which the Indianapolis orchestra's conductor, Fabian Sevitzyk, had given him.

Miner began giving concerts for himself, inviting his men to come if they felt like it. Gradually they began drifting in by twos and threes, until at last he found his audience made up of all the men who weren't on watch. The last one to give in was the gunner's mate, who held out for six months because he thought classical music was sissy. When the crew finally returned to New York, a generous woman replaced the wheezy phonograph with a fine new one. Records came from distinguished and generous musicians. By the time the boat left for North Africa it had an amazingly good record library.

Somewhere along the line the gun crew changed, and Miner's job began all over again. His second crew was slightly more antipathetic to classical music than the first had been. Only two of them admitted any interest at all, but 16 turned up at the first concert, which was short and light.

The lieutenant tried everything he could think of to make the concerts interesting for the men. He varied the music, giving the men a wide choice, letting them turn records and generally take charge of the performances. They had dance music and boogie-woogie, too, but, strangely enough, Beethoven won out in the long run.

One sad night, however, after the men had attended what had come to be a prize concert, the ship was torpedoed and sank. Among the losses was Lieutenant Miner's phonograph and \$700

worth of fine records. He's now back where he started in the matter of music on shipboard.

RECORD FUTURE.—A bright future for the record business is predicted by Paul Southard, vice-president and sales manager of the Columbia Recording Company, in an article in *Retailing*.

Despite curtailment of production because of shortages of raw materials and labor, more records are being produced than in the balmy days of the record business, he says, adding that demand is estimated at approximately four times the present supply. Department stores have an especially promising future in record sales, he points out. Most important items in the matter of merchandising records are: emphasis on display, location of the department and window display and newspaper advertising.

Millions of records are going to our fighting forces all over the globe, Southard says. These are treasured more than diamonds because in the far corners of the earth records are frequently the sole means of recreation. This means that the men will come back with a nostalgia and fondness for music far greater than ever before.

NAZI SONG HIT A PRISONER OF WAR.—One of the latest prisoners of war is the German song *Lilli Marlene*, John Steinbeck writes in *The Milwaukee Journal*.

The song was written in 1938 and never became too well known. It was used as a signature song by an obscure Swedish night club singer, and she finally recorded it as well, altho the number broke no sales records. One night the German station in Belgrade, which sent out programs to Rommel's Afrika Korps, found that it had few disks left, thanks to some effective bombing work by the Allies. Among the few was *Lilli Marlene*. It was put on the air and by the next morning it was being hummed by the Nazi soldiers, who sent letters to the radio station asking that it be played again.

When the British began taking German prisoners of war they also got *Lilli*. The song swept thru the Eighth Army. Australians hummed it and fastened new words to it. Eventually it worked its way into the First Army, which is composed mainly of Americans. They began to experiment with close harmony and put an off-beat into the song.

Powers in the armies of America and Great Britain were not too anxious to have a German song about a girl whose

Patent New Disk Changer

Stromberg - Carlson announces new invention adaptable for home juke boxes

ROCHESTER, N. Y., July 24.—That there will be widespread interest in juke boxes for home use after the war was indicated in the announcement that Stromberg-Carlson Company has been issued a patent covering an unusual record changer.

This turnover type record changing mechanism is a result of pre-war study and is still in the development stage. Adaptable to a series of mixed 10 and 12-inch records, it is designed to play continually for a period of more than one hour, limited only by the number of records contained in the magazine. Featuring a single knob control, this unit will play either:

1. A series of records thru on one side, then turning them over, play the same series thru on the other side.
2. A series of records, playing one side of each record, turning that record, and playing the other side.
3. It can also be operated as a single record mechanism or with mixtures of 10 and 12-inch records in sequence.

Commenting on this type of record changer, *Advertising and Selling* in its recent issue said that since 1929 manufacturers of the Capehart Radio Phonograph have had the only patents on the turnover type of record changer, and every attempt to develop another one has infringed on the Capehart patents. Presumably Stromberg - Carlson has found a new technique, but whether it will offer Capehart any competition is difficult to tell since Stromberg-Carlson will not give out any detailed information as yet.

private life left something to be desired become a favorite, so they decided to write new words turned against the Germans. Whether this plan works or not remains to be seen.

Concludes Steinbeck: "It would be amusing if, after all the fuss and halting, all the marching and indoctrination, the only contribution to the world by the Nazis were *Lilli Marlene*."

COMPROMISE.—The *St. Louis Globe-Dispatch* recently ran a short story concerning a teen-age girl who wanted a phonograph record of a soft, easy-to-listen-to ballad.

She asked her father for enough money to buy two records. Why two, her indignant parent wanted to know. "Well," explained the girl, "one's a loud one which I simply have to get, and the other is a soft sort of ballad."

"I'll tell you what I'll do," compromised the father. "I'll buy you the soft" (See *Music in the News* on opp. page)

Legal Procedures

A number of interesting legal proceedings are now taking place that are related to the juke box trade. In Oklahoma the State has appealed two cases, one involving the beer ban on locations that have dancing, and the other involving the 10 per cent juke box grab tax law. A location has also taken an appeal on the beer ban law in order to speed up a decision by the State Supreme Court.

In Oregon a test case involving the recently enacted tax on juke boxes is under way.

The ASCAP test cases in New York involving two locations are merely marking time while attorneys carefully study the issues involved.

The Michigan State Supreme Court recently decided that theaters cannot be required to furnish made work for musicians when they are not actually needed.

AMERICAN FOLK TUNES and TUNESTERS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column of comment designed to keep readers informed on what's doing in the hillbilly field. Address all communications to Folk Tunes Editor, The Billboard, 155 N. Clark Street, Chicago 1.

Rogers Packs 'Em

A striking example of hillbilly popularity in cities as well as rural districts was afforded last week when Roy Rogers, cowboy radio and picture star, played the Oriental Theater, Chicago. Rogers and his horse Trigger were there in person, and on the screen was a Rogers picture, *Song of Texas*. On opening day a four-abreast line of customers stretched from the theater box office in the middle of the block around onto State Street. It required five shows to handle the customers. On Saturday there were six shows, and seven on Sunday. House was jammed all week. Following his personal appearance tour Rogers will be featured in the Madison Square Garden Rodeo in New York, starting October 6. He was a tremendous hit at last year's rodeo.

Hillbilly Comment

The war has split up the Pine Ridge Boys, Marvin Taylor and Doug Spivey, who started on WSB, Atlanta, in 1938, and later were with WLS, Chicago, and WLW, Cincinnati. Doug is now a ship fitter, 2d c., in a shipyard at Brunswick, Ga., and Marvin plans to join him shortly. The boys were the first to sing *You Are My Sunshine*, on the air, on WSB, and it brought them a recording contract from RCA-Victor. (Bluebird.)

Eddie Dean, now on the Judy Canova show on CBS, comes by his backwoods comedy legitimately. Born a Texan, he began his professional career doing hayseed stuff on stations in Yankton, S. D., and Clay Center, Neb. He progressed to minstrel man at WGN, Chicago, then to professional hillbilly on WENR in the same city, and later branched out into "horse opera" with Bill Boyd, Gene Autry and Tex Ritter.

Spike Jones and His City Slickers have a personal appearance route set that will take them up to the last of September. The Jones cornicians, who left their NBC shows to tour the country, are in Omaha this week and their itinerary will include Kansas City, Mo.; Chicago, Milwaukee, Boston, Cleveland, Philadelphia, Hartford, Conn., and a couple of others yet to be set.

Uncle Dave Mason, heard on the *Grand Ole Opry* from WSM, Nashville, has earned the title "king of the hillbilles" as a result of 50 years experience as a mountain minstrel. Uncle Dave learned showmanship from guests of his parents' theatrical boarding house in Nashville and for years he played vaude and picture houses. He's been on *Grand Ole Opry* for 17 years and is known as the youngest old man in radio.

Toscanini a Hillbilly Fan

Maestro Arturo Toscanini, who is associated with the immortal works of the world's greatest composers, is a hillbilly record fan. The hillbilly longhair's favorite record is Carson Robinson's smack at Hitler and Mussolini—*Hitler*

Writes *A Letter to Mussolini*, and Il Duce's reply on the mates side. The maestro's son, Walter, reports that the famous Arturo has played the record so often that the two billet doux are beginning to run together. But the maestro still roars with laughter when he hears the record. Visitors to the Toscanini home say he knows both sides by heart, and while listening, will suddenly warn his guests to "Listen, now up comes the tuba," or some other solo instrument. Toscanini thumps his heels, conducts the record as it plays, and has a grand old time.

Frankie Palmer, formerly of the apache dance team of Palmer and Forresta, has turned booker to handle the Western and cowboy acts. He has joined the Jolly Joyce Theatrical Agency in Philadelphia as an associate and assigned to cover the outdoor parks and groves in the East.

Tom Endicott, who operates the Dude Ranch on the Boardwalk in Atlantic City, the only Western-styled night club at the Jersey resort, still finds time to get out on his floor to sing a song or two. His voice in fine fettle this season, Tom says that he is amazed at the number of requests he receives from the younger generation for the old favorite Western songs. He says the following are the most popular ones: *Wagon Wheels*, *The Last Round-Up*, *Old Faithful* and *Home On the Range*.

The 101 Ranch Boys make the Saturday night music each week for the West York Play Barn, near York, Pa.

The Palms, night club near Phillipsburg, N. J., has scheduled the old-fashioned dancing for the Friday nights. Lou Seiple's Round and Square Orchestra provide the music, and Elmer Rush, formerly of Riegel Ridge, is the caller.

Chimp to Play Hitler

Spike Jones, the first band leader in music history to hire a goat as vocalist, is now going in for more animal life. The latest addition, according to Jack Williams, of Victor records, is a full-sized chimpanzee, Cheeta by name. Spike hired the chimp, feature attraction in many *Tarzan* films, for a band part in the band leader's forthcoming *Meet the People* cinema. Spike refuses to divulge details, except to say that Cheeta will play Hitler in a special sequence. In addition, Williams, who discovered Spike Jones for his company's record label, advises that Spike has made two new and lovely additions to his band. They are the Nilsson Twins, Elsa and Eileen, with beautiful voices to match. Spike has named his new vocalists, appropriately enough, the "Slickerettes."

Location Comment

Austin, Texas: Hillbilles still getting a huge play in this area. *Pistol Packin' Mamma* and *No Letter Today* going strong. Operators hopefully waiting for new recordings of popular tunes like *Coming In on a Wing and a Prayer*.

Baltimore: The two hillbilly numbers *Pistol Packin' Mamma* and *No Letter Today* are the most popular numbers not only in tavern and other spots, but also in downtown locations catering to the better clientele.

Fort Worth: *No Letter Today* still the big favorite. *You Nearly Lose Your Mind*, an old number, is a close second.

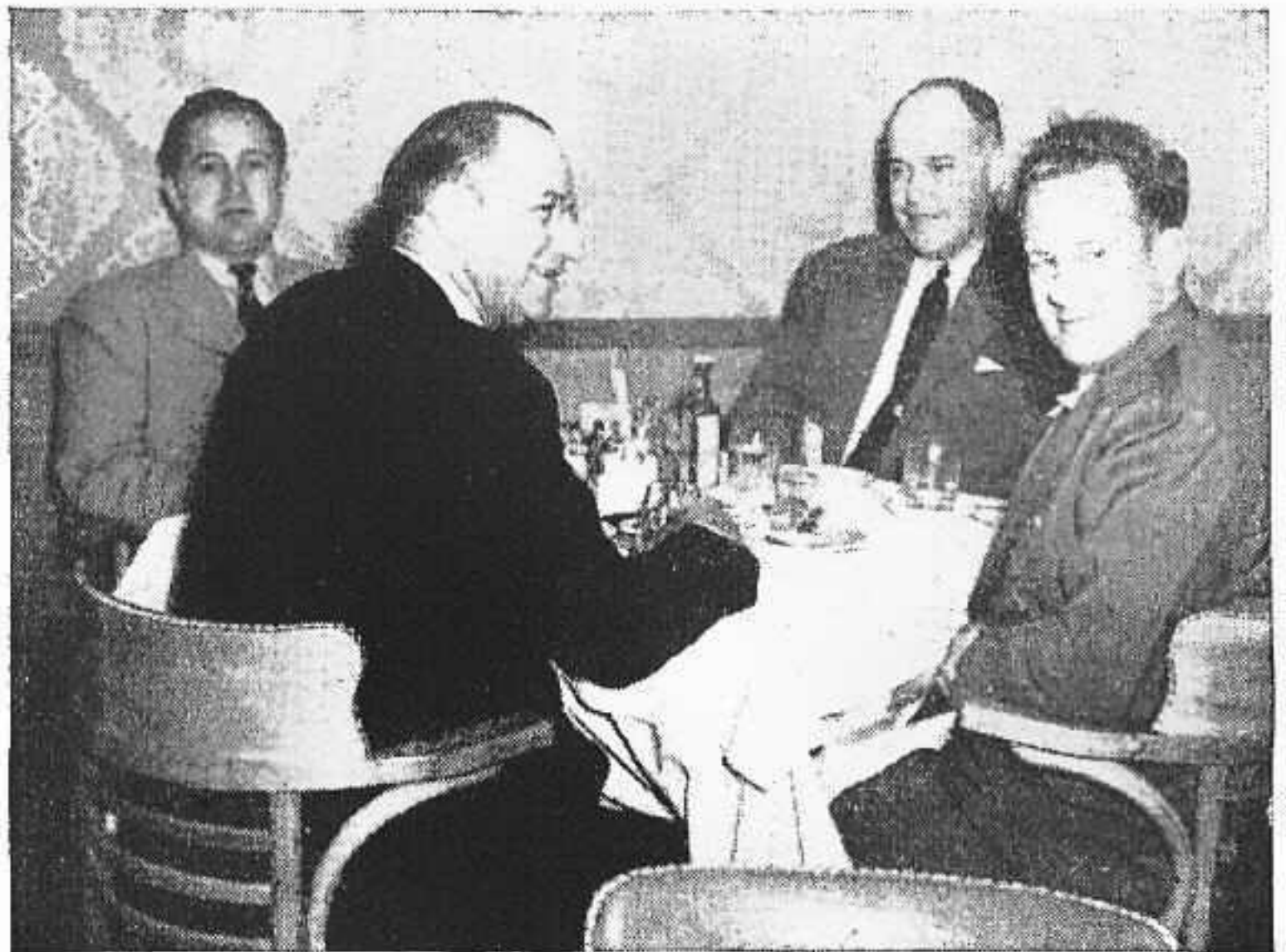
Miami: *Pistol Packin' Mamma* just starting here.

New York: Hillbilles very good.

Spokane: Listed as gaining in popularity are *No Letter Today*, *Honey Song* (Louise Massey), *Pistol Packin' Mamma* (Dexter), *Born to Lose* (Daffan), and *Gals Don't Mean a Thing* (Louise Massey).

New York: Going strong are *Pistol Packin' Mamma*, *No Letter Today*, *Honey Song*, *Born to Lose* and *Pins and Needles in Your Heart* (Al Dexter).

Bridgeport: *Don't Do It, Darlin'* (Glen Gray), being played on most phonographs. *Star-Spangled Banner Waving Some-*



SOUTHERN VISITORS. Seated with Jack Nelson (back to camera) are George Prock, of Dallas; Earl Montgomery, of Memphis, and Ken Wilkinson, of San Antonio, recent visitors to the Rock-Ola factory.

where (Elton Britt) losing ground. *I Wonder If You Feel the Way I Do?* and *We've Come a Long Way Together* (Gene Autry) going strong.

Milwaukee: *Pistol Packin' Mamma* (Dexter) gaining in popularity and going strong. Is being hummed and whistled by many. It's a good old-fashioned corn tune with a melody that sticks, and not one machine operator failed to mention it.

MUSIC IN THE NEWS

(Continued from opposite page)

one if you'll agree to forget about the loud one."

"It's a deal," the girl answered, collected for the disk, and went to the record store to fulfill her desire.

CONVERSION.—The story of an opera singer who is now a war worker appeared recently in *The Milwaukee Journal*. Demetrio Bellan, who now works at the Amertrop Corporation in Chicago, frequently entertains his fellow workers with such items as the prolog to *Pagliacchi* and other operatic airs.

The workers like his singing and have dubbed him Caruso. "It makes these guys feel like good," Demetrio explains.

For a year he sang with the Chicago Opera Company, and on concert tours of the Middle West. Sometimes he made \$500 a week.

The salary wasn't all gravy, however, as Bellan is the first to point out: "It was too high the living," he complains. "An opera singer he must make the

front big all the time. Pullman fare, publicity, dinners, \$3.50. Now across the street here for 65 cents I get swell dinner."

In his singing days his manager took 60 per cent of his earnings. Uncle Sam, he thinks, treats him much better. He did manage to accumulate a wardrobe which, he estimates, will last him 10 years. "Working here it is, the shirt and pants. On my good clothes there is no wearing it, no tearing it. Absolutely!" he says with satisfaction. Demetrio was born in Venice and worked his way to America when he was 19 years old. His mother still lives in Italy, and he hasn't heard from her since Italy declared war on the United States.

REVIVAL.—Another old song is slated for revival, Leonard Lyons declares in his column in *The Chicago Times*. This time it's Arthur Schwartz's *You and the Night and the Music*. The song was written for a musical, *Revenge With Music*, where it was introduced by Libby Holman. The composer then went to England and sold it to Herbert Wilcox, who used it as background music for the movie *Nell Gwynne*. In London Schwartz sold the song again (how long does this go on?), this time to C. B. Cochran, who used it in the revue *Stop Press*. Wilcox attended the premier of that show, which is the British version of *As Thousands Cheer*, heard the song, and bought it from Schwartz again.

Sounds like an awful lot of buying and selling to us—and why wasn't the song Wilcox's property, to be used as he pleased, after the first sale to him, or are we just being obtuse?

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VICTOR 20-1537

FREDDY'S BAND PLAYS "ALL OR NOTHING AT ALL," WITH THE VOCAL BY CLYDE ROGERS. IT HAS ALREADY MADE THE HIT PARADE!

ARTIE'S BOYS PLAY "NOW WE KNOW," WITH MARTHA TILTON DOING THE VOCAL. PEOPLE SAY THIS IS ONE OF THEIR BEST!



FREDDY MARTIN



ARTIE SHAW

and

PERRY COMO



has a silver voice — and we do mean "silver"!

Victor's newest singing star keeps 'em sighing—keeps 'em spending. In his latest release, Perry is smoothly accompanied by a mixed chorus.

VICTOR 20-1538

GOODBYE, SUE
THERE'LL SOON BE A RAINBOW

JAZZ GILLUM'S BLUES WILL KEEP YOU OUT OF THE RED!

Your race music fans won't let the machine cool off once they spot this new one by Jazz Gillum! Jazz is backed up by a small hot band. Coin appeal: *very strong*.

BLUEBIRD 34-0707

TELL ME, MAMA—Blues
MY BIG MONEY—Blues

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!

BUY WAR BONDS 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

THE disk-battle of the baritones is really a free-for-all since the defending champion, Bing Crosby, has entered the ring with two sides by Decca. Bing has been resting on his laurels since Petrillo rang the bell some 12 months ago, but with Sinatra, Haymes and Como throwing haymakers, the champ has rubbed some resin on his tonsils and let go. . . . The "B" boys (not the male equivalent of "B" girls) have been having a time for themselves in the newspapers, magazines, theater stages and nightclub floors. They're not wasting much time making time on the turntables either. Their waxed offerings are lapped up by the thirsty phonos as quickly as they are poured forth and it's going to break the heart of a lot of ops if the juice is turned off in answer to the AFM's request. Incidentally, don't be surprised if at least one of the companies ignores said request. Of course the minute it does, if it does, the floodgates will be let loose once more. Can you picture one baritone sitting by, twiddling his thumbs, listening to a rival yodelling for nickels, and not sounding his "a" in a hurry? Watch for headline "B" Boys Sound Their "A's." . . . Decca has brought out an album of band music that should help the beer go down easily these hot nights. Choice is varied, from the languid 1-2-3 of the *Blue Danube Waltz* and *Missouri* ditto to the rollicking *Ta-Ra-Ra-Boom-Dee-E* (can-can and all). Also included is the appropriately named (Decca hopes) *The Band Played On*. . . . And have you tried any of the hillbilly records? Oh, you have,

sure do go for a ditty played on a gee-t and motuh organ, and until them dud like Cole Porter and Jerome Kern lean to write what the folks back home like for square dancing, they'll play along with Al Dexter, who has four—count 'em—platters riding among the top half dozen in the Big Town's juke box Hit Parade.

DALLAS:

In My Arms. Dick Haymes.

One of the baritones has got aboard a ditty that is breaking fast for a hit. Nothing sophisticated about the number either. It's the sort of thing the gang likes to join in on; the rhyme are easy to remember (arms-charms) and the rhythm is easy to beat out on table tops. While it's the ballads that the swooners are building their reputation with, a simple folksy tune that is known and liked by the man in the street is going to go a long way toward augmenting that bank account.

PORTLAND, ORE.:

Hit the Road to Dreamland. Freddie Slack.

If you read the Music Department last week, you know that the boogie-woogie pianist is returning to the band business. If you're a regular reader of that department, you know that Slack is a hot right now the booking office that has his contract turned down a \$25,000 offer from a rival agency. Of course, you know that *Hit the Road* is from *Star-Spangled Rhythm*, and this is the only recorded version of that song.

Territorial Favorites

NEW YORK:

Pins and Needles in Your Heart. Al Dexter.

Up in the hills of the Bronx and Brooklyn the natives all hanker for a sweet-singin' feller named Dexter. They

For a listing of songs played most often over the radio for the week ended Thursday, July 23, see the Music Popularity Chart in the Music Department. Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of the septian best sellers under Harlem Hit Parade.

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 throught 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

- PISTOL PACKIN' MAMA.. AL DEXTER (Al Dexter) Okeh 6708**
Corn has been growing fast and strong throught the country in the past few weeks, and the phono fans are eating it up. This week their appetite was bigger than ever and the flavor of this piece seemed to suit their taste best.
- LET'S GET LOST VAUGHN MONROE (Vaughn Monroe—Four Lee Sisters) Victor 20-1524**
(10th week) **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**
(7th week) **SONG SPINNERS Decca 18553**
GOLDEN GATE QUARTET Okeh 6713
FOUR VAGABONDS Bluebird 30-0815
- IT CAN'T BE WRONG... ALLEN MILLER Hit 7045**
(6th week) **FOUR VAGABONDS Bluebird 30-0815**
ROSS LEONARD Savoy 108
DICK HAYMES (Song Spinners) Decca 18557
- ALL OR NOTHING AT ALL. HARRY JAMES (Frank Sinatra) Columbia 35587**
(5th week) **JIMMY DORSEY (Bob Eberly) Decca 2580**
- JOHNNY ZERO SONG SPINNERS Decca 18553**
(4th week) **JOHNNY JONES Hit 7050**
- YOU'LL NEVER KNOW.. DICK HAYMES (Song Spinners) Decca 18556**
(3d week) **FRANK SINATRA (Chorus) Columbia 36678**
WILLIE KELLY Hit 7046
- IN THE BLUE OF THE EVENING TOMMY DORSEY (Frank Sinatra) Victor 20-1530**
(2d week)

Names in parentheses indicate vocalists.



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

By GLADYS CHASINS

MGM Tradeshows

Three new MGM musicals will be trade shown within the next week, altho only one features songs that have been waxed, all three are star top recording artists. *I Dood It*, with Bob Crosby and his ork, including Helen O'Connell and Bob Eberly, will be shown at all exchange centers on July 27, except in Albany and Memphis, where screenings will be held July 26 and 31, respectively.

Best Foot Forward, starring Harry James, will be shown on July 29 thruout the country, except in Albany and Memphis, where tradeshows will be held on August 2. Pic features a number of tunes waxed during the run of the Broadway show of the same name. Among them is *Two o'Clock Jump*, played by James on the screen and waxed by the ace trumpeter on the Columbia label. Tune is also available by Mugsy Spanier on a Decca disk. Other likely revivals are *Buckle Down Winsackie*, waxed by Benny Goodman (Columbia), Fred Waring (Decca), Russ Morgan (Decca) and Art Jarrett (Victor), and *Shady Lady Bird*, done by Benny Goodman (Columbia) and Nancy Walker (Bluebird).

Girl Crazy, Judy Garland starrer, which features the Tommy Dorsey ork, will be screened at all centers on August 2 and 3, with Albany showing set for August 9.

Tie-Ups on Current Pix

Both coin machine and theater operators are becoming more and more conscious of the advantages of tie-ups on musical films. Practically all the new musical flickers feature bands, and many recent ones are adapted from shows, which in most cases mean the tunes have been recorded. Reports from theater operators all over the country point to the fact that music tie-ups go

a long way to boost musical films, and of course it works both ways. Here are some of the ideas that ops have worked out for such current musicals as *Cabin in the Sky*, *Stage Door Canteen*, *Coney Island* and *Stormy Weather*.

Juke boxes or ordinary turntables were placed in theater lobbies for a week or more prior to local playdates of musicals, and tunes featured in the film got advance plugging in that way. Display material on film included note on location where songs could be heard, and at the same time operator of the location played up songs by advertising the film.

Radio tie-ups were worked out jointly by theater and juke box operators. Announcements included a plug for the theater and location where songs could be heard.

Three-way tie-ups were worked out, with music stores, coin machine operators and theater ops all participating. Tie-up in display material boosts sheet music sales for music dealer, pic for theater operator and raises the nickel return in coin machines.

News Notes

RKO Radio is working on a follow-up to the Walt Disney full-length feature, *Saludo Amigos*. Pic will be entitled *Let's Go Latin*, and will include an abundance of popular Latin American music. . . . MGM planning a film version of the Al Jolson Broadway musical hit, *Hold On To Your Hats*, with Red Skelton set for a featured role. . . . First film to be released by the newly formed Producing Artists, Inc., will be a large scale musical, featuring songs by George and Ira Gershwin, Jerome Kern, Cole Porter and probably Irving Berlin. . . . 20th Century-Fox's new musical starring Benny Goodman has been re-titled *The Gang's All Here*.

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GIVE 'EM

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- ROCKIN' IN RHYTHM 80001
- TWELFTH STREET RAG
- BLACK AND TAN 80002
- FANTASY
- THE MOOCHE
- MOOD INDIGO 80003
- WALL STREET WAIL

List, 75c each*

RED NICHOLS RECORDS

Featuring Jack Teagarden, Benny Goodman, Jimmy Dorsey, Glenn Miller and others

- CHINA BOY 80004
- PEG O' MY HEART
- THE SHEIK OF ARABY 80005
- SHIM-ME-SHA-WABBLE
- INDIANA 80006
- DINAH
- TEA FOR TWO 80007
- I WANT TO BE HAPPY

List, 75c each*

AS TIME GOES BY

Still getting a big play
Played by Jacques Renard & Orch.
Fox Trot with Vocal Chorus
Brunswick Green Label No. 6205

List, 50c*

BENNY GOODMAN RECORDS

Featuring Glenn Miller, Bud Freeman, Joe Sullivan and others

- WOLVERINE BLUES 80027
- A JAZZ HOLIDAY
- MUSKRAT RAMBLE 80028
- AFTER AWHILE
- ROOM 1411 80029
- JUNGLE BLUES
- SHIRT TAIL STOMP 80030
- BLUE

List, 75c each*

BOOGIE WOOGIE RECORDS

by Pine Top Smith (piano solos)

- PINETOP'S BOOGIE 80008
- WOOGIE
- PINETOP'S BLUES
- JUMP STEADY BLUES 80009
- I'M SOBER NOW

Other Boogie Woogie Piano Records

- DETROIT ROCKS 80019
- INDIANA AVENUE STOMP (Speckled Red)
- THE DIRTY DOZEN 80020
- NOS. 1 & 2 (Speckled Red)
- HEAD RAG HOP 80021
- (Romeo Nelson)
- WILKINS STREET STOMP (Speckled Red)
- COW COW BLUES 80022
- STATE STREET JIVE (Cow Cow Davenport)

List, 75c each*

*Prices do not include federal, state or local taxes

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

IT'S ALWAYS YOU TOMMY DORSEY (Frank Sinatra) Victor 20-1530
BING CROSBY Decca 3636

It's no news when a tune boasting waxings by the Frank Sinatra-Tommy Dorsey combo and Bing Crosby too takes its place among the top coin-magnets, so it's quite natural that this ballad holds the No. 1 spot this week. The song has stuck to the slow but steady theory and in this case it seemed to work admirably. If it continues to hold to that axiom it should be over the top before long.

IN MY ARMS. DICK HAYMES (Song Spinners) Decca 18557

In its first week on the Guide, this ditty in waltz tempo stepped straight into second place. Tune is one of the most popular on the airlines and Decca's waxing is exclusive. Ops are finding a lot of changes in phono fans' tastes, and one of them is that they'll gladly take an all-vocal waxing of a tune they like. This disk, which swept speedily into prominence, solidly substantiates that fact.

WAIT FOR ME, MARY. . . . DICK HAYMES (Song Spinners) Decca 18556
WILLIE KELLY Hit 7049

Crowded out of a higher position by a newer entry, this ballad has nevertheless gained a lot of territory since its first appearance in fourth place last week. The Dick Haymes waxing has by now reached all areas and it's elbowing the Hit version into semi-obscurity altho the latter still crops up on one or two reports.

NO LETTER TODAY. TED DAFFAN (Chuck Keeshan and Leon Seago) Okeh 6706

This hillbilly number popped up from nowhere into third place two weeks ago. Last week it slipped off altogether but now it's back on the beam. Altho the tune holds a lower position than it did in its debut the corn craze among nickel-droppers seems to have mounted and this time the waxing may prove to be more steady.

Double-meaning records are purposely omitted from this column.

Brunswick RECORDS
ORDER THEM FROM YOUR NEAREST
DECCA DISTRIBUTING CORPORATION
BRANCH
EXCLUSIVE DISTRIBUTORS

Tonedart Markets Permanent Needle

CHICAGO, July 24.—J. F. Bard, Mid-western distributor of Continental and Musicraft records, has been placed in charge of sales for all Tonedart products. The first Tonedart item to be placed on the market is a new permanent phonograph needle for operators.

William H. Hutter, well-known sound engineer, worked three years on this needle before perfecting it. Its dart-like shape, according to Hutter, offers a certain springiness and elasticity which assures a floating effect upon the record played and the least possible wear to the record.

Actual tests by the firm showed the Tonedart phonograph needle capable of excellent performance from 2,500 to 2,750 plays and 260 plays on one record.

Columnist Suggests Novel Gift—\$2 Roll of Nickels

MINNEAPOLIS, July 24.—Civilians seeking ideas for gifts to send to service men friends, were given a suggestion by Cedric Adams in his column, "In This Corner," published in *The Minneapolis Star-Journal* recently.

"Next time you're stuck on what to send a boy in service as a little gift," suggested Adams, "go to your bank and get him a \$2 roll of nickels. Without doubt he may be a juke box or coke fan."

Detroit

DETROIT, July 24.—K & R Novelty Company, organized last summer by Joseph Kanterman and Ely Rose, established Detroit operators in the amusement machine field, has been formally registered as a partnership.

Genevieve (Jenny) Kontars, office manager at the United Music Operators, enjoyed a brief vacation when the office was shut down during the local riots.

William Marley, National Theater Engineering, who handles special service on Panorams, is suffering from a recurrence of his foot trouble, but hasn't

International and Foreign Record Hits of the Month

(Note: Here are the most popular international and foreign recordings of the past month. Similar lists will be published in this section once every month.)

INTERNATIONAL RECORDINGS: Casablanca, Pennsylvania Polka, My Treasure, Tick Tock Serenade, Ohio Polka.

FOREIGN RECORDINGS: Bohemian, V Taverne, Vzpomen Si Devcatko. Croatian-Serbian, Hoces Neces Moras, Ponoc Kad Dodje, Po Mjesedini. German, Rutschbahn, Erika, Kornblumenblau, Spanische Dorfmusik, Du Kannst Nicht Theu Sein. Greek, Tsimliari Hirohito, Mourgo Mousolini, Misirlou, Melanouraki. Hebrew-Jewish, Mein Yiddische Mame, Der Glatter Bulgar, Abi Er Ken Tantzten, Dem Nayem Sher. Hungarian, Szereted-E Meg A Kek Ibolyatt, Magyary Csardasok, Mit Susog A Feher Akac, Zold Ablakos Kicsi Haz, Ho Engaxdag Lennek. Italian, Senza Mamma E. 'Nnamurata, La Campagnola, Serate Primavera. Norwegian, Den Siste Vognmann, Ja, Vi Elsker, Gamle Norge. Polish, Rum, Cium, Cium; Mularze, Mularze; Cierni Z Grubem, Z Swiebodzina. Russian-Ukrainian, Ochi Chornya, Korobushka, Dve Citary, Solovej. Scandinavian, Blonda Charlie, Dina Bla Ogon, Balen En Karlstad. Swedish, Bland Kobbar, Marianna Uti Skansen, Jungman Jansson, Styrman Fager, Pepita.

missed a day's work in two years despite it, keeping up with the wartime rush.

Miss Eileen Thompson, of the Angott Sales Company, is back at the office after partial recovery from an attack of laryngitis.

Walter Webb, former serviceman for J & J Novelty Company, passed away

suddenly last week. He recently worked in a defense plant here. His widow and two sons survive.

Eddie Clemons, re-elected president of the United Music Operators of Michigan, reports that the monthly meetings of the directors and members will be held a week early, on June 28 and 29, because of Independence Day.

Sam Gomella, who services Panorams throuth the city, has just been named commander of Theatrical Post of the American Legion.

M. G. Quinby has been added as a partner in the Coin Meter Detroit Company, one of the largest operators in the field of coin-operated washing machines and similar service equipment. The other partners are Harold C., Frances A. and Jean Genter, M. P. Hodell and N. A. Shortt. W. R. Palechek, who was general manager of the company, has resigned and withdrew his partnership interest as well. M. P. Hodell has been named general manager.

Max Lipin, head of Allied Music Sales Company, has returned from New York, where he opened an affiliated office under the name of Eastern Music Sales. Horace Bloom, formerly sales manager of

Musicraft Corporation, has been placed in charge of the new office.

Harry Lipin, Allied Music Sales, reports play on Detroit music machines just beginning to return to normal now that the rioting reaction has quieted down, but the 10 p.m. curfew on bars has seriously hurt play.

Carl Angott, who has taken on operation at a war factory at Romulus, Mich., in addition to his other activities, is centralizing operations by moving his new plant into Detroit.

Hellenic Vending Company was recently formed by George Kossis, formerly of the Dynamic Vending Company, and G. Sagrethos, a new figure in the operating field, at 3923 Commonwealth Avenue. The company is operating a route of cigarette vendors.

Henry C. Lemke, manager of the Lemke Coin Machine Company, caught by the help shortage, is dividing his time between the operation of his routes and the remodeling work in progress at his home.

Pat Patton, music route operator, reports business exceptionally good in the music field here this past week, with a record-breaking holiday week-end.

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

This week releases come close to reaching an all-time low, with Victor the only firm offering new waxings. Disker has reissued its Freddy Martin version of *All or Nothing at All* mated with an Artie Shaw recording, *Now We Know*. Former is already in Going Strong on the strength of the James-Sinatra and Jimmy Dorsey waxings and with the tune ranking among the top faves this latest entry should soon join its brethren. Only other release is an all-vocal by Perry Como with chorus accompaniment on *Goodbye Sue* and *There'll Soon be a Rainbow*. Latter is one of the leading sheet music sellers and Como's is the only available waxing.

Caribbean Clipper, Glenn Miller instrumental brought out by Victor two weeks ago, is already gaining a solid foothold in certain areas as is Freddy Martin's *Warsaw Concerto*.

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.

JOHNNY ZERO **JOHNNY JONES** (Vocal refrain) Hit 7050

Already the top tune of the day, and hitting high in phono collections with available entries of an all-vocal nature, this is the only instrumental impression of the hit tune. Displaying fine musicianship and a bright and easy flair for dance rhythms this crew labeled as Johnny Jones gives an attractive interpretation of the jingle ditty. And with a good feminine voice to chirp out the lyrics, it is all designed for maximum play in the phonos. Attention is also directed to a companion Johnny Jones platter (Hit 7051) for its excellent impression of new rhythm ballad, *I Don't Want Anybody*. The song has already been getting wide hearing on the air lanes and the lyrics are handled quite well on this side by a female vocalist.

WAIT FOR ME, MARY . . . **WILLIE KELLY** (Vocal refrain) Hit 7049

Altho this song takes Tin Pan Alley back to the days of the song-and-dance men when the George M. Cohan melodies packed all the appeal, the sentimental spirit holds full sway in this day as well. And the sympathetic treatment the Willie Kelly lads apply to the tune should create a deepening wave of enthusiasm for the song. Moreover, the styling is tailored for top position in the music boxes. Again, this is the first instrumental entry, coming on the heels of Dick Haymes' all-vocal impression. Plattermate is also a profit-sharing side for the operators with the new *Right Kind of Love* ballad. A good male baritone voice fills the lyrical requirements for both sides expertly.

I NEVER MENTION YOUR NAME **ALLEN MILLER** (Vocal refrain) Hit 7048

Still another hit potential of the current crop and already enjoying quite a few mentions on the radio waves. As a result, this only available instrumental recording gives the operator an opportunity to load the phonos with current song favorites. Like the other Hit releases this week, the musicianship is in high order for each of the sides, and the corresponding increase in the song's popularity should bring increases in coin collections.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

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 - ★ RS-465 The Memory Waltz Peggy O'Neil

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- 466 Big Guns Main Street
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MOVIE MACHINE REVIEW

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, July 26.

Program 1127

JIMMY DORSEY AND HIS BAND play second fiddle to singers BOB EBERLEY and HELEN O'CONNELL in *Oh Look*. The vocalists toss off *Look at Me Now*, an old but good tune in an effortless style, easy to look at and listen to. Bandstand background. (Soundies.)

Shake My Hand presents LEE SULLIVAN as a recruiting officer greeting potential enlistees with a cheerful song,

patriotically tinged. The recruits are of all nationalities. L. O. L.)

Hillbilly Grand Opera, starring CINDY WALKER, ZEKE CANOVA and THE FASHIONAIRES, is a delightful rib on operatic music and performers. Bits of such hillbilly favorites as *Comin' Round the Mountain* are skillfully woven into a travesty that mildly resembles *Romeo and Juliet*. (Minoco Reissue.)

LANI McINTYRE AND HIS ORCHESTRA mix a bit of mild swing with their well-known Hawaiian music in *Hilo Hop*, and the addition proves very effective. A cute little gal dances conventionally, but she'd make a better appearance if her costume resembled a Mother Hubbard a little less. (Soundies.)

Swiss Frolies take place in a bierstube and presents FREDDIE SCHWEITZER and His Fun Makers. Band and leader are mildly zany and engage in such antics as a duel between the leader, armed with his violin bow, and a band member who battles with his trombone. (Soundies.)

On Time is sung by CAROLINE AYRES, who uses a draggy blues style. She wants a man who comes to work on time. Brought up-to-date by references to absenteeism, shipyards and such. (Minoco.)

MEN AND MAIDS OF MELODY, a large mixed vocal group, do a good job in *Take Me Out to the Ball Game*. You can guess what they sing. Gay '90s costumes. Few shots of an old-fashioned ball game add to the merriment. (Minoco.)

Husky-voiced EDNA MAE HARRIS is the star of *I Gotta Go to Camp to See My Man*. Her man's at camp and that's where she's going. Good voice for this type of song. As an added attraction one of her roommates does a short dancing routine. (Soundies.)

ON THE RECORDS

(Continued from page 19)

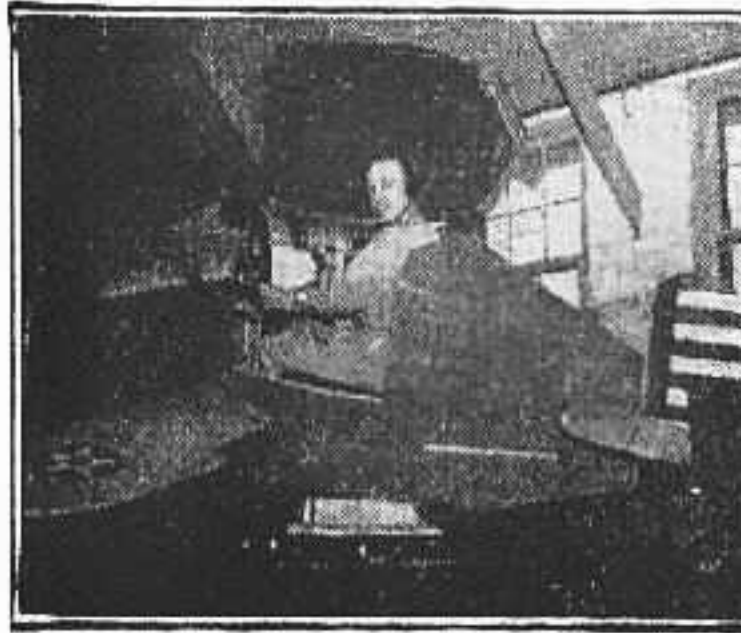
takes it from start for the opening chorus. The trombone sliding sweetly paces a second stanza, with the band ensemble in sock style bringing up a half chorus of another stanza to carry out the side. Tempo is slowed down to more moderate proportions for *The Right Kind of Love* ballad. The male singer, getting nice background support in the sax figures, takes the opening stanza. The tenor sax gets the second chorus under way with clarinet, the sax section sharing the bridge bars. Singer cuts in for the last half to spin out the side.

The music way above the par for the label, and with the song selections scraping the top of the hit-song plings, music operators should enjoy a double hit with these hits. Both sides belong face-up in the phones, and they are bound to remain that way for quite some time.

JOHNNY JONES (Hit 7050 and 7051) *Johnny Zero*—FT; VC. *Look at You*—FT; VC.

I Don't Want Anybody—FT; VC. *Every Little Bit Helps*—FT; VC.

Major interest centers in the waxing of *Johnny Zero*, the Johnny Jones label offering the only available instrumental impression of the spirited and jingle-styled song. Beating it off at a fast and lively tempo, the band whips up a spirited half chorus to start. A female voice, with the ensemble chiming in, lends good voice to the lyrics for a second stanza. Band ensemble brings up a third chorus in heavy rhythmic style, with tenor sax rides on the releases, and puts down half of the stanza to spin out the side. Plattermate is *Look at You* (7050), love ballad of current origin. Taken at a moderately slow tempo, the male baritone gives full expression to the lullaby to start the side. Muted trombone starts the second stanza, sharing the half chorus with muted trumpet. The singer is back for the last half to complete the side. Band boys impress most for *I Don't Want Anybody* (7051), rhythm ballad of torch qualities that has already started to impress. A unison riff introduction in the moderate tempo sets the stage for the opening chorus, carried by the female voice. Nice goings by the band for the second chorus, led off by the unison sax phras-



PVT. ESTILL M. KUTZ, a former operator of games and juke boxes at Pittsburg, Kan., is shown above operating a Link trainer at an army advanced flying school in Texas. *Private Kutz is an instructor in the instrument training section.*

ings against muted brass figures. The subdued horns cut it clean for the bridge, and the saxes, in swerling style, take over again for the last half of the stanza. The full band ensemble, in heavy rhythmic formation, bear down for a third chorus, carrying it for a half chorus to complete the side. Plattermate is an innocuous *Every Little Bit Helps* ditty, a 16-bar repetitious jingle that carries a melodic appeal to buy War Stamps. In the moderate tempo, band ensemble beats out the opening chorus, with the male singer for the second stanza making the patriotic plea. The band back for a third chorus, the singer returns for a fourth stretch, this time using a second set of lyrics linking with the romantic theme. Band ensemble picks it up again for a fifth stanza to complete the side.

With "Johnny Zero" already the top favorite, this band version is just right to stimulate the phono play. Also highly effective for the music boxes is "I Don't Want Anybody."

ALLEN MILLER (Hit 7048)

I Never Mention Your Name—FT; VC. *In the Blue of Evening*—FT; VC.

Pairing two of the more familiar ballads of the day makes for a highly attractive platter in this instance. While Victor has been able to jump in the lead with a Tommy Dorsey-Frank Sinatra reissue for *In the Blue of Evening*, the Hit label has it all to itself for *I Never Mention Your Name*, which is getting plenty of mentions on the air waves. Again displaying evidence of an obviously fine band cutting these masters in the dark, the *Name* song is taken at a moderate tempo, with good baritone voice to tee off the side lyrically. Sax section and muted brasses split the opening half of a second chorus, with the male singer back at the bridge to take out the side in song. *Blue of Evening* calls for a slower tempo to set forth the mood-inspiring music, with the male singer giving good voice for the opening stanza. Solo clarinet and trombone split the strains for the starting of a second chorus, with the singer returning at the bridge to carry the lyrics to the finish line.

Altho the Tommy Dorsey waxing of "In the Blue of Evening" has had the head start for the ballad revival, music ops can still profit plentiful from "I Never Mention Your Name," which is headed for top mention in hit-song circles. Moreover, it is the only available wax impression of the ballad.

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Tie-Up in Soft Drinks Looms

Bottle shortage, transportation difficulties threaten beverage distribution, FDA warns

WASHINGTON, July 24.—Unless more effective conservation measures are developed to overcome the tightening situation in bottles, transportation facilities, and other factors, a tie-up in distribution and possibly production of soft drinks and beer is expected this fall, Food Distribution Administration officials have declared.

To meet these threats, FDA officials are in almost daily contact with the Non-Alcoholic Beverage Industry Advisory Committee and the Brewing Industry Advisory Committee.

A study is being made of storage facilities and production capacities, in relation to all food products, so that further transportation savings can be effected if and when transportation difficulties develop this fall, spokesmen said.

The War Production Board is restricting supplies of bottles for all beverages for domestic use to 65 per cent of last year's purchases, it was said, and this percentage may be decreased.

FDA has advised bottlers of soft drinks that continental sugar production will probably be much below that of last year, due to competition of other wartime crops, inadequate labor supply, and adverse weather conditions in growing areas. Consequently it is necessary for the recently established Industrial Sugar Users Committee, on which the beverage industry is represented, to proceed with its work of explaining programs based on the revision of the existing industrial usage of sugar.

Brewers have been told that no further reduction in malt usage is contemplated because production of malt increased substantially in recent months, and favorable inventory positions were forecast for the remainder of the year.

"Empties" Sought

WASHINGTON, July 24.—A thorough cellar-to-attic search for all empty beverage bottles was recommended today by the War Production Board's Conservation Division as it urged homemakers to collect all "empties" and return them promptly to local stores.

In view of the vital need for facilities and fuel and the shortage of man power, production of bottles for replacements represents an unnecessary drain on essential war production—which could be greatly relieved by nationwide cooperation in this program.

In spite of the shortage, an adequate supply of glass beverage containers would result, if the hidden and inactive reserve of bottles was recovered. Upon return to the bottling plants, the bottles undergo thorough cleansing and sterilization, and are then placed back to work. The average life of a returnable bottle is about 30 round trips, each of the millions of "empties" stored in American homes actually represents potentially 30 replacements. Return into circulation of the containers, many of which have been gathering dust for months or years, would provide a substantial stockpile for the beverage industries.

Because beverage containers used by the armed forces may be considered "expedient" as far as their certain return into circulation is concerned, it is all the more important that all beverage containers used in the home be returned. If all "empties" are recovered and re-

Tax Calendar

ALABAMA: August 10—Tobacco use tax and reports due. Tobacco wholesalers' and jobbers' reports due. August 20—Sales tax and reports due.

COLORADO: August 14—Sales tax and reports due. Use tax and reports due.

FLORIDA: August 10—Agents' cigarette tax reports for preceding month due.

GEORGIA: August 10—Cigar and cigarette wholesale dealers' reports due.

ILLINOIS: August 15—Cigarette tax reports due. Sales tax and reports due.

IOWA: August 10—Cigarette vendors' reports due.

KANSAS: August 15 — Compensating tax and reports due. August 20—Sales tax and reports due.

KENTUCKY: August 10—Cigarette tax reports due.

LOUISIANA: August 1—Wholesalers' tobacco reports due. August 15—Wholesalers' tobacco reports due. August 20—New Orleans sales and use tax and reports due.

MASSACHUSETTS: August 10 — Meals tax and reports due. August 15—Cigarette distributors' tax and reports due.

MICHIGAN: August 15—Sales tax and reports due. Use tax and reports due.

MISSISSIPPI: August 15—Manufacturers', distributors' and wholesalers' tobacco reports due. Sales tax and reports due. Use tax and reports due.

MISSOURI: August 15—Retail sales tax and reports due.

NEW MEXICO: August 25—Use or compensating tax and reports due.

NORTH CAROLINA: August 1—Cigarette distributors' report due. August 15—Sales tax and reports due. Use tax reports and payment due.

OHIO: August 15—Cigarette use tax and reports due.

OKLAHOMA: August 15—Sales tax and reports due. August 20—Use tax and reports due.

RHODE ISLAND: August 10—Tobacco products tax reports due.

WEST VIRGINIA: August 15—Sales tax and reports due.

WISCONSIN: August 10 — Tobacco products tax returns due.

WYOMING: August 15—Sales tax and reports due. Use tax and reports due.

Cigarette Dealers In Oregon Dunned For Forgotten Tax

SALEM, Ore., July 24.—Many cigarette machine operators find themselves owing the State money under a law that was in effect only a few weeks two years ago.

The law, killed by referendum, taxed cigarettes 2 cents a package. Many dealers collected the tax but failed to remit to the State. The recent Legislature provided that the dealers must remit to the State 95 per cent of the money collected, so the State Tax Commission just mailed out thousands of blanks to dealers in arrears.

placed in circulation, and if all bottles from beverages purchased in the future are promptly returned to the stores, it will directly contribute to the over-all war effort in terms of the release of both man power and facilities for essential war production.

As a result of the heavy sales to the armed services, Life Savers was able to report for the first quarter this year, income before federal income and excess profits taxes, at \$935,797, against \$587,781 in the preceding year, and net profit, after all tax provisions, of \$277,980, equal to 79 cents a share on the common, against \$256,723, equal to 73 cents a share.

Tobacco, Liquor Taxes Rise; Gas Revenues Slipping

NEW YORK, July 24.—While gas taxes have become a war casualty, on both tobacco and alcoholic beverages have proved to be boons for State munes, the Federation of Tax Administrators reports in a recently completed study.

Tobacco tax revenues rose from 600,000 in 1940 to \$103,000,000 in an increase of 21 per cent. This was largely to new tax laws passed by Ill and Maine in the summer of 1941 1942 collections were up 14.3 per cent \$118,000,000. Excluding North Dakota, Georgia, Vermont and Pennsylvania, March and April increases this year 10.5 and 10 per cent over corresponding months of 1942.

In 1942 revenues from gasoline tax decreased 11 per cent below 1941 and per cent below 1940. Decreases for first three months this year below responding months in 1942 were per cent in January; 38 per cent February, and 29.5 per cent in March indicating steeply declining revenues. Figures from 45 States showed Kansas and Tennessee were the only States with slight increases—about 2 per cent at March, 1941, in each case.

Slipped in March
Gasoline tax yields began slipping early as March, 1942, but the downward trend was retarded somewhat during summer months. Total collections the calendar year 1942, excluding Arkansas, Idaho and Pennsylvania, amount to \$819,000,000, a drop of almost 11 per cent below totals for calendar 1941.

Nationwide rationing showed its effect upon gasoline tax revenues for the first time in January, 1943, with the decrease below January, 1942, amounting to 3 per cent. In March, 1943, one year after the first tendency toward a decrease was noticed, gasoline taxes in 47 States yielded only \$41,400,000, a decrease almost 30 per cent.

On the other hand, taxes on alcoholic beverages have produced steadily increasing yields throughout the country the last three years. This holds true also "profit" trends from State liquor monopolies operating in various forms in States.

A review of the trend in 39 States on a calendar year basis shows revenue from alcoholic beverage taxes increased from \$186,000,000 in 1940 to \$196,000,000 in 1941 and to \$237,000,000 in 1942.

All over the country increased revenues from alcoholic beverages show in (See TAXES RISE on page 103)

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CALIFORNIA DECISION ADDED TO TWO OTHER WINNING FREE-PLAY DECREES

Form Sound Basis for Future Free-Play Pleas

The following court decision favorable to free-play pinball games, rendered by the District Court of Appeals, Fourth Appellate District of California, is reprinted for reference purposes. Legal citation will be published later. This important decision reflects much credit on California operators in San Diego and Los Angeles and also on the work of the Associated Operators of Los Angeles County and their leaders, Curley Robinson, managing director, and Arthur Mohr, attorney. Perhaps no more careful preparation was ever made for a coin machine case than was made for this test involving free-play pinball. The industry owes the California groups a real debt of gratitude. The California decision is added to those of the Kansas Supreme Court and the Pennsylvania Court of Appeals—all three favorable to free-play pinball games.

Court Decision

IN THE DISTRICT COURT OF APPEALS, IN AND FOR THE FOURTH APPELLATE DISTRICT, STATE OF CALIFORNIA. CIVIL NO. 2667.

I. B. Gayer, plaintiff and respondent, vs. Thomas Whelan, district attorney of San Diego County, defendant and appellant.

Appeal from a judgment of the Superior Court of San Diego County, Hon. Charles C. Haines, judge. Judgment affirmed.

For Appellant: Thomas Whelan, district attorney; Duane J. Carnes, deputy district attorney.

For Respondent: Morris Lavine, Arthur Mohr, Charles W. Lyon and Swing & Swing.

This is an appeal from a judgment ordering the return to plaintiff of 14 pinball machines which defendant, in his capacity as district attorney of San Diego County, had seized and proposed to destroy under the provisions of Section 335a of the Penal Code.

The parties agree that the findings are supported by the evidence and fairly present the issue raised on this appeal. Therefore we will look to the findings for a brief summary of the facts.

Plaintiff owned pinball machines which were placed in various business houses in the city of Escondido for operation by the public. On October 29, 1941, defendant in his capacity as district attorney of San Diego County, seized them as lottery or gambling devices and gave notice of his intention to summarily destroy them. Plaintiff brought this action to recover their possession and was given judgment. The trial court found:

"That said machines and each of them were slot machines, contrivances and mechanical devices which were played and operated by placing and depositing therein coins, by means whereof and as a result of the operation of which it was possible in part by skill in such operation but mainly by hazard and chance in the result of such operation to win the opportunity to thereafter play one or more free games, that is to further operate the machine or contrivance without the deposit or placing therein of any additional coin or coins.

"That no merchandise, money, representative or articles of value, checks or tokens, redeemable in, or exchangeable for money or any other thing of value, was won or lost or taken from or obtained from such machines, nor was anything so won, lost or obtained except free games

hereinabove referred to; that said free games were represented upon said machines by means of an electric light illuminating a number which showed the number of free games won; that said free games were obtained from said machines by automatic release of the coin slot attached to the machines, thereby permitting the winner to play said free games without depositing additional coins in the machines in payment therefor; that the players of said machines did not obtain therefrom any tangible token, checks, tickets or other physical representative or token of value."

Defendant maintains that the foregoing findings do not support the judgment for the reason that the free games that could be won on the machines represented such an award of value that it brought their operation within the statutes prohibiting lotteries and gambling on such devices. This is the sole question presented on this appeal. It is one of first impression in California under the precise facts before us.

The operation of a similar machine is clearly and briefly described in Middlemas v. Strutz (North Dakota), 299 N. W. 589, Reference to that description makes it unnecessary to repeat it here.

While there are no cases precisely in point in California, counsel have been diligent in citing authorities from other jurisdictions. The decisions on the question involved are in conflict.

Many Citations

Among many cases cited by defendant are, Middlemas v. Strutz, supra; People v. Gravenhorst, 32 N. Y. S. (2d) 760; State v. Wiley (Iowa) 3 N. W. (2d) 620; Kraus v. City of Cleveland, 135 Ohio St. 43, 19 N. E. (2d) 159; In re Sutton, (Pa. Super.) 24 A (2d) 756; Steely v. Commonwealth, 291 Ky. 554, 164 S. W. (2d) 977; People v. One Pinball Machine, 316 Ill. App. 161, 44 N. E. (2d) 950; Giomi v. Chase, 47 N. M. 22, 132 Pac. (2d) 715.

It is conceded that where the machine returns tokens, money, or other articles that may be redeemed for something of value or used to replay the device, as a reward for the player making a high score, or when he may receive money in exchange for a high score, the machine is a gambling device coming within the provisions of the majority of the statutes. A study of many of the cases relied on by defendant discloses the existence of such pay-offs which distinguish them from the instant case and eliminates them from further mention. The only cases we have discovered, relied on by defendant, in which there was not some form of a pay-off following a successful game, are, Middlemas v. Strutz, supra; State v. Wiley, supra; Steely v. Commonwealth, supra; People v. One Pinball Machine, supra, and Giomi v. Chase, supra.

The Middlemas case turns upon the definition of the word "effects" which is used in the prohibitory statute of North Dakota. The court held that the right to a free game came within the definition of "effects" and therefore made the machines gambling devices. Our statute is not so broad and contains no such language.

State v. Wiley, supra, turns on the language of the Iowa statute which classes as a gambling device "any slot machine or device with an element of chance attending such

operation." No such provision appears in the California Statute.

We are not able to distinguish Steely v. Commonwealth, supra, People v. One Pinball Machine, supra, and Giomi v. Chase, supra, from the instant case. They support the position of defendant except perhaps for the difference in rules governing statutory construction prevailing in those jurisdictions and in California.

Plaintiff has been careful not to cite any case in which it appears that there was any kind of a pay-off in connection with the operation of the machine. He cites, among other cases People v. Jennings, 257 N. Y. 196, 177 N. E. 419; State v. Waite (Kansas) 131 Pac. (2d) 708, and In re Wigton, 151 Pa. Super. 337, 30 A. (2d) 352 People v. Jennings merely holds that where the high score obtained by the player only entitles him to the amusement of additional free games, there is no reward of sufficient value to bring the machine within the definition of a gambling device. State v. Waite, supra, In re Wigton, supra, and Commonwealth v. A. Certain Gambling Device, 151 Pa. Super. 346, 30 Atl. (2d) 357, seem to be exactly in point with the instant case. They hold that the reward of free games for a high score is not of material value and does not bring the pinball machine within the definition of a gambling device.

Question of Value

Little can be gained by further review of cases from other jurisdictions. However, before passing this phase of the case, it should be observed that in practically all of the cases cited by defendant it has been said that the reward of free games for a high score is a thing of sufficient value to render the machine a gambling device or lottery. With few exceptions this is dicta in the opinions in which it appears.

Section 335a of the Penal Code provides in effect that after due proceedings taken, any peace officer may seize and destroy any machine or device, the possession or control of which is penalized by the State

laws prohibiting lotteries or gambling. Defendant maintains his right to destroy the pinball machines because their possession is penalized by both the lottery and gambling laws of the State.

Section 319 of the Penal Code defines a lottery as follows: "A lottery is any scheme for the disposal or distribution of property by chance, (See California Decision on page 101)

GUARANTEED EQUIPMENT

CIGARETTE MACHINES	
U-NEED-A-PAK 15c or 20c	
1935 Model Square Mirror Cabinet Stand, 8 Column	\$24.50
1939 Model E Oval Mirror, Cabinet Stand	
4 Column	22.50
5 Column	26.50
6 Column	32.50
8 Column	34.50
9 Column	37.50
1941 Model A, Square Mirror, Door Off Chery Knob, Cab. Stand, 6 Column	
	46.50
1942 Model "500" Square Mirror, Door Off, Cabinet Stand, 7 Column	
	89.50
9 Column	89.50
DU GRENIER 15c or 20c (Cab Stand)	
5 Column, Model S	29.50
7 Column, Model S	32.50
9 Column, Model W	59.50
9 Column, Split CHAMPION	92.50
11 Column, Split CHAMPION	99.50
MISCELLANEOUS—Iron Stands, 15c only	
4 Column, Stewart-McGuire	10.00
4 Column, Advance	10.00
6 Column, Stewart-McGuire	15.00
6 Column, Mills (Cabinet Stand)	39.50
CANDY MACHINES	
Iron Stand or Cabinet Stand	
DU GRENIER, Brand New, CANDY MAN	
72 Bar (Includes Cabinet Stand)	\$89.50
DU GRENIER, 41 Bar Selective	22.50
U-SELECT-IT, 64 Bar Selective	29.50
ADVANCE, 5c Hershey	5.95
PEANUT MACHINES	
NORTHWESTERN	
1c-5c De Lux (Late Model)	\$12.95
1c Model "39"—Bell (Brand New)	9.95
1c-5c Standard (Porcelain)	8.95
1c Model 33—Ball Gum (Brand New)	6.50
1c Model 33 Jr. Peanut	2.95
MISCELLANEOUS	
1c Model V (Esquire) Brand New	8.95
1c Jennings In-a-Bag (Reconditioned)	6.95
1c Norris Master (All Porcelain)	5.95
1c Silver King (Reconditioned)	3.95
1c Columbus Model M	3.45
5c Columbus Model B	2.95
COUNTER GAMES	
1c BINGO	\$ 5.95
1c HOME RUN	12.95
1c A.B.T. CHALLENGER	24.50
1c PEEP SHOW	22.50
1c HOLLY GRIP TESTER (New)	19.50
1c DEFENSE	7.95
1c KEEP 'EM BOMBING	7.95
1/3 Deposit, Balance C.O.D., F.O.B. Newark.	
ASCO VENDING MACHINE EXCHANGE, Inc.	
140 ASTOR STREET NEWARK, N. J.	

CIGARETTE OPERATORS

SOMETHING NEW HAS BEEN ADDED TO OUR COMPLETE STOCK OF U-NEED-A-PAK PARTS FLASH!!!

Our "UNEEDA REBUILT" Cigarette and Candy Vending Machines are checked part by part—all necessary replacements made—a master mechanical job done. The Cabinets are beautifully refinished—inside clean—as they would be delivered from the factory. These machines could really be sold as "NEW." Also, if LOW PRICES are your most important concern, we have "Regular Rebuilt Machines."

CIGARETTE MACHINES	UNEEDA Rebuilt	Regular Rebuilt
10 U-Need-a-Paks, Model 500, 8-Col.	\$115.00	\$100.00
15 U-Need-a-Paks, Model A-1, 8-Col.	70.00	55.00
20 U-Need-a-Paks, Model A-1, 6-Col.	60.00	45.00
30 U-Need-a-Paks (1940), Model E, 8-Col. (Square Mirrors)	60.00	44.50
20 U-Need-a-Paks, Model E, 8-Col. (Square Mirrors)	50.00	38.50
20 U-Need-a-Paks, Model E, 6-Col. (Square Mirrors)	40.00	32.00
50-U-Need-a-Paks (1938), Model E, 3-Col.	12.50	
80 NATIONALS, 9-30	60.00	45.00

CANDY MACHINES	UNEEDA Rebuilt	Regular Rebuilt
10 Stoners, 9-Col.	\$100.00	\$ 85.00
15 Nationals, 9-Col.	100.00	85.00
25 U-Need-a-Paks	60.00	49.00

1/3 Deposit On All Orders, Balance C. O. D., F. O. B. Brooklyn, N. Y.

UNEEDA VENDING SERVICE, 195 AVENUE O, BROOKLYN 4, N. Y.

WANTED

Vending Machine Suitable for Dispensing Sanitary Napkins. Either in Tubes, Envelopes or Boxes. Write, giving full particulars and prices.

THE HOSPITAL SPECIALTY COMPANY
1991 East 55th Street
Cleveland 3, Ohio

Baltimore Arcades Thrive as Crowds Try To Keep Dry

BALTIMORE, July 24.—Showers and rain have proven to be big assets to the Penny Arcades. Last Sunday (11) when servicemen, war workers and others started earlier in the day along Baltimore's so-called "Indoor Coney Island" or "Great White Way," jammed the Penny Arcades at the fall of the first shower. The intermittent showers which continued thruout the afternoon and evening made those out for a holiday decide on amusement at the arcades.

The staccato of gallery shooting filled the street as the crowd was herded into the arcades to escape getting drenched. Innumerable bells on pinball machines tinkled. There was laughter and shouting.

Men in uniform, war workers and others were in the heavy majority at the arcades. They had their pictures taken in the automatic photo-machine booths, tried their skill on aerial gunnery games and in some instances matched their ability at the shooting galleries.

Rain Boosts Collections

The manager of one arcade said the rain does not bother us; in fact, it helps boost collections. The crowded arcade indicated he was correct. All machines were being used, and the arcade money changers were kept busy.

It really was a Roman holiday, so far as the arcades were concerned. It was not difficult to understand the arcade operators' assertions that business was exceptionally fine for the day, and that showers and rain serve to boost the arcade business.

Principal arcades in this sector include the Fair Grounds, Joy Land, Penny Land and Playland, all of which shared in the land-office business.

ARCADE NEWS

Liberalized Terms For Enemy Patents Effective August 1

WASHINGTON, July 24.—In view of the steadily growing demand for licenses under patents seized from enemy owners, Allen Property Custodian Leo T. Crowley has announced liberalized terms for the issuance of licenses to American business by his office.

Beginning August 1, 1943, the fee for obtaining a license to use enemy-owned patents held by the Allen Property Custodian will be a flat \$15 for each patent. Hitherto, licenses have been issued for a fee of \$50 for a single patent plus \$5 for each related patent included in the same license.

The new arrangement, Crowley said, will make it easier for small manufacturers to put single patents promptly to work. It also will more equitably compensate the APC for work involved in searching out contractual agreements that already exist on specific patents.

Main effect of the change will be to streamline procedures necessary to put seized patents to work in American industry. In the past considerable time has had to be devoted to determining whether several patents covered by a single application were in a "related" field. Under the new system the class similarity of patents covered by an application will not have to be considered.

Information concerning the 40,000

patents and patent applications now held by the Allen Property Custodian can be obtained by addressing the Office of Allen Property Custodian, Field Building, Chicago, Ill. Except for those patents which already were exclusively licensed to American industry prior to seizure, patents which formerly belonged to enemy nationals are now available under license on a non-exclusive, royalty-free basis for the life of the patents.

Crowley reiterated that in accordance with his understanding with the President, no patents or patent applications held by him as Allen Property Custodian are offered for sale. Nearly all, however, are freely available under the liberal licensing policy of the APC.

Sense of Humor a Valuable Asset in Arcade Operation

WILDWOOD, N. J., July 24.—A good and wholesome sense of humor goes a long way in the successful operation of a coin machine arcade, according to S. B. Ramagosi, who operates the Casino Penny Arcade at his Boardwalk Casino Arcade Park here. Since the arcade caters entirely to summer vacationists, Ramagosi selected his equipment with an eye to providing humor, entertainment and novelty. In keeping with the spirit of the arcade, he hit on a successful wall decoration scheme in having humorous quips and sayings serve that purpose.

Not only do the humorous signs attract the attention of those outside, but those already within never read one without walking around the arcade to note the others. As a result, the witty sayings help much in creating traffic to all the machines in the arcade. Moreover, Ramagosi points out that since the humorous signs tie in with coin machine arcade operations, they can be effectively used by arcade operators everywhere. In addition to the good humor, the sayings also pack a patriotic punch.

In neatly painted letters over the walls of Ramagosi's arcade are the following coin machine-pointed and timely quips: "Don't Bang Up the Machine. Save Your Strength for the Final Punch at Hitler - Hirohito - Buy War Bonds." "Should Any Machine Fail to Work—Write Your Congressman." "Spend a Little. See a Lot." "You Can't Go Broke—I Can't Get Rich." "Change a Quarter—Treat the Whole Neighborhood. Change a Dollar—the Boss Will Drop Dead." "If Out of Order—Sign Is on Machine. Notify Your Ration Board. Our Priority Rating Is XYZ99—Maybe It'll Help." "Woolworth Built a Skyscraper on Nickels and Dimes. On Pennies We Can't Even Build a Little House Behind the Big House."

Cleveland

CLEVELAND, July 24.—Joe Young has moved his Wurlitzer office from 46th Street to Euclid at 33d Street here.

Howard Mechler, of Mechler Phonograph Company, is at Fort Fitzgerald, and Frank Mechler is now in Canada.

Mack Byrons, former serviceman with Mechler Phonograph Company, died at Dayton, O., this week of a heart attack. He was working in civilian capacity on radar.

Triangle Music Company supplied phonographs and records to the 3,000 servicemen stationed in town during the Festival of Freedom over July 4. The servicemen, from Camp Perry, O., were bivouaced at the Public Hall for three days, and they appreciated the music offered to them by Triangle.

WANT

Double Photo Direct Positive Machine with good lens and shutter. Machine guaranteed in A-1 condition to make post card size, full-length pictures. Also want 5x7 Dp. Enlarging Paper.

O. D. EARLS
Barstow, Calif.

Beach Locations in Havana Area Doing Excellent Business

HAVANA, July 24.—All arcade operators have bought heavier than usual coin arcade equipment, including guns of all kinds, and other numbers that are favorites during hot weather months. City summer arcade operation will be an experiment for most operators and the results of the venture will be watched with considerable interest.

Without a doubt the principal factor in boosting activity in the coin machine field here has been the opening of the outdoor season and with it the opening of numerous arcades. Pin game and coin phonograph operations remained on an even keel thru June with growing shortages of parts.

Candy, gum and nut machines are crowding each other for top honors. The vending machines end of the business has been striding ahead, thanks to the increased number of arcades opening in Cuba. Cigarette vending is holding up well. Beverage venders are enjoying the usual warm weather pick-up in business except for shortened deliveries of the most popular beverages.

Gasoline rationing and blackouts for shore resorts have brought about a change in plans of arcade operations in Havana. Few persons with automobiles will find it possible to make week-end trips on the amount of gasoline allowed them. Then too, the tire situation is an unfavorable consideration. Gasoline rationing has caused much concern to coin machine operators. They are particularly worried about service problems but are working them out gradually.

In general the situation is good and business during June very good, considering the war situation.

Sam Lerner Returns to Trade With N. J. Arcade

PHILADELPHIA, July 24.—Sam Lerner remembered as head of the Stanley Music & Amusement Company, veteran pinball and music machine operator who closed shop last year for the duration, has returned to the fold temporarily as the operator of a coin machine arcade. Lerner is operating a giant machine arcade on the Boardwalk in Wildwood, N. J., for the summer season. Lerner calls his arcade the Stanley Arcade. Now associated with the novelty, merchandise and gift trade, Lerner aims to keep his trade contacts intact by means of the Wildwood Arcade until after the war, when he expects to revive his music and amusement company.

OFFERING FOR IMMEDIATE SALE

ARCADE EQUIPMENT	
20 Seeburg Chicken Sams (Jap Converted)	\$150.00 Ea.
1 Evans Tommy Gun	150.00
3 Keeney Air Raiders	225.00 Ea.
1 Evans Super-Bomber	375.00
2 Exhibit Rotary Mech. (Neon Display)	145.00 Ea.
2 Exhibit K.O. Fighters	125.00 Ea.
1 Mills Punch Bag	100.00
2 Skee Ball Ette	50.00 Ea.
2 Ten Strikes High Dollar	80.00 Ea.
1 Genco Play Ball	175.00
4 Buckley Diggers	75.00 Ea.
3 Rockola Base Balls	85.00 Ea.

This Equipment in Good Condition.
1/3 Deposit With Order.

SPORTLAND AMUSEMENT COMPANY
1820 Leeland HOUSTON 3, TEXAS

WANTED

ARCADE MECHANIC

MUST BE GOOD ON GUNS.
If not do not apply. Top salary.

DINTY MOORE

502 Chapperal St. Corpus Christi, Tex.

FOR SALE

8 Pakerinos, \$55.00 each; 1 World Horoscope, \$60.00; 1 Barnard Dial Striker, \$95.00; 2 Ex. Iron Lifters, \$20.00 each; 1 Hoot Mon Golf, \$50.00; 1 Caille Grip and Blow, floor model, \$45.00; 1 Tiger Tall Pull, \$45.00; 1 6-Column Cigarette Machine, \$25.00.

JOHNSON'S ARCADE, Sylvan Beach, N. Y.

FOR SALE

Four Evans 43-Ft. Automatic Duck Pin Alleys, guaranteed like new. No pin setters needed as patented mechanism sets pins faster than human. Regulation game, yet very quiet. Exceptionally well built by factory in 10-ft. sections for portability. Complete outfit including score sheets, spare parts, etc. Ready to go. Establish a profitable bowling business and "lick" the help problem. Also ideal for an arcade. We need room—make us an offer on this rare equipment.

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1856 ARAPAHOE ST., (Cherry 4800) DENVER 2, COLORADO

RE-ORDERS POURING IN!

for the new exclusive



HOT-CHA GIRLS

Beautiful
8-Color
Reproductions
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EARL MORAN'S
Famous Paintings
64
Different Subjects

... 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!

SELL THEM THROUGH THIS THREE SECTION CARD VENDOR!

... ONLY A FEW LEFT!
3000 CARDS FREE BRING IN \$75.
VENDOR COSTS ONLY \$60.
1/3 Deposit, Balance C. O. D.

SEND FOR LIST OF NEW AND FACTORY RECONDITIONED EQUIPMENT. STILL AVAILABLE FOR IMMEDIATE DELIVERY.

INTERNATIONAL MUTOSCOPE CORPORATION

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Penny Arcade Headquarters Since 1895.

Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

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LONG ISLAND CITY 1, NEW YORK

CALIFORNIA DECISION

(Continued from page 99)

among persons who have paid or promised to pay any valuable consideration for the chance of obtaining such property or a portion of it, or for any share or any interest in such property, upon any agreement, understanding, or expectation that it is to be distributed or disposed of by lot or chance, whether called a lottery, raffle, or gift-enterprise, or by whatever name the same may be known."

It is at once apparent from the clear language of the section that in order to constitute a lottery two or more persons must have paid or promised to pay a consideration for the chance of obtaining the prize or a part of it or a share or an interest in it to be distributed by lot or chance between or among them.

This definition excludes the pinball game from consideration as a lottery. But one person can play or operate it at a time. That person places his nickel in the slot and he alone operates the machine. He alone reaps the reward of a free game or games. There is no distribution of the reward, if any, as it must be enjoyed by the one player. There is neither opportunity for contribution to the fund for the right to play, nor any chance for distribution of the reward among several who might have paid a required fee for such a privilege. This clearly eliminates the pinball machine from consideration as a lottery device, as defined in the statute, without consideration of the question of the free game being "property."

Defendant relies on the case of *People v. Settles*, 29 Calif. App. (2d) (Supp.) 781, as supporting his argument that the pinball machine is a lottery device. The statement of facts in the *Settles* case is too brief for us to determine the exact nature of the game, there held to be a lottery. The court stated that to a certain point the game resembled that of *Tango* as described in *People v. Babdaty*, 139 Calif. App. (Supp.) 791. From this description we conclude that the game involved in *People v. Settles*, and there to be a lottery, bears no resemblance to the pinball games we have here so that case cannot be considered as authority here.

Section 330a of the Penal Code provides in part as follows: "Every person, who has in his possession or

under his control, either as owner, lessee, agent, employee, mortgagee, or otherwise, or who permits to be placed, maintained or kept, in any room, space, inclosure or building owned, leased or occupied by him, or under his management or control any slot or card machine, contrivance, appliance or mechanical device, upon the result of action of which money or other valuable thing is staked or hazarded, and which is operated, or played, by placing or depositing therein any coins, checks, slugs, balls, or other articles or device, or in any other manner and by means whereof, or as a result of the operation of which any merchandise, money, representative or articles of value, checks, or tokens, redeemable in, or exchangeable for money or any other thing of value, is won or lost, or taken from or obtained from such machine, when the result of action or operation of such machine, contrivance, appliance, or mechanical device is dependent upon hazard or chance, . . . is guilty of a misdemeanor, . . ."

Legal Question

The first requirement of the section is that the mechanical device be operated by money or other thing of value which is risked or hazarded by the player. That requirement is met by the pinball machine which is operated by the deposit of a nickel in its mechanism. The remaining question is this: Does the amusement afforded by a free game, or games, awarded the player for a high score amount to "merchandise, money, representative or articles of value, checks, or tokens, redeemable in, or exchangeable for money or any other thing of value?" The existence of at least one of these factors is made necessary by the statute in order to classify the machine a gambling device.

Certainly the amusement of a free game is neither merchandise nor money nor checks nor tokens redeemable in or exchangeable for any other thing of value. Merchandise and money are tangible articles that do not include the intangible amusement of a free game. Their definitions are too clear and well known to require argument supporting this conclusion. The same should be true of checks or tokens redeemable or exchangeable for money or any other thing of value. Those checks or tokens must of necessity be at least material or visible in order to be exchangeable.

In some cases from other jurisdictions it appears that the high score was shown in illuminated numbers on the machine and the player was rewarded by the delivery of money or merchandise thereby won. Such transactions were held to be sufficient to bring the machine within the prohibitions of the law. Here nothing of the kind occurred. The machine registered the score but the player received nothing in exchange for it but the right to continue the game. He received no check or token that he could exchange for anything.

Defendant maintains that the language of the section, "or as a result of the operation of which any . . . representative or articles of value . . . is won or lost," is broad enough to include the amusement of a free game.

In support of this argument he relies on what was said in the cases already cited, to the effect that a free game giving amusement to the player is something of sufficient value to render the machine a gambling device. He argues that the words "representative or articles of value" have the precise meaning of "things of value," and concludes that the free game was a representative or article of value under the cases already cited. He bases his argument on the fourth definition of "article" in the New English Dictionary, Oxford, 1888, Vol. 1, page

471, which is as follows: "A separate thing (immaterial or material)," and on the following definition in Century Dictionary, 1911: "Article. . . 6. A material thing as part of a class, or absolutely, a particular substance or commodity; as an article of merchandise; an article of clothing; salt is a necessary article. 7. A particular immaterial thing; a matter."

Some Definitions

In Webster's New International Dictionary, "representative" is defined as follows: 1. "One that represents; a person or thing that represents, or stands for; a number or class of persons or things, or that in some way corresponds to, stands for, replaces, or is equivalent to, another person or thing; a typical embodiment; type."

The usually accepted definition of "thing," is an inanimate object as contradistinguished from person. (Black's Law Dictionary, 3d Ed.) Applying these two definitions to the facts here would indicate that in order to constitute the pinball machine a gambling device, in so far as the use of the word "representative" in section 330a of the Penal Code is concerned, the numbers displayed when a high score is obtained would have to represent or stand for some inanimate object which the player would receive as a reward for the high score. The trial

court found that the player received no such thing and certainly the right to the amusement of a free game cannot be classed as such inanimate object.

In *Junge v. Hedden*, 146 U. S. 233, 13 Sup. Ct. 88, 36 L. Ed. 953, it was said: "In common usage, 'article' is applied to almost every separate substance or material, whether as a member of a class, or a particular substance or commodity." In *People v. Epstein*, 170 N. Y. S. 68, "article" was held to mean a particular object or substance, a material thing or class of things. (See, also, *Carter v. Wilmington, etc. Co.*, 126 N. C. 437, 38 S. E. 14; *Junge v. Hedden*, 37 Fed. 197; *Harrison Supply Company v. United States*, 171 Fed. 406.)

It would therefore seem that the usual and ordinary meaning of the word "article" is some material or tangible object, altho according to the definitions submitted by defendant, occasionally it may be used to refer to something "immaterial."

It is a cardinal rule of statutory construction that where the language of a statute is free from ambiguity, when the words used are given their ordinary and usual meaning, the courts should not look further in its interpretation and should not change its effect by giving the words some unusual or seldom used meaning. (*Bagg v. Vickizer*, 9 Calif. App.

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2100 RED, WHITE AND BLUE JAR DEALS

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There Are No Mistakes on Our Tickets!!

REMEMBER—There is only one Original Jar O' Do, made by Universal, the originators of the world-famous Original Red, White and Blue—the most popular reliable ticket in the land.

2100 Tickets Makes Definite \$33.00 Profit

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IF IT'S RECONDITIONED BY "ACTIVE" IT MUST BE GOOD!

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1 Mt. Climber \$150.00	3 Paces Races, Black Cab. \$129.50
1 Pennant 115.00	3 '39 1-2-3 69.50
3 Kicker & Catcher, F.S. 20.00	2 '41 1-2-3 119.50
5 Parachutes 125.00	1 Winning Ticket, P.O. 110.00
15 Uncead-a-Pack Lato Model 5 Col-umn Candy Mach. 49.50	1 Spinning Reels, P.O. 104.50
1 Hi Hand (Comb.) 135.00	1 Dark Horse, F.P. 209.50
	1 Record Time, F.P. 197.50
	2 Sport Special, F.P. 194.50

Remodeled Ten Strikes, New Parts, 100% perfect, \$69.50.

16 Brand New Exhibit Card Vendors, light up, with base, \$39.50.

4 Wurlitzer Phonographs, Model 850, like new, \$595.00.

FIVE-BALL FREE PLAY GAMES

Alert \$85.00	Fox Hunt \$35.00	Play Ball \$30.00
Attention 35.00	Fishin' 80.00	Sky Ray 45.00
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Crossline 35.00	Metro 35.00	Velvet 35.00
Four Diamonds 37.50	Pan American 35.00	Wildfire 35.00
Four Roses 42.50		

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ACTIVE AMUSEMENT MACHINES CO.

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SEEBURG GEM

With Packard Adapter Attached

Make fair offer if you want any of this. I know prices.

Cherry Bells, 5c—431047
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 Percentage Right—Like New
 Pace 5c GRS 2701
 Jennings Chief, 10c—131262
 Jennings Chief, 5c, as is—72122
 2 Heavy Double Safes
 2 Sky Fighters
 1 Bally Alley
 1 Submarine Gun
 5-Ball Free Play
 Legionnaire, Four Roses, Play Ball
 Seven-Up, Lucky Strike
 Western's 1 Balls, like new.
 Dead Head, Big Prize

One-third deposit, balance C. O. D.

HAL L. MARCH
 BRATTLEBORO, VERMONT

A Bargain on These A Number 1 Machines

2 Club Trophies (Each) . . . \$325.00	1 Tex. Mustang \$45.00
3 Keep 'Em Fly-Ing (Each) 125.00	1 Spot o' Card 45.00
2 Actions (Each) . . . 100.00	1 Big Parade . . . 85.00
Terms: 1/3 Deposit, Balance C. O. D.	1 Life o' Card, 40.00
	1 Pace Maker (Aut.) . . . 150.00
	1 Pin Table 150.00

AUTOMATIC COIN MACHINE CO.
 808 Poydras St. New Orleans, La.

(2d) 753; Taylor v. Lundblade, 43 Calif. App. (2d) 638; People v. Stanley, 193 Calif. 428; Pacific Coast Dairy v. Police Court, 214 Calif. 668.) Here we find no reason to ascribe to the word "article" the rather unusual definition which defendant would have us give it.

As was said in People v. Garcia, 37 Calif. App. (2d) (Supp.) 753: "As we said in People v. Zimbrott, (1939) 35 Calif. App. (2d) (Supp.) 745, 747 (91 Pac. (2d) 252), 'Crimes are not to be "built up by courts with the aid of inference, implication, and

strained interpretation" (Ex parte McNulty, (1888) 77 Calif. 164, 168 (19 Pac. 237, 11 Am. St. Rep. 257)), and "penal statutes must be construed to reach no further than their words; no person can be made subject to them by implication." (Ex parte Twing, (1922) 188 Calif. 261, 265 (204 Pac. 1082).")

Under the foregoing rules of statutory construction we are required to hold that the clause of section 330a of the Penal Code, under consideration, must mean that the representative, or article of value, obtained

thru a high score on the pinball machine, must be some material or tangible thing of value, and that securing the amusement of a free game or games on the machine, and nothing more, does not come within that definition and is not within the prohibition of the section.

The judgment is affirmed.

MARKS J

We concur:

BARNARD PJ

GRIFFIN J

Canadian Business Shows Increase in Volume During '43

MONTREAL, July 24.—Canadian business has been running at high speed during the first six months of the year, and the volume of business is substantially higher than for the same period last year, the Bank of Montreal reports in its annual "Business Summary," just been issued.

The bank publication notes that: "The national income moving upward almost uninterruptedly since 1938, was close to \$786,000,000 in April, indicating an annual rate of approximately \$8,800,000,000. A tentative estimate of \$2,850,000,000 for the first four months of the year represented a gain of 24 per cent over the first four months of 1942, reflecting greater economic activity and somewhat higher commodity prices.

"The gain in the cost of living in this period was only 1.3 per cent but there was a further fractional gain in May in consequence of higher food prices, rents and miscellaneous items. Wholesale prices also advanced in May and Canadian farm products prices reached a new peak in that month at an official index figure of 94.5, closing at 94.4, as compared with the previous 13-year maximum of 92.5 in July, 1937.

"Industrial employment as a whole suffered a moderate curtailment at the beginning of April, following a trend established in 18 of the 22 previously recorded years. The decline, however, was less than average and was confined largely to logging and construction, the numbers released by the reporting firms in these industries being 12,700 and 4,900 respectively. There was less activity in mining but more in the remaining industrial groups, with manufacturing, transportation and trade showing the greatest gains.

Third Largest Trading Nation

"According to the Minister of Trade and Commerce, Canada has for the time being become the third largest trading nation in the world. The total external trade in 1942 exceeded \$4,000,000,000 in value as compared with \$1,687,000,000 in 1939, the last pre-war year. The gain in export trade is continuing; in the first four months of 1943 its value was roughly \$777,900,000, which represented an advance of roughly \$117,000,000 over the figure for the first four months of 1942, but imports, with a value of \$538,500,000, were down approximately \$10,000,000, which leaves an increase in total trade for the period of about \$107,000,000."

Preceding the discussion of business conditions, an extensive reference is made to Canada's achievement in the field of industrial war production. The scope and extent of this achievement, the bank letter states, has been emphasized in striking manner in the past month, first by figures announced in the House by the Minister of Munitions and Supply, and, secondly, by Madame Chiang Kai-shek, who, in addressing a joint session of Parliament at Ottawa, declared that "per capita Canada has produced more for the war effort than any other member of the United Nations."

FIRST COME, SERVED

(Immediate Delivery on These Summer Buys)

- LOTS
1 Mills Cherry, 10¢ Slot, 3 & 5 Pay .. \$175.00
2 Pace Comets, Double Jackpots, 5¢ .. 80.00
2 Pace Comets, Double Jackpots, 10¢ .. 70.00
1 Pace Comet, Double Jackpot, 25¢ .. 80.00
2 War Eagles, 5¢, 2 & 4 Pay .. 70.00
1 War Eagle, 10¢, 2 & 4 Pay .. 80.00
1 Changed Over Gold Award, 5¢ Slot, 3 & 5 Pay .. 75.00
1 Gold Award Slot, 5¢, 2 & 4 Pay .. 70.00
6 Columbias with Cigarette Reels & Gold Award .. 65.00
1 Columbia with Double Jackpots .. 75.00
ONE BALL PAY TABLES
1 Keeney Fortune .. \$250.00
1 Keeney Skylark .. 200.00
1 Bally Sport King .. 250.00
2 Bally's Santa Anita .. 200.00
1 Jockey Club .. 300.00
1 Grand National .. 90.00
4 Grandstands .. 90.00
1 Thistledown .. 90.00
2 Winning Tickets .. 125.00
2 Turf Champs .. 40.00
1 Fleetwood .. 75.00
1 Stoner's Champs (Multiple) .. 85.00
1 Keeney's Derby Champs (7 Nickels) .. 125.00
6 Breakers & Arlingtons .. 40.00
ALSO MANY OTHER ONE BALLS TOO NUMEROUS TO MENTION WRITE ALSO MANY FLAT TOPS, FREE PLAY OR AUTOMATIC WRITE ONE BALL FREE PLAYS
2 '41 Derbys .. \$340.00
2 Blue Grass .. 250.00
1 Contest .. 145.00
5 BALL FREE PLAY GAMES WRITE
100 Free Plays of All Types .. WRITE
ARCADE EQUIPMENT (WHILE IT LASTS)
7 Bally Rapid Fires .. \$210.00
9 Chicken Sams .. 115.00
3 Bally Bulls .. 75.00
1 Roll-a-Barrel .. 90.00
1 Tan Strike .. 65.00
12 Bally Alleys .. 35.00
PHONOGRAPHS
8 500 Keyboard Wurlitzers .. \$185.00
4 Mills Empress .. 165.00
25 Rockola Slant Fronts .. 85.00
One-Third With Order — Balance C. O. D.

Fairmont Novelty Co. C. H. POTTER, PROP. FAIRMONT, MINNESOTA

CAN MAKE IMMEDIATE DELIVERY ON

- 120 TIPS
120 BASEBALL TIPS
1 Gross . \$35.00
10 Gross . \$30.00
50 Gross . \$27.50

2160 Red, White & Blue \$2.95, in Gross Lots Only

Terms: 25% deposit, balance C. O. D.

W S SALES CO.

330 S. Wells St. Chicago, Ill.

TICKETS JAR DEALS

2160 RED-WHITE-BLUE

5c LABELS — 10c LABELS Large and Small Payouts

\$42.00 per set—\$475.00 per gross Sold to opts. and jobbers only. Write-wire at once for exclusive arrangements.

F & G SALES CO.

430 North Michigan Avenue Chicago

WANTED

Phonograph Mechanic

Must understand remote and amplifier work. Good pay, steady N. Y. C. employment.

Mohawk Distributing Co.

592 10th Avenue New York City

CAB TRIPPE Price Plus Guaranteed Satisfaction A-1 RECONDITIONED EQUIPMENT

ARCADIE EQUIPMENT
A.B.T. Challenger .. \$27.50
A.B.T. Casino, 1¢ .. 35.00
A.B.T. Fire & Smoke .. 19.50
A.B.T. Model F Target .. 15.00
A.B.T. Jungle Hunt .. 25.00
A.B.T. Color Target .. 15.00
A.B.T. Red, White & Blue .. 22.50
Bally Alley .. 28.50
Bomb Hit, 1¢ .. 5.00
Cannon Ball .. 11.50
Chicago Coin Hockey .. 209.50
Crystal Gazer (Repainted) .. 29.50
DeLuxe Baseball, Western (Repainted) .. 89.50
DuGrenier Candy Machine (12 Col.) .. 29.50
Electric Defense Gun 1¢ Shocker .. 12.50
Electric Defense Gun 1¢ Shocker (New) .. 29.50
SLOT MACHINES—REBUFFED AND REPAINTED
Groetchen Col. Club Clg. Gold Award, New .. \$115.00
Groetchen Col. Bell & Fruit Gold Award .. 89.50
Groetchen Col. D.J.P. Bell & Fruit, New .. 89.50
Groetchen Col. D.J.P. Bell & Fruit .. 59.50
Groetchen Col. Gold Award Clg. .. 59.50
Groetchen Col. Gold Award Clg., New .. 89.50
Groetchen Chrome Club .. 119.50
Mills Blue Fronts, 5¢ .. 169.50
Mills Blue Fronts, 1¢ .. 99.50
Mills War Eagles Mysteries (Refinished in Brown Fronts) .. 139.50
Mills Melon Bell, 5¢ .. 175.00
Mills Eagle Front, D.J.P., 5¢ .. 69.50
Mills Front Vendor Escalator, 5¢ D.J.P. .. 49.50
Mills Eagle Front, 5¢ D.J.P. .. 69.50
Mills Gold Award, 5¢ D.J.P. .. 69.50
Mills Futurity 5¢ (3-5 P.O.) Gold Award .. 89.50
Mills Skyscraper, 1¢ D.J.P. .. 42.50
Mills Skyscraper, 10¢ D.J.P. .. 45.00
SPECIAL GUNS
Keeney Anti-Aircraft. Cabinets repainted Red, White and Blue. Army and Navy Decals. All new parts. Good curtain. Look and operate like new .. \$ 89.50
JAP GUNS or TANK GUNS with Base. Cabinets repainted Red, White and Blue. All new parts. Shoots 20 shots like a rifle, then 45 fast shots like a machine gun. Look and operate like new .. 139.50
BOWLING ALLEYS
Evans Duck Pin Alley (Automatic Pin Setter), 54 ft. portable, 6 parts. Alley resurfaced like new. Uncrested .. \$395.00
Rock-Ola Ten Pins—Repainted in Red, White and Blue with Army and Navy Decals. Looks and operates like new .. 69.50
Western De Luxe Baseball—Repainted and Reconditioned—like new .. 89.50
BARGAINS ON NEW POPCORN MACHINES
10 BRAND NEW POPMATIC POPCORN MACHINES Completely Automatic (In Original Boxes) \$89.50 Each. Lots of 5 \$79.50 Each. Entire Lot (10) \$69.50 Each.
NEW REBUILTS—5-BALL FREE PLAY GAMES
ACTION (STARS) .. \$149.50
ALL OUT (CROSSLINE) .. 127.50
ARIZONA (SUNBEAM) .. 175.00
BOMBARDIER (FORMATION) .. 127.50
DESTROYER (CADILLAC) .. 127.50
EAGLE SQUADRON (BIG TOWN) .. 127.50
GRAND CANYON (DOUBLE PLAY) .. \$175.00
JEEP (DUPEX) .. 149.50
LIBERTY (FLICKER) .. 109.50
MIDWAY (ZOMBIE) .. 159.50
PARATROOP (POWER HOUSE) .. 127.50
SANTA FE (WEST WIND) .. 175.00
VICTORIOUS 1943 .. 199.50
SPECIAL REBUILTS
SLAP THE JAP (STRATOLINER) \$75.00 Each
SINK THE JAP (SEVEN UP)
HIT THE JAP (GOLD STAR)
Repainted in Red, White and Blue. New Coin Chutes. Legs and Rails Sanded and Refinished. 2 LONG ACRES (BRAND NEW), IN ORIGINAL CRATES .. WRITE
PIMLIOS .. WRITE | 1941 DERBYS .. WRITE
WE WILL TAKE IN TRADE ON THE ABOVE OR BUY FOR CASH MILLS 25¢ BLUE FRONTS, MILLS AND WATLING LOBOY SOLES, WURLITZER 500, 600 AND 800. Terms: 1/3 Deposit, Balance C. O. D.
IDEAL NOVELTY CO. Phone: Franklin 5544 2823 Locust St., St. Louis, Missouri

950 Wurlitzer .. \$550.00
Model WS22 Seeburg Wallomatics .. 28.50
304 Steppers .. 9.50
Packard Light Transformers .. 2.50
Packard Brackets .. \$ 3.50
Model 120 Wurlitzer Boxes, New .. 40.00
Model 145 Steppers .. 25.00
Model 300 Adapter .. 17.50
Model 130 Adapter .. 20.00
PIN BALLS All for \$225.00
Spot Pool .. 3 Lot o Fun
Captain Kidd .. 1 Ump
Horoscope 1 All American 2 Sports Parade
KATZ SPECIALS
1 Bally Double Bell, 5¢ & 25¢ .. \$200.00
1 25¢ Red Head Track Times .. 225.00
50 Seeburg Music Selector Boxes, 30 Wire, Each .. 12.00
1 Evans Galloping Dominoes .. 84.50
All in PERFECT condition. CHARLIE KATZ 690 Ft. Washington Ave. NEW YORK CITY
FOR QUICK SALE
5 Re-Sprayed (Run the Jap), Each .. \$145.00
3 Evans Ten Strike H. D., Each .. 45.00
5 Coin Operated Billiard Table, 3x6, Ea. 79.50
MARCUS KLEIN 577 10TH AVE., NEW YORK, N. Y.

J. H. PERES AMUSEMENT CO. 922 POYDRAS STREET NEW ORLEANS, LA.

KATZ SPECIALS
1 Bally Double Bell, 5¢ & 25¢ .. \$200.00
1 25¢ Red Head Track Times .. 225.00
50 Seeburg Music Selector Boxes, 30 Wire, Each .. 12.00
1 Evans Galloping Dominoes .. 84.50
All in PERFECT condition. CHARLIE KATZ 690 Ft. Washington Ave. NEW YORK CITY

FOR QUICK SALE
5 Re-Sprayed (Run the Jap), Each .. \$145.00
3 Evans Ten Strike H. D., Each .. 45.00
5 Coin Operated Billiard Table, 3x6, Ea. 79.50
MARCUS KLEIN 577 10TH AVE., NEW YORK, N. Y.

DON'T BUY ANY RADIO TUBES UNTIL YOU COMPARE THESE PRICES!!!

1A5GT	\$.95	6S17	\$.95
1A7G	1.50	125K7CT	1.00
1H4G	.95	125Q7CT	1.00
2A3	1.75	24A	.75
1Q5GT	1.25	25A7CT	1.55
574	1.10	25Z5	1.00
5U4G	.95	27	.65
5W4CT	.95	30	.95
5Y3GT	.69	31	.75
5Z3	1.05	32	1.25
6A8G	1.10	34	1.15
6AD7CT	.95	41	.75
6AE5CT	1.20	42	.75
6C5GT	.95	45	.75
6F6G	.90	47	1.10
6F8C	1.25	48	2.00
6J5C	.85	55	.50
6K7CT	.95	56	.75
6K8GT	1.15	57	.75
6L6C	1.75	58	.90
6S17GT	.95	75	.55
68K7CT	.95	76	.90
6S07CT	1.00	77	.90
6V6CT	.95	78	.85
12A8GT	.95	79	1.50
12F5GT	.95	80	.70
125F5GT	1.00	83	1.20
125J7GT	1.00	85	.70
		89	.65

The above is only a partial list. Please send us a list of your requirements. NO ORDERS FOR LESS THAN \$5.00 ACCEPTED. 50% DEPOSIT ON C. O. D. ORDERS. ALL TUBES GUARANTEED.

RADIO SHACK

58 MARKET ST. NEWARK 1, N. J.

Calif. Rules on Free Games

Court says machines are not gambling devices — can't be confiscated

(Reprinted from The Los Angeles Daily Journal, June 21)

SAN DIEGO.—In a sweeping decision just handed down in the case of I. B. Gayer vs. Thomas Whelan, district attorney of San Diego, the District Court of Appeal, Fourth Appellate District, has just held that free-game pinball machine games are not gambling devices under the California law and are not subject to confiscation by the district attorney.

The decision was in a case recently argued here by Attorney Morris Lavine, of Los Angeles, one of counsel in the matter along with Arthur Mohr, Charles Lyon and Swing & Swing.

Seized 14 Machines

The district attorney of San Diego had seized 15 pinball machines at Escondido, in San Diego County. He contended the machines were lottery and gambling devices and therefore subject to seizure and destruction. Claim and delivery was brought on behalf of the owner of the machines. The trial court ordered the machines returned. The district attorney appealed, contending that the machines were gambling devices and lottery devices. The machines gave the players free plays when they won and the player could continue to play the game to the extent of his winnings. This alone, the district attorney contended, made the machines gambling devices.

Free Game Argument

The District Court upheld Attorney Lavine's contention that the amusement afforded by a free game or games, awarded the player for a high score does not amount to merchandise, money, representatives or articles of value, checks or tokens redeemable in or exchangeable for money or other thing of value, and that a free game is neither merchandise nor money nor checks nor tokens redeemable in or exchangeable for any other thing of value.

"It is a cardinal rule of statutory construction that where the language of a statute is free from ambiguity, when the words used are given their ordinary and usual meaning, the courts should not look further in its interpretation and should not change its effect by giving the words some unusual or seldom used meaning," said the court thru Justice Marks, and concurred in by Presiding Justice Barnard and Justice Griffin.

New Training Gun For Army Similar To Coin Machines

CHICAGO, July 24.—A training machine gun which works on the same principle as a coin-operated ray target gun is being developed. The new gun is said to provide soldiers with the fun and fascination of a shooting gallery without using expensive ammunition.

The gun, from early reports, seems to be similar to one manufactured by an outstanding Chicago coin machine company for the use of the army.

The gun, operated by electricity and compressed air and shooting plastic pellets, makes a racket like a real one. Its recoil vibration shakes the trainee's bridgework. An amplifier in the background furnishes typical battle sounds—airplanes zooming, shells screaming, bombs bursting.

Soldiers practically fight for chances to use the weapon. It eliminates the tiresome, uninteresting "dry" firing—going thru all the motions without firing a shot. Instructing officers grin happily at the boys' enthusiasm for it.

Engineers of the Edison General Electric Appliance (Hot Point) Company perfected the gun a year ago. Since then they've made many hundreds for use by trainees of army anti-aircraft units, ground forces, mechanized and air forces.

The gun is built to actual size and appearance of a Browning .50 caliber machine gun. It's handled exactly like

From a Friend

Among those who greatly mourn the passing of Harry Cohen, of the Ohio Specialty Company, Cincinnati and Louisville, is Charles Rosen, now in the armed services and formerly associated with Cohen in business. Rosen recently expressed his sentiments to *The Billboard* in a letter as follows:

"I know how grieved and shocked you must be to learn the death of our beloved friend, Harry Cohen. The coin machine industry has lost one of its staunch and loyal friends. Harry was known and loved by the entire industry. The coin machine conventions will never be the same without Harry and his 10-gallon cowboy hat. His long career in the coin machine business went thru many good and bad phases. However, at no time did Harry Cohen ever lose faith in our industry.

"I, who formerly was connected with him for so many years, know how valuable an asset he was in our industry. In conclusion, may I say that the coin machine industry has lost one of its pillars and I, personally, have lost a true and loyal friend."

Memphis Enforces New Rule; Pinball Operators Suffer

MEMPHIS, July 24.—Memphis police have now begun enforcement of the one pinball and one juke box only rule on all Memphis establishments. Operators were kept busy for several days prior to enforcement date removing machines from the more profitable locations. Rule is working out well for the music merchants, as hotels and other large establishments having two or three rooms completely separated from each other and some distance apart are entitled to a music machine in each room. Pinball machine operators, however, are suffering. One large bowling establishment, with approximately 20 bowling alleys in operation, is allowed only one coin machine in addition to the juke box. At various times previously it has varied between seven and 12 machines, all of which received heavy play.

Operators are not protesting the ruling seriously, however, for two reasons. First, they feel it would not be wise politically; and second, they can use all the machines eventually, either in other spots or as replacements. In spite of having to bring in so many models, none of the dealers are contemplating selling any.

one. But its operation is worked out to a scale 1-to-30. Thus when fired at miniature buildings, tanks, trucks or airplanes as targets 50 feet away it simulates firing an actual gun at 500 yards.

"Fires" 600 Times

"The 'synthetic' machine gun fires 600 times a minute, like a Browning, but shoots only 100 pellets, so they are in the same ratio as actual tracer bullets, 1-to-5.

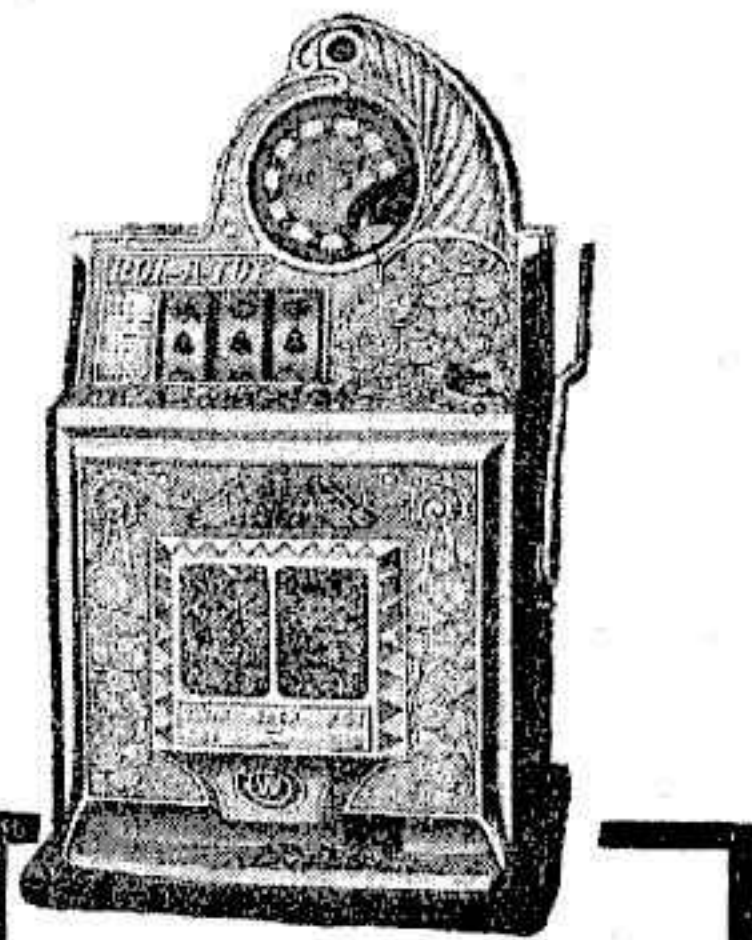
Pellets velocity and trajectory are according to scale, hence the trainee learns correctly to "lead" a moving target and to aim his gun by watching his tracer stream. The white pellets, visible by day, become fluorescent at night in the "black light" of an ultra-violet spotlight attached to the gun. Fluorescent targets are used at night.

Amplified "explosions" of compressed air accustom the trainee to the distractions of actual muzzle blast and the recoil and recordings of battle sounds tend to eliminate the jitters he would otherwise experience in his first combat firing.

The training gun can be used indoors or out. It can be mounted on standards for use on the ground, or in a truck or combat car. It can be installed in the cockpit of an air force Link trainer or in a turret.

Durability of the gun and its pellet ammunition are other virtues. Designers figure it can fire 10,000,000 rounds or more before it'll break down, whereas a real Browning needs a new barrel after about 3,000 rounds.

The three-eighths-inch plastic pellets don't break easily and can be used over and over, with an occasional soap-and-water washing. They cost only a fraction of a cent apiece, whereas one .50 caliber machine gun bullet costs about as much as a 25-cent war stamp.



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. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

CANADIAN OPERATORS NEW PARTS

For All Pin Games
SEEBURG & WURLITZER
PHONOGRAPHS
WATLING FORTUNE
SCALES
SEEBURG RAYOLITE GUNS
ALSO OTHER MAKES

WHEN ORDERING PARTS SEND FULL DESCRIPTION OR OLD PART

Regent Vending Machines LIMITED

779 BANK ST. OTTAWA, ONT.

SPECIALS THIS WEEK

120 COMBINATION TIP TICKETS WITH SEAL CARD, \$30.00 PER GROSS. IN LOTS OF 25 GROSS OR MORE, \$28.50. SAMPLE SET 30¢.
Club Trophy (F.P.)\$325.00
Seeburg Shoot the Jap (beautifully refinished in Red, White and Blue) .. 150.50
Visit Our Refinishing Department. Games Rebuilt Like New.

V. P. Distributing Co.
2334-38 OLIVE ST. ST. LOUIS, MO.

ALL MACHINES A-1 THROUGHOUT

No Scratches on Cabinets. Ready for Location.
SILVER SKATES\$30.00
SINK THE JAPS, 7 Up Converted 45.00
A.B.C. BOWLERS 30.00
ATTENTIONS 30.00
JUMBO PARADE, C.P. 75.00
SKY BLAZERS 60.00
DOUBLE PLAYS 50.00
KEEP 'EM FLYING, Like New 140.00
BIG CHIEFS 25.00

W. L. KRIEGER
709 Sherman St. JOHNSTOWN, PA.
Phone 28-303

MECHANIC DRAFT EXEMPT

Able to Repair Photomats, Arcade Machines, A. B. T. Gallery Rifles.

Salary \$110.00 Per Week

Write, Wire
JOE MUNVES
722 Granby Street NORFOLK, VA.

CLEVELAND COIN'S TRADING POST

SLOTS • CONSOLES • ONE BALLS
DRINK VENDORS

15 5¢ Blue Fronts, C.H., Factory Reconditioned, Each	\$165.00
8 10¢ Blue Fronts, C.H., Factory Reconditioned, Each	195.00
1 50¢ Mills War Eagle, 3/5 P.O.	400.00
1 50¢ Jennings Chief, 3/5 P.O.	350.00
1 25¢ Face Comet	150.00
1 25¢ Watling Rollatop, 3/5 P.O., Factory Reconditioned	110.00
5 1¢ Mills Q.T.'s, Each	40.00
5 5¢ Q.T.'s, Each	65.00
1 1¢ Mills Q.T., Glitter	50.00
1 5¢ Jennings 4 Star Club	85.00
10 1938 Track Times, Each	125.00
1 Late Head Galloping Domino	210.00
3 Jumbo Parades, F.P., Each	85.00
1 Royal Flush	75.00
3 5¢ Beulah Parks, Each	95.00
1 Royal Draw	125.00
1 25¢ Bally Club Bell	250.00
1 High Hand, Combination	138.50
1 Fast Time, F.P.	85.00
1 1940 One-Two-Three, F.P.	95.00
1 Spinning Reels	110.00
1 Victory, F.P.	85.00
1 Hawthorne	75.00

10 BALLY CUP DRINK VENDORS, COMPLETE WITH CARBONATOR UNIT. ONE LOT, \$2500.00.

1/2 Deposit With ALL Orders, Balance C.O.D.
CLEVELAND COIN MACHINE EXCHANGE
2021 Prospect Ave. Cleveland 15, Ohio
Phone: PROspect 6318-7.

Reconditioned and Refurbished Games

AIR CIRCUS	\$105.00
ALERT (REV.)	119.00
ACTION (REV.)	129.50
A.B.C. BOWLER	55.00
ATTENTION (Cabinet, Newly Refinished)	37.50
DOUBLE FEATURE	12.50
EAGLE SQUADRON (REV.)	139.50
FISHIN' (REV.)	99.50
FLICKER	35.00
PARATROOPER (REV.)	139.50
PRODUCTION (REV.)	139.50
TORPEDO PATROL (REV.)	139.50
VICTORIOUS 1943 (REV.)	139.50
VICTORY	89.50

1/3 Deposit With Orders.
W. B. NOVELTY CO., INC.
917 BROADWAY KANSAS CITY, MO.

PHONOGRAPH OPERATORS BLANK TITLE STRIPS

24 Double Strips 2-Sheet (Plain White), Per 1000 Sheets Only \$7.50

1/3 Deposit With Order.
Koplo Sales & Supply Co.
5000 N. Kimball Ave. CHICAGO 25, ILL.

TAXES RISE

(Continued from page 98)
creasing total consumption of them. According to a study by the Illinois Liquor Commission, per capita consumption of alcoholic beverages increased 12.9 per cent during calendar 1942 over 1941 thruout the United States.

A LIMITED SUPPLY OF A-1 CONDITION ONE BALL FREE PLAY GAMES

Ready for Immediate Delivery

BLUE GRASS	\$179.50
CLUB TROPHY	395.00
DARK HORSE	169.50
DERBY OF '41	395.00
LONG ACRE	495.00
MILLS 1939, 1-2-3	39.50
MILLS 1940, 1-2-3	89.50
PIMLICO	395.00
RECORD TIME	169.50
THOROBRED	495.00

TERMS: 1/3 MONEY ORDER, BALANCE SIGHT DRAFT

SOUTHERN AUTOMATIC MUSIC COMPANY

542 SOUTH SECOND STREET
LOUISVILLE, KY.

WIRE, WRITE, PHONE

All Thoroughly Reconditioned—Ready To Operate
5 MILLS PANORAMS, \$295.00 EACH

Air Circus . . . \$104.50	Sky Blazers . . \$45.00	Topic \$69.50	Star Attr. . . . \$35.00
Jeep 99.50	New Champ . . 35.00	Jungle 45.00	Zig Zag 35.00
Knock Out . . . 95.00	Yank 80.00	Capt. Kidd . . . 42.50	Ten Spot 30.00
Snappy 35.00	Victory 80.00	Showboat 35.00	Silver Skates . 30.00

Terms: 1/3 Cash With Order, Balance C. O. D.

DUDLEY SALES CO.

303 7TH STREET ROCKFORD, ILL.

QUALITY SPEAKS FOR ITSELF

FIVE BALL FREE PLAY	Zig Zag \$42.50	Jennings Fast Time
All American \$34.50	Land Slide 29.50	(Single) \$ 89.50
ABC Bowler 49.50	Band Wagon 27.50	Compulsory Skill, C.P. 89.50
Big Chief 29.50	Score Champ 29.50	Hi Hand 139.50
Gold Star 32.50	Slugger 42.50	ARCADE EQUIPMENT & MUSIC
Major, '41 39.50	Polo 22.50	'38 Western Baseball \$ 75.00
Paradise 37.50	Schooldays 35.00	DeLuxe Western
Progress 29.50	CONSOLES & ONE BALLS	Baseball 109.50
Sea Hawk 42.50	Paces Races, B.C. . . \$139.50	61 Wurlitzer with
Ten Spot 49.50	Paces Reels, C.P. . . 129.50	Stand 79.50
Wildfire (Like New) . 39.50	Stanco Bell 119.50	

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

2618 CARNEGIE AVENUE CLEVELAND, OHIO

NOTICE TO USERS OF 6SC7 TUBES

6SC7 Tubes are next to impossible to secure. We have an adapter to make the change-over to 7F7 that requires no change in your amplifier. All that you have to do is plug your 7F7 in adapter and then plug adapter in your amplifier and you are ready to go. Price \$3.00 each lots of six. One-third cash deposit, balance C. O. D.

HERMITAGE MUSIC CO.

416 A BROAD Tel. 6-0907 NASHVILLE, TENN.

Market Reports

Baltimore

Most Types of Machines Draw High Rate of Play

BALTIMORE, July 24.—Highlighting the June coin machine business in Baltimore has been the continued fine arcade business. This is borne out by both distributors and operators. Distributors state that in spite of several sell-outs of arcade equipment during the past months, they still have urgent demands for this equipment from operators. As soon as distributors are able to get their hands on some, out it goes to arcade operators.

While operators declare arcade operation is one of the brightest spots in the business picture, they say it is especially good in the face of the tightening gasoline rationing. There are a goodly number of machines at each arcade.

Another bright spot is music box operation. Operators declare that despite the critical and unsatisfactory situation in the record field, collections not only are holding up, but in many instances show a gain.

Gasoline rationing, together with the growing scarcity of good machines, is altering the picture in the coin machine field and bringing about centralized routes. Operators are endeavoring to make as few service stops as possible in the interest of gasoline conservation.

Mechanics Are Scarce

Good mechanics are getting scarce, as a consequence operators are finding it more difficult to service all their spots, especially if they are spread out. Operators are gradually weeding out the poor spots. Wherever possible they are installing more units in the good spots, thereby hoping to maintain collections with less gasoline consumption and less servicing.

Much concern was expressed in the trade over the new federal tax on consoles, which took effect July 1. Some operators report they have already pulled in some free-play games, rather than pay the \$100 yearly tax.

It has been pointed out to operators that while the new tax on consoles is effective July 1, a period of 30 days grace is allowed. However, it is emphasized that if the machines are on the premises on July 1, the owners must pay the tax and pay it for the entire fiscal year.

An estimate of how many consoles were pulled in by the June 30 deadline will not be known until later when a survey of the situation will have been made.

Of especial interest to Baltimore operators and distributors who have operations in Anne Arundel County, has been the passing of a licensing ordinance by the Board of Commissioners of Anne Arundel County. The extremely high fees proposed are not looked upon with favor. The ordinance provides an excellent classification for pinball games that use the free-play principal and permit redemption of free plays in merchandise or extra plays.

Cigarette Venders

Cigarette vending operations continue good in this market, especially for operators having machine in war plants. One bright feature in cigarette vending is that the supply of cigarettes is very ample. This is a big help in times of shortages.

In the candy vending field, the picture is not so good, with the exception of operators having units in war plants. Candy is available for these. For civilian activities, operators having candy venders in leading movie houses manage to keep the machines in steady operation, indicating a satisfactory supply is being had.

Soft drink vender operators, especially those serving plants or offices of concerns in war work doing well. Most of the units operated in these locations are Coca-Cola dispensers. In locations other than war plants, the units used are bulk beverage venders and root beer and orange drinks are dispensed. Good collections are reported just as with the bottled drink dispensers.

Despite reports on shortages of peanuts, nut vender operators are managing to keep their units well filled and operators report their collections are holding up very well.

The drain on service personnel and mechanics by Selective Service, coupled with the lure of attractive wages at war

plants, is making itself felt more and more in the vending operations, with operators reporting growing depletions in their personnel, making operations difficult.

Baltimore continues to enjoy its boom-town status, with more workers than ever before, and the total payroll is greater than it has ever been. These are undoubtedly good signs for the coin machine industry generally.

Houston

Beer Shortage Cuts Play In Many Popular Places

HOUSTON, July 24.—During May and June phonograph operating business in Houston fell off about 25 per cent. Some operators reported losses, as compared to previous months, as high as 35 per cent, while others estimated as low as 20 per cent. Shortage of beer was given as the main reason.

Meat shortage has also cut sharply into phonograph receipts. Barbecue stands have for a long time been recognized A-1 locations in Texas. A large number of them have closed for the duration and those remaining in business have shortened their hours. Hamburger drive-in stands have also been affected.

Thousands of shipyard and industrial workers change shifts between 4 p.m. and 6 p.m. and during those hours most locations literally sell out and close for the day. The few remaining open after 6 p.m. usually display "no beer" signs. Actually, a tremendous amount of business is being done by all locations, but the frantic method is of small benefit to the operator as compared to former days when the same amount of sales were extended over more leisurely hours.

Arcade and Sportland reports are favorable. The report is significant as that type of amusement was hardly noticed here a year ago and now is flourishing in many parts of the city.

Business highlights for late June were supplemental contracts to a local shipyard amounting to more than \$112,000,000, and the opening of the first major synthetic rubber plant in Texas. At the rubber plant opening ceremonies Secretary of Commerce Jesse H. Jones, native of Houston, made this cheering statement: "By the end of this year we will have our own rubber industry, capable of meeting all essential needs, both for war and for civilian requirements."

Miami

Cigarette Operators Try To Work Out Tax Problem

MIAMI, July 24.—The adjournment of the Legislature found the only statutes enacted which might seriously effect business in this area to be the 3-cent tax on cigarettes, effective July 1.

Operators of vending machines have held several meetings in hopes of determining just what plan to follow for the cigarettes have been retailing for 15 cents. At this writing, nothing definite has been decided. Anticipating another raise in the wholesale price, operators state that it is certain the customer will have to pay the tax. It is probable that the price in machines will be 18 cents, but it may be a trifle less.

Operators realize it is essential to keep the price down if the healthy patronage of the past is to continue, but cannot take too much of a loss themselves.

Now that it is announced that the War Department is to retain 216 hotels and apartments for army trainees, only yielding the leases on 109, business on all types of machines is expected to have but little change.

The Miami Beach publicity department is working to advertise the advantages for a summer vacation to be spent here now that there is to be ample accommodations for visitors. Should the hot weather tourist trade materialize, and many expect it will, there is no doubt that play will be heavy, with all the earmarks of the regular winter season.

Patent Pools Helping War

Scientist says sharing information is saving time, pushing information

AKRON, O., July 24.—Pooling of patents, trade secrets and the entire research facilities of the rubber industry has saved valuable time in pushing production and improvements in quality in synthetic rubber since Pearl Harbor, according to R. P. Dinsmore, vice-president of the Goodyear Tire & Rubber Company in charge of research and development.

Dr. Dinsmore said the unselfish sharing of every bit of helpful information possessed by rubber companies which might help to make better synthetic rubber or contribute to more successful use of such rubber in various fabricated products has contributed greatly to the success of the nation's synthetic rubber program.

Altho the pooling of information was organized by the government, it has been carried out by the teamwork of industry, aided by such university and industrial laboratories as were called in to study special problems, Dr. Dinsmore said. Certain phases of the study can be made permanent thru the establishment of a self-controlled industrial organization, he said, altho basically the industry undoubtedly will return to the fully competitive basis under which it made progress before the war.

Organized Program

"The need of obtaining uniform high quality synthetic rubber and of learning how to compound it most efficiently for many uses to which it had never been applied created a problem at the outset of the war," Dr. Dinsmore said. "That problem could only be attacked effectively thru an organized program of joint action.

"Two divisions of work were established soon after Pearl Harbor. The first division was concerned primarily with the application of synthetic rubber to various industries, and was concerned with such problems as the most serviceable compounds or mixtures of rubber and various chemicals for each industry. The other division of work was concerned with the synthetic rubber process itself and with methods of improving and standardizing it.

"Committees of the rubber industry carry on the work in both fields, holding regular meetings and in some cases maintaining card index systems to classify each bit of knowledge thrown into the common pool. The set-up is similar to the committees established in the automotive and aircraft industries for pooling technical knowledge to aid the war program.

"The division of study aimed at improving application of synthetic rubber to finished products in sub-special committees holding regular meetings to study various compounds which are most suitable for tires, insulating wires, footwear and many other rubber products.

"Among the subjects studied by each industry are such ingredients as vulcanizing agents, plasticizers and antioxidants. Because synthetic rubber is chemically an entirely different material than natural rubber, the existing fund of knowledge on vulcanizing agents and plasticizers was of value only to a certain degree. Fifty years of technical progress in natural rubber had to be crowded in a few months for the many essential uses to which synthetic rubber had never been applied before. An illustration of the problems studied is provided by carbon black.

"A large variety of carbon black had been used by the individual rubber manufacturing companies. It became evident that more carbon black would be needed in synthetic rubber than in natural rubber, and that certain varieties of carbon black would provide more strength than others, while other varieties would result in the creation of less heat. In tires, the heat problem was especially important. One variety of carbon black which is now widely used, especially in tire treads, is made thru the partial combustion of natural gas.

Two Part Program

"The study of the synthetic rubber

William C. Shinn

CHICAGO, July 24.—The Chicago Lock Company recently sent the following announcement to the coin machine trade:

"We announce with deep sorrow the death of our president, William Charles Shinn, on Thursday, June 24, 1943."

William Shinn had been head of the Chicago Lock Company for many years and was widely known and respected by the industry. His firm made parts for coin machines which were known from one end of the country to the other.

process itself fell into two parts. The first was concerned with the organization of all knowledge already available. The second was designed to add to such knowledge by correlating new discoveries and by preventing duplication of scientific study.

"A committee was established consisting of representatives of industry and the government to standardize methods of manufacture insofar as this was possible and also to standardize the specifications of the finished rubber.

"To achieve such standardization, the job had to be approached in a spirit of give and take. The traditionally individualistic, independent rubber manufacturers had to subordinate their own preferences to obtain agreement on a common policy. Majority opinion had to rule.

"Standard specifications had to be set up not only on the finished rubber, but also on the intermediate materials used in making such rubber.

"The ability of the rubber industry to subordinate its individualism and to reach agreements by conference was no less important than its generous contribution of patents and plant design."

Firm Announces New Jackpot Attachment

ROCHESTER, N. Y., July 24.—The Valley Specialty Company, Inc., headed by Howard J. Peo, one of the pioneers of the industry, has announced a jackpot attachment to fit the Vest Pocket Bell machines. The firm has spent some time in developing this attachment and recommends it to operators of Vest Pocket machines as something new and unusual. They say that it will be especially helpful at this time so that operators may pay the \$100 federal tax on such machines.

The attachment comes in attractive colors, is hand-loaded, and is made sturdy to stand up under operating conditions.

Small Retailers' Problems Growing, Survey Reports

WASHINGTON, July 24.—The problems of adjustment among small retailers are growing as civilian economy is placed upon a complete war basis, the Department of Commerce reports in a study on small retail store mortality.

"Adjustment must be made," the report said, "to the reduced volume of consumer goods entering the customary trade channels, to continuous loss of personnel, to shifts in population and to many other rapidly changing economic conditions brought about by the vicissitudes of war."

It was pointed out that altho the majority of retail operators probably are making satisfactory adjustments, for many stores the developing problems, added to the normal difficulties of business survival, will be insurmountable.

Good paying jobs in war plants were held to have the effect of encouraging small retailers to close and of discouraging prospective retailers from opening.

Parking Meter Receipts Decline; Blame Rationing

AUSTIN, Tex., July 24.—Gasoline rationing may not have affected the business of amusement machine operators in this section but it has caused a sharp decrease in the revenue of one type of coin device—the parking meter.

Austin's parking meter receipts for the first six months of 1943 declined 14.6 per cent as compared with figures for the first half of 1942. Revenue totaled \$24,141.65, a drop of \$4,128.62 from the total of \$28,270.27 for the first six months of last year.

OHIO SPECIALTY CO.

BIG VALUES — ORDER NOW

CONSOLES		PIN GAMES		NEW COUNTER GAMES	
3 Derby Days	\$ 30.00	5c Columbia	Each 59.50	1 Variety	Each 17.50
2 Fast Times	59.50	5c Columbia	79.50	1 Velvet	42.50
1 Parlay Races	59.50	5c Watling	39.50	5 Victories	92.50
3 Tanforan	17.50	5c Watling Rol-a-Tops	59.50	1 Wild Fire	39.50
1 Paces Races	89.50	1c Watling Rol-a-Tops	49.50	1 Wings	14.50
1 Jungle Camp, P.O.	109.50	1c Watling Twin J.P.	49.50	2 Yanke	92.50
1 Pamco Bell	22.50	PIN GAMES		NEW COUNTER GAMES	
2 Baker's Pacer	325.00	1 All American	\$ 25.00	6 W. Penny Packs	\$12.50
1 Spinning Reels	127.50	2 Big Chiefs	32.50	10 Daval "21"	9.50
1 Pacemaker, P.O.	79.50	1 Bosco	75.00	14 Kilix	9.50
1 Long Shot, P.O.	325.00	1 Broadcast	37.50	12 Lucky Smokes	12.50
2 Gold Cups, F.P.	79.50	1 Captain Kidd	45.00	109 Imps	8.50
1 1-2-3, '39, P.O.	79.50	1 Congo	39.50	11 Rex	12.50
5 Jumbo Parades	99.50	1 Defense	99.50	3 Wings	12.50
1 Four Bells, #1114	700.00	1 Double Feature	17.50	4 Zephyrs	14.50
PHONOGRAPHS		1 Commander	79.50	45 Penny Packs	14.50
3 Wurlitzer 618	\$ 79.50	1 Formation	27.50	5 Flippers	8.50
1 Rock-Ola Super, '40	235.00	1 Four Aces	129.50	1 Electric Eyes	24.50
1 Rock-Ola Master, '40	192.50	2 Gebs	109.50	2 Races	12.50
ARCADE		2 Hi Dive	52.50	USED COUNTER GAMES	
1 Keeney Sub. Gun	\$179.50	1 Hi Hat	45.00	1 Pilgrim	\$ 6.50
1 Ten Pins, H.D.	79.50	1 Keep 'Em Flying	145.00	1 Royal Reels	3.00
1 Ex. Bowling Alley	69.50	1 Landslide	27.50	1 Penny Pack	5.00
1 Skill Jump & St.	75.00	1 Legionnaire	47.50	1 Empire	5.00
9 Mutoscope Diggers	75.00	4 Majors, '41	47.50	1 Gum Vender	3.00
1 Ex. Rotary Merchandiser	179.50	1 Metro	27.50	2 New Deals	3.00
SLOTS		1 Miami Beach	39.50	1 Cent-a-Smoke	3.00
5c Pace Smoker Bell, New	\$ 99.50	3 Monicker	92.50	1 Ohle Derby	10.00
5c Pace Slug Proof	109.50	1 Mustang	59.50	1 Marble	3.00
10c Jennings	59.50	3 Pan American	27.50	1 Twins	3.00
5c J. Century	27.50	3 Paradise	32.50	1 Klifx	6.50
5c J. Little Duchese	25.00	1 Pick-Em	22.50	43 Amer. Eagles	9.50
5c J. Goose Necks	27.50	2 Play Balls	27.50	28 Liberty's	9.50
1c J. Chiefs	59.50	1 Polo	32.50	2 Pick-a-Packs	5.00
5c J. Chief Console	79.50	2 Repeaters	27.50	1 All Win	3.00
5c Mills F.O.K.	49.50	2 School Days	29.50	1 Little Merc.	5.00
5c Q.T. Rd. the World	49.50	1 Sea Hawk	39.50	13 Mercurys	9.50
5c Mills D.J.P.	30.00	1 Silver Skates	27.50	2 Sparks	9.50
5c M. Bl. & Gold V.P.	55.00	4 Sink the Japs	54.50	2 "21" Venders	3.00
5c M. Bl. & Gold V.P.	49.50	1 Sky Ray	42.50	1 Flags	6.50
5c M. Chrome Vest P.	72.50	1 Snappy	49.50	3 Zephyrs	9.50
5c M. GiltterGold Q.T.	129.50	1 South Paw	59.50	1 Tickette	3.00
5c M. GiltterGold Q.T.	82.50	1 Speed Ball	32.50	1 Domino	5.00
5c M. Blue Fr. Q.T.	54.50	1 Sport Parade	32.50	3 A.B.T. Model F Guns	25.00
5c M. Smoker Bell	75.00	2 Spot Pools	49.50	1 Penny Smoke	3.00
5c M. Giltter Gold Chrome	390.00	1 Spettem	22.50	6 Cuba	5.00
5c M. Brown Front	267.50	1 Stratoliner	39.50	2 Imps	5.00
		1 Topic	92.50	1 Wings	5.00
		2 Triumphs	19.50	1 Daval "21"	5.00
		3 Twin Six	42.50	1 Marvel	9.50
		5 Vacations	14.50	2 Split Fires	27.50

OHIO SPECIALTY COMPANY

29 W. COURT STREET
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CINCINNATI, OHIO
LOUISVILLE, KY.

PRICES SLASHED

SLOT SPECIALS

5c Mills Brown Front, 3-5 (Futurity)	\$150.00	5c Jennings Chrome Front Chief, 3-5	\$150.00
5c Mills Goose Neck, 2-4 P.O.	\$49.50		

CONSOLE SPECIALS

5c Jennings Fast Time, Free Play	\$65.00	5c Mills Jumbo Parade, Free Play	\$75.00
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FIVE BALL SPECIALS

Sport Parade	\$32.50	Super Six	\$29.50	Flicker	\$32.50
Big Time	29.50	Mystic	32.50	Zombie	37.50
Broadcast	37.50	All American	37.50	Thriller	29.50
Crystal	39.50	Sparky	29.50	Champion	29.50
Hold-Over	29.50	Big Chief	39.50		

ONE BALL PAYOUT TABLES

Derby King	\$79.50	Hawthorne	\$79.50
Track Record	79.50	1-2-3 (Free Play)	69.50

- ★ Complete Conversion for your Keeney Auto-Aircraft Gun—"Kill the Jap," only \$4.95.
- ★ Large stock superior Sales Boards—write for prices.
- ★ Top Glasses for Mills 4 Bells—write for prices.

"20 years of Coin Machine Experience—Your Guarantee of complete satisfaction."

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WANTED—PACE RACES

BROWN CABINETS ONLY

NICKEL PLAY \$125 • 25c PLAY \$150

Must Have Running Motors — Good General Condition

WANT—500 PACE OR MILLS SLOTS

Highest Prices • Spot Cash

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1 780 E	\$430.00	1 1939 DELUXE ROCKOLA	\$175.00
1 1940 MASTER ROCKOLA	195.00	1 SEEBURG REGAL	175.00
1 '42 24 WURLITZER	400.00	6 #320 2 WIRE WURLITZER WALL BOXES, Each	28.00

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NEW ENGLAND OPERATORS "OPEN HOUSE" Specials!

"SQUARE DEALING" pays off! Accept this cordial invitation to visit with us during "OPEN HOUSE" Week! Now in the most beautiful showrooms in the field, and we thank you (BUYERS and SELLERS!) for making it possible! Clean merchandise PLUS "eagle-eye" inspection before shipment with a sensible idea about profits has given us the fastest growth in the field! If you can't visit us to make a personal selection of these "bonus" specials, get your order in by mail.

MONUMENT SQUARE NEW SHOWROOMS HAVERHILL, MASS.

IT WILL PAY YOU to pay us a visit!

- 5c BONUS BELL**
Gold Front and Cabinet, exceptionally clean. **\$257.50**
- 10c BROWN FRONT**
Exceptionally clean in every way! **\$239.50**
- 5c MASTER CHIEF**
Not a mark on it! Exceptionally clean. **\$189.50**
- 5c CHERRY BELL**
3-10 P. O. Exceptionally clean. **\$174.50**
- 10c 4 STAR CHIEF**
Refinished like new! **\$129.50**

SLOT FEATURE!
BLUE and GOLD VEST POCKET
5c, Brand New, in Original Crate
\$69.50

Open House Aug. 1st to 10th

- 10c CHERRY BELL**
Floor Sample! Like new! **\$249.50**
- 5c VICTORY CHIEF**
1 Cherry P. O. Like new. **\$189.50**
- 5c BROWN FRONT**
High serial, refinished, clean! **\$179.50**
- 5c BLUE FRONT**
High serial, refinished like new. **\$129.50**
- 5c PACE DeLUXE**
Very clean. **\$99.50**

- 5c GLITTER GOLD Q.T.** (very clean, ready for location) **\$92.50**
- 5c BLUE Q.T.** (exceptionally clean, like new) **\$69.50**
- 5c GREEN Q.T.** (very clean) **\$59.50**
- 5c BLUE & GOLD VEST POCKET** (very clean) **\$49.50**

KEENEY 4 WAY SUPER BELL
Like new console. Very little use. **\$895**

PACES RACES, \$119.50
Brown cabinet, very clean and rarin' to go!
JENNINGS SILVER MOON
Just taken off location! Very clean! **\$119.50**

JUMBO PARADE
Brand New! Factory Sealed Crate. **\$149.50**

- '38 TRACK TIME, \$99.50**
Very clean. 15 to choose from.
- '38 SKILL TIME, \$99.50**
Perfect working order. Very clean.

- PACE SARATOGA, '40, \$79.50**
Clean, ready to work for you!
- MILLS OWL, \$69.50**
A beauty to work on your location!

- WATLING BIG GAME, \$89.50**
You'd think it new if we didn't tell you!
- PACE SARATOGA, '39, \$59.50**
Grab it while you can! A beauty!

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Monument Square Haverhill, Massachusetts
WE'LL TRADE highest prices! What Have You Got to sell or exchange?

CLEVELAND COIN'S TRADING POST

10 New BEAN THE JAPS, Each	\$125.00	1 Vibrator	\$ 85.00
NEW SUPREME GUN	330.00	1 Mystograph	75.00
2 Snap the Japs, Each	165.00	20 Gottlieb 3-Way Grippers, Each	18.00
1 Rockola School Days	75.00	2 Super Grips, Each	45.00
1 Shoot the Chutes	165.00	5 Mutoscope Electric Diggers, Each	50.00
2 Anti Aircrafts, Each	65.00	1 Exhibit Iron Claw	50.00
1 Open Season	150.00	3 Deluxe Buckley Diggers, Each	85.00
8 Floor Model Drop Picture Machines, Ea.	45.00	3 Electro Hoists, Each	50.00
2 Ten Strikes, H.D., Each	65.00	2 Rotary Claws, Each	150.00
2 Ten Strikes, L.D., Each	55.00	1 Maple Finger	125.00
1 Skeeballette	85.00	1 Kirk Horoscope Scale, 5c	150.00
2 Chicago Coin Hockey, Each	225.00	1 Watling Tom Thumb Fortune Scale	95.00
2 Mutoscope Hurdle Hop, Each	85.00	1 Toledo Lo Boy Scale	95.00
8 Chester Pollard Golf Machines, Each	85.00	10 Newly Built Lite Up Post Card Venders	40.00
1 Jr. Model Basketball	75.00	Ex. Mechanism With Bases, Each	40.00
3 Baiting Practices, Each	125.00	2 Counter Model Exhibit Post Card Venders, Each	20.00
5 X-Ray Pokers, Repainted, with Legs, Each	135.00	1 Map of Hand Card Vender	40.00
2 Genco Playballs, Each	140.00	3 New Mutoscope "YANKEE DOODLE" Card Venders with Cards (2 for 5c), Ea.	60.00
1 Poker & Joker	129.50	1 Small Exhibit Love Meter	35.00
5 Western Baseballs, Each	105.00	3 Counter Radio Love Messages, Each	25.00
3 Texas Leaguers, Each	50.00	2 Advance Shockers, Each	15.00
1 Exhibit Color of Eyes, Card Vender	75.00	3 New Kill the Japs, Each	32.50
1 Exhibit Color of Hair, Card Vender	75.00	2 Pike Peaks, Each	20.00
1 Set of 3 Oracle Fortune Tellers	75.00	3 Poison the Rats, Each	25.00
4 Mills Punching Bags, Each	165.00	3 Kicker and Catchers, Each	20.00
1 Gutzler Strength Tester	125.00	1 Planatellus, 10c	125.00
1 Mills Strength Tester	125.00	1 Astrolograph, 10c	75.00
1 Aviation Striker	165.00	5 Panorams, Each	325.00
1 Exhibit Hammer Striker with Base	45.00	5 Earlier Model PHOTOMATIOS with 5000 Metal Frames per Machine, Ea.	1100.00
1 Exhibit Bicycle	135.00		
1 Exhibit Foot Ease	85.00		

1 Set of Four Units, 10c Completely Automatic Coin Operated PACE 45 FT. DUCK PIN ALLEYS, in excellent shape and condition, slightly used, already crated for shipment, Complete, **\$1,200.00**

DEPOSIT WITH ALL ORDERS, BALANCE C. O. D. WE ACCEPT EQUIPMENT IN TRADE!
CLEVELAND COIN MACHINE EXCHANGE, 2021 Prospect Ave., CLEVELAND 15, OHIO
Phone: PProspect 6316-7

Capt. Ben Robbins



NEW YORK, July 24.—Dave Robbins, head of D. Robbins & Company, one of the real pioneers in the coin machine industry, was recently notified by the War Department of the death of his younger brother, Capt. Ben Robbins, Medical Corps, who was serving in North Africa.

For many years Ben was associated with Dave in the coin machine business in Brooklyn and had a wide acquaintance among operators. Dave received the following letter from Gen. H. H. Arnold, commanding general of the army air forces:

"Captain Robbins was an officer of excellent character and professional ability who displayed diligence and enthusiasm in the performance of his duties with the army air forces. He enjoyed the warm regard of his associates, who are saddened by their loss and yours. His passing represents a distinct loss to the service. It is my hope that you will find consolation in the knowledge that your brother died for the cause of his country."

The following press release was made by the War Department for the special attention of papers in Gainesville, Fla., Pittsburgh, Rantoul, Ill., and Spokane:

The War Department has announced the death of Capt. Ben Robbins, on June 5, in the North African area, as a result of injuries.

At the time of his death, Captain Robbins was flight surgeon with the 31st Fighter Group. He was 30 years of age.

Born in New York, he was a graduate of the New Utrecht high school in Brooklyn, earned his BS at the University of Florida, where he graduated with high honors in 1934, then attended the University of Tennessee, where he received his medical degree in 1937.

He interned during 1938 and 1939 at St. Margaret's Memorial Hospital, Pittsburgh, Pa., and was ordered to active duty in 1940. For almost a year he was stationed at Chanute Field, then later at Felts Field. He went overseas in June, 1942, and was with the invasion forces when they landed in North Africa in November, 1942.

Captain Robbins was a member of Phi Kappa Phi Honor Society at the University of Florida and Alpha Omega Alpha Honor Medical Society at the University of Tennessee.

He is survived by two brothers, Alfred Robbins, New York, David Robbins, Forest Hills, N. Y., and a sister, Mrs. Lillian Garin, Coney Island, N. Y.

In a letter to his family, written about the time of the North African invasion, he wrote, "We expect to do great things and I'm actually glad and proud to be in this deal—which I'm sure will ultimately bring the peace we all long for. When we consider the momentous significance of the task before us, any individual's loss is certainly a worthwhile sacrifice, and no matter what should happen to me, remember that 'it's all in the game.'"

Most Consoles To Remain, Check in Baltimore Reveals

BALTIMORE, July 24.—While it is too soon to get any specific data as to how many coin machine operators in this territory are keeping their consoles on location with full intention of paying the new \$100 federal tax, it has been indicated in the trade that many more

consoles will be kept in operation than earlier reports indicated. The reason is that operators have found consoles, particularly one balls, their best money-making machines, and some operators point out it would be like "cutting off one's own nose to spite one's face to pull in consoles."

Operators point out they have many coin machines that are good for only two or three dollars a week. Not so with one-balls or other free-play consoles.

Operators have 30 days' grace after July 1 to pay the new fee, and most, if not all of them who plan to keep their consoles in operation expect to take the full 30-day period before they pay the license.

At the Baltimore district office of the Bureau of Internal Revenue, it was stated no figures on the tax which became effective July 1 are available, nor would they be available for some time.

WAR EAGLES, GOLD CHROMED
Rebuilt Mechanisms, and All Qualities of a New Machine, 2-5, One Cherry Pay-Out, Knee Action, C. H.

5c	\$185.00
10c	205.00
25c	235.00

- 2 JENNINGS 50c CHIEFS.....\$395.00
- 2 MILLS 25c CHROMES, 2-5... 349.50
- 1 MILLS 25c CHERRY BELL, 285.00
- 3-10, Knee Action
- 1 MILLS 25c CLUB BELL, 435.00
- Like New
- 5 MILLS 25c BROWN FRONTS, 275.00
- C. H. Knee Action
- 4 MILLS 25c BLUE FRONTS, 245.00
- C. H. Knee Action
- 6 MILLS 10c BROWN FRONTS, 237.50
- C. H. Knee Action
- 4 MILLS 10c BLUE FRONTS, 225.00
- C. H. Knee Action
- 5 MILLS 5c BROWN FRONTS 199.50
- C. H. Knee Action
- 4 MILLS 5c BLUE FRONTS, 189.50
- C. H. Knee Action
- 5 MILLS 5c WAR EAGLES, 3-5. 99.50
- 4 MILLS 25c WAR EAGLES, 3-5 165.00
- 5 PACE 5c COMETS, Double JP 69.50
- 4 PACE 10c COMETS, Double JP 79.50
- 11 BLUE & GOLD VEST POCKETS, 59.50
- 5c, Like New
- 1 EVANS JUNGLE CAMP, F. P. 79.50
- 2 PACES RACES, Red Arrow... 225.00
- 1 PACES RACES, Brown Cab... 169.50
- 2 NEW JUMBO PARADES COMB. 225.00
- With Mint Vender
- 3 JUMBO PARADES COMB. 189.50
- With Mint Vender (Used)...
- 12 JUMBO PARADES, F. P.... 89.50
- 2 BUCKLEY SEVEN BELLS, 295.00
- Giant Head
- 3 JENNINGS GOOD LUCKS.... 42.50
- 1 PACE SARATOGA, Cash.... 79.50
- PROGRAM STRIPS,
- In 5,000 Lots\$2.65M.
- 3 SEEBURG REGALS..... 189.50
- 1 SEEBURG VOGUE, Wireless.. 285.00
- 1 SEEBURG GEM 149.50
- 1 WURLITZER ROLAWAY 24, 149.50
- In Metal Cabinet
- 1 WURLITZER 16 Rec. ROLAWAY 155.00
- With Buckley Adapter and 8 Buckley Boxes
- 1 WURLITZER 16 Rec. ROLAWAY 145.00
- With Buckley Adapter and 7 Buckley Boxes
- 4 WURLITZER 61 C. MODEL.. 89.50
- 6 WURLITZER 616 69.50
- 3 WURLITZER 616, Light Up.. 89.50
- 6 WURLITZER 412 49.50
- 1 MILLS EMPRESS, Like New.. 245.00
- 1 MILLS THRONE OF MUSIC.. 199.50
- 2 ROCK-OLA '39 DELUXE.... 195.00
- 1 ROCK-OLA ROLAWAY, 424.50
- With Rock-Ola Adapter, 20 Wall Boxes, 2 Bar Boxes and 1 Spectravox Speaker
- 2 JAP CONV. CHICKEN SAMS.. 149.50
- 2 ROCK-OLA LOBOY SCALES.. 49.50
- 15,000 MIXED USED RECORDS, 12c Each
- Popular, Hillbilly and Race
- 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.

ATTENTION, ARCADE OWNERS
Economize With Economy
A. B. T. RIFLE RANGE PELLETS
In Lots of 100 M.....\$2.50 Per M
In Lots of 50 M..... 2.75 Per M
In Lots of 25 M..... 3.00 Per M

BEWARE of inferior and offsize pellets. We guarantee ours to be the perfect pellet for A.B.T. Rifle Ranges.

REPLACEMENTS for UTAH RELAY USED IN BALLY'S DEFENDER, SKY BATTLE, RAPID FIRE and CONVOY. While the Supply Lasts, \$7.50.

Write, Wire or Call for Any Needed Parts

ECONOMY SUPPLY CO.
615 Tenth Ave. N. Y. C. BRY. 9-3295-6

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.

MPR-429

(Continued from page 91)
Price Regulation No. 429 (Ceiling Prices for Certain Types of Used Consumer Durable Goods), which is annexed hereto and made a part hereof, is hereby issued.

Contents

- Sec.
1. What to look for in this regulation.
 2. Relation to the General Maximum Price Regulation and other regulations.
 3. Antiques and objects of art.
 4. What transactions and persons are covered by this regulation.
 5. How to determine your ceiling prices.
 6. How to find the price of the new article.
 7. How to determine the class of used article.
 8. How to find the ceiling price for each class.
 9. Fixing of dollars-and-cents ceiling prices for certain articles by Regional or other offices of the Office of Price Administration.
 10. Application for permission to charge higher prices under certain specified circumstances.
 11. Credit, delivery and other charges.
 12. Evasion, licensing and enforcement.
 13. Posting ceiling price notice.
 14. Tagging.
 15. Sales slips or receipts.
 16. Petitions for amendment.
 17. Geographical coverage of this regulation.

Sec. 1. *What to look for in this regulation.* This regulation tells how to find ceiling prices for certain types of used goods. As defined in this regulation used goods includes reconditioned, rebuilt and renovated goods. However, this regulation does not cover goods which were sold new and which have been returned to the original seller who has returned to the buyer the full amount paid on account of the purchase of the goods. (Such goods are to be treated as new goods under Office of Price Administration price regulations.) This regulation does not cover the sale of all used goods. It only covers the sale of the used goods listed below:

(c) All kinds of coin-operated vending machines for cigarettes, candy, beverages, etc., and coin-operated weighing machines and juke boxes, pinball machines and other amusement machines.

Sec. 2. *Relation to the General Maximum Price Regulation and other regulations.* This regulation takes the place of the General Maximum Price Regulation for the sales of the used articles which are listed in section 1 above. *

What Is Covered

Sec. 4. *What transactions and persons are covered by this regulation.* (a) This regulation covers all sales by any person to any other person with the following exceptions only:

- (1) Sales by a householder who is selling goods which he originally bought for his own use. Sales made by a householder thru a dealer in used goods and sales of used goods out of a residence as a regular business are covered.
- (2) Sales at good faith auctions of goods which are sold for the account of

25c JACKPOT CHARLIES—25c

960 Holes—30 Hole J. P. Nonprotected Cards.
5c LU LU'S—1440 HOLES—80%
Payment—Profit \$14.40.
(Can be increased to \$19.20 up to \$28.80.)
EITHER OF THE ABOVE DEALS
\$1.69 Each 100 or More—\$1.79, 10 or More—\$2.09, 3 or More.
IMMEDIATE DELIVERY.
1/3 Deposit, Balance C. O. D.

DELUXE SALES CO.

BLUE EARTH, MINN.

WE HAVE SEVERAL

Good paying routes for sale. Will stand investigation. 25% cash required, balance could be handled 12 or 15 months.

BOX D-102

The Billboard CINCINNATI 1, O.

FREIGHT CARLOAD

NEW—Wurlitzer 850-750 E, 42 Model 24, 4 Bells, War Admirals, Challengers.
USED—Panorams, Jockey Clubs, War Admirals, Grand Nationals, Spinning Reels, 5 Ball Free Plays, Chicken Sams and Shoot the Jap Guns.
SLOTS—5c & 50c and Columbias, Jennings Console, 1 Fast Time, 1 Exhibit Racer, Symphonola Remote—Wall Boxes, Organ Speaker 816-A, 816, 32 Volt, Rock-Ola Windsor and Counter Model, Wurlitzer 71 and 41 with stands, Mills Thones.
COE NOVELTY CO., Annandale, Minn.

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"

- | | | |
|---|--|--|
| SLOTS! | SLOTS! | SLOTS! |
| 5c BROWN FRONTS, Factory Rebuilt, Like New.... \$225.00 | 10c BROWN FRONTS, Factory Rebuilt, Like New.... 249.50 | 25c BROWN FRONTS, Factory Rebuilt, Like New.... 299.50 |
| 5c BLUE FRONTS, Orig., Over 400,000, Knees, C. H.. 199.50 | 10c BLUE FRONTS, Orig., Over 400,000, Knees, C. H.. 235.00 | 25c BLUE FRONTS, Orig., Over 400,000, Knees, C. H.. 315.00 |
| 5c CHROME BELL, Orig., 1 Cherry P. O., Like New.. 315.00 | 10c CHROME BELL, Orig., 1 Cherry P. O., Like New.. 325.00 | 25c CHROME BELL, Orig., 1 Cherry P. O., Like New.. 375.00 |
| 5c CHERRY BELLS, 3-10 P. O., Orig., Knees, C. H.. 235.00 | 10c CHERRY BELLS, 3-10 P. O., Orig., Knees, C. H.. 245.00 | 5c BROWN FRONT, Orig., Drillproof, Over 471,000.. 255.00 |
| 5c BROWN FRONT, Orig., Drillproof, Over 471,000.. 289.50 | 5c VICTORY CHIEFS, One Cherry P. O., Like New.... 249.50 | 10c VICTORY CHIEFS, One Cherry P. O., Like New.... 269.50 |
| 5c SILVER MOON CLUB, 3-5 P. O., A-1..... 245.00 | 1c SILVER MOON CLUB, 3-5 P. O., A-1..... 199.50 | 5c JENNINGS SILVER CHIEFS, 3-5 P. O., A-1..... 189.50 |
| 10c JENNINGS SILVER CLUB, 3-5 P. O., A-1..... 199.50 | 5c JENNINGS CLUB CONSOLE CHIEFS..... 189.50 | 10c JENNINGS CLUB CONSOLE CHIEF..... 199.50 |
| 3 JENNINGS CIGAROLLAS XV, Like New..... 109.50 | 5c JENNINGS CHIEFS, Four Star, A-1..... 119.50 | |



Woolf Solomon

MUSIC SPECIALS

- SEEBURG CONCERT GRAND**
New Marble-Clo - \$219.50
WURLITZER 800, Wireless Adapter Installed, 3 Wallboxes All \$585.00
TWO ROCK-OLA SPECTRA-VOXES & PLAYMASTERS \$235.00 Each
LATE PANORAMS \$299.50

CONSOLES

- | | |
|---|--|
| 25c SUPERBELL, Same as New \$299.50 | BALLY BIG TOPS, F.P., A-1 \$ 89.50 |
| 25c CLUB BELL, Same as New 299.50 | WATLING BIG GAME, F.P., A-1 ... 89.50 |
| JUMBO PARADE, C.P., Latest Serials 119.50 | EVANS JUNGLE CAMP, F.P., A-1 ... 89.50 |
| JUMBO PARADE, C.P., Late Heads ... 99.50 | GALLOPING DOMINOES, Brown Cab. 139.50 |
| JUMBO PARADE, F.P., A-1 89.50 | CHARLI-HORSES, 5c-5c, O.P. 149.50 |
| HIGH HANDS, Comb. F.P., Late ... 139.50 | BALLY CLUB BELLS, Comb. F.P. ... 229.50 |
- ARCADE EQUIPMENT**
CHICAGO COIN HOCKEYS \$219.50
CHESTER POLLARD GOLF, 1c 99.50
RAPID FIRE, A-1 219.50
- CIGARETTE VENDORS**
35 NATIONAL, 9-30 \$ 79.50
2 NATIONAL, 9-50 105.00
5 UNEDA-PAKS, 15 Col., 1940 82.50
- PIN BALL MACHINES**
SHANGHAI-LA \$149.50
LIBERTY 149.50
JEEP 119.50
MIDWAY 119.50
VICTORY 82.50
HOME RUN '42 ... 69.50
- SPOT-A-CARD** \$65.00
ALL AMERICAN ... 32.50
SHOWBOAT 49.50
UMP 39.50
SPARKY 35.00
SKY RAY 39.50
- 1/2 CERTIFIED DEPOSIT WITH ORDER.

CENTRAL OHIO COIN MACHINE EXCHANGE, INC.

514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

CONSOLES

- | | | |
|--|---|--------------------------------|
| New Original Crates | 1 Air Raider \$225.00 | Twin Six \$29.50 |
| Bally Club Bell, touch button model Write | 2 Parachute, Clean, Perfect, at 119.50 | Ump 19.50 |
| Super Bell, Comb. Write | 1 Rapid Fire 225.00 | Wild Fire 29.50 |
| Bally Sun Ray \$189.50 | 2 Batting Practice, look like new 119.50 | Yacht Club 14.50 |
| Genco Four Aces, 5 Ball 169.50 | 1 Western 1940 Baseball 69.50 | Ten Spot 34.50 |
| 5-10-20 5 Ball 159.50 | 1 Evans Skee Ball 79.50 | Silver Skates 24.50 |
| 12 B.&G. V.P., 5c 74.50 | 5 Genco Playballs 150.00 | Speed Ball 24.50 |
| 12 5c B.&G. V.P., Plus 79.50 | 1 Tiger Pull Machine, made by Exhibit 75.00 | Pursuit 24.50 |
| Mills 4c Q.T. Glitter Gold 84.50 | 25 Genco Double Track Machine, 2 Plungers, Ideal for arcade, at 34.50 | Snappy, '41 34.50 |
| Grand Canyon, 5 Ball, 175.00 | LATE USED 5 BALL GAMES | Sport Parade 34.50 |
| Arizona, 5 Ball 175.00 | NET PRICES | Sporty, Plastic Bumpers, 24.50 |
| USED CONSOLES, SLOTS | Four Aces \$119.50 | Sports, Plastic Bumpers, 24.50 |
| Jennings Silver Moon \$104.50 | Big Parade 109.50 | Stratoliner 29.50 |
| Jennings Bobtail 104.50 | 5-10-20 109.50 | Sky Line 24.50 |
| Jumbo Parades, Like New 89.50 | Knockout 139.50 | Dudo Ranch 24.50 |
| 5c Q.T., Refinished Gold Front 89.50 | Keep 'Em Flying 99.50 | Band Wagon 24.50 |
| 5c Q.T., Blue Front 85.00 | Gobs 89.50 | Hold Over 19.50 |
| 5c Q.T., Orange Front 89.50 | Yanks 84.50 | Gun Club 34.50 |
| 5c Q.T., Green Front 89.50 | Victory 84.50 | Crystal 24.50 |
| 5c Chrome V.P. 64.50 | Monicker 84.50 | Cross Line 24.50 |
| 5c Chrome V.P., Plus 89.50 | Home Run '42 69.50 | Boom Town 24.50 |
| USED ARCADE EQUIPMENT | Clover 69.50 | Big Chief 24.50 |
| 6 Seeburg Up & Down Guns, Jap Figures \$100.00 | Spot-a-Card 69.50 | Band Wagon 24.50 |
| 1 Seeburg Gun, Hitler Figure 119.50 | USED PIN GAMES CHECKED | All American 29.50 |
| 1 Shoot the Jap, Repainted 135.00 | Buy 5 Games, Deduct 10% on This List Only | Target Skill 24.50 |
| 1 Bally Sky Battle ... 250.00 | Stoner Wow \$19.50 | Big Time 24.50 |
| | Super Chubbie 19.50 | Pan American 24.50 |
| | Salute 19.50 | Stoner's 3 Up 24.50 |

K. C. NOVELTY CO.

419 MARKET STREET (Market 4641) PHILADELPHIA, PA.

3 MECHANICS WANTED

Experienced Pin Ball and Automatic Phonograph Mechanics to work in Northwestern Pennsylvania. Car furnished.

BOX D-110

The Billboard Cincinnati 1, Ohio

Get These Bargains 15c

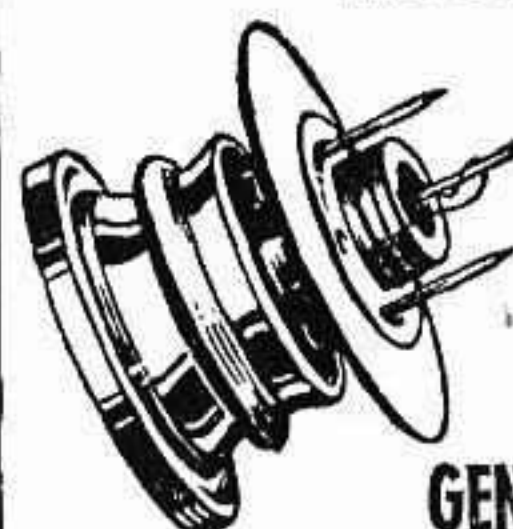
100 HOLE 5c TRADE BOARDS
Game of Hand Baseball, 8 assorted numbers. ALSO in 300 hole in Cigarette and Candy Pay-out, 40c each. All boards guaranteed. Packed 100 in cartons.

HARRY A. MYERS

B3223 Ridge Ave. Philadelphia 32, Pa.
Made by National Manufacturer

NEW!! IMPROVED!! PIN BALL BUMPER STEM REPAIR SLEEVES

"MADE OF SILVER BUT WORTH THEIR WEIGHT IN GOLD"



EASIER AND QUICKER TO APPLY

STOP WASTING MAN HOURS AND MONEY. END SERVICE CALLS AND BURNT COIL TROUBLE RESULTING FROM STEM WEAR. MAIL \$2.75 FOR PKG. OF 25 FIRST-CLASS MAIL OR PIN BUSINESS CARD TO THIS AD FOR C. O. D. MONEY-BACK GUARANTEE. GET ON OUR PREFERRED LIST. BE FIRST IN YOUR TERRITORY WITH NEW EQUIPMENT.

GENERAL COIN MACHINE SUPPLY CO.

940 MICHIGAN AVE., BUFFALO, N. Y. Established 1930

PASTIME

"Turf Champs converted into a modern free play machine with everything on backboard glass."

We convert your Turf Champs into a modern free play pinball machine with backboard and payout register.

Ship us your old Turf Champs in working condition and one Bally Pickem or Variety machine freight prepaid, and we will make the conversion for

\$125.00

f. o. b. Louisville

This price includes a new paint job.

We can also put a backboard on your Turf Champs, leaving mechanism as is, either paying off in cash or tickets, with a new paint job for \$100.00 f. o. b. Louisville. With this conversion you do not have to ship an extra game.



WE WILL BUY
Stoner's Turf Champs
Bally's Pickem or Variety

State in first letter what you have and at what price.

LOUISVILLE NOVELTY MANUFACTURING CO.

330 EAST BRECKENRIDGE STREET, LOUISVILLE 3, KENTUCKY

WE RE-BUILD— Your old run down "CHICKEN SAMs" and
RE-CONDITION— "JAIL-BIRDS" and convert them into
RE-FINISH— "SHOOT THE JAP" Ray Guns.
For **\$59.50** F. O. B. Chicago

We pride ourselves in turning out the most thorough and neat Ray-Gun-Conversion in the U. S. A. Above price includes re-conditioning of the Amplifier—Clean and Repaint entire Cabinet and Gun Stand with lasting lacquer—New Scenery is hand-painted by well-known artist—Tubes, Photo Electric Cells and all Mechanism will be thoroughly tested by factory trained mechanics before being shipped.

WE WANT YOUR BUSINESS and naturally our charges for any replacement of missing or defective parts of a mechanical and electrical nature will be at nominal charges.

Ship us your run-down "CHICKEN SAM" or "JAIL-BIRD" via Motor Truck and receive in return a "SHOOT THE JAP" Ray Gun that will give you a steady income for at least 5 more years.

"SEEBURG RAY GUNS ARE A LASTING INVESTMENT."

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

RED - WHITE - BLUE JAR TICKETS

2040 Six Folded Individually, Stitched and Banded in Packs of Five. Takes in \$102.00 — Pays Out \$72.00.

\$48.00 Per Dozen in Lots of Dozen or More, or \$5.00 Per Set in Less Than Dozen Lots.

Orders with money order or bank draft will receive immediate shipment.

HENRY H. LIEDEKA

1128 KELLOGG ST.,

GREEN BAY, WIS.

a householder. This exception does not include a sale at auction, conducted in or by a retail establishment regularly engaged in the business of selling used goods other than by auction.

(3) Sales by the War Department, the Department of the Navy of the United States or the Procurement Division of the Treasury Department.

(4) Sales at wholesale. A sale at wholesale is a sale to a person who buys for the purpose of reselling the goods, rather than for use. Sales at wholesale remain covered by the General Maximum Price Regulation.

(b) "Person" includes an individual, corporation, partnership or any other organized group of persons.

Sec. 5. How to determine your ceiling prices. (a) First, you must find the price of a new article (which is the same as or similar to the used article you are pricing), according to the rules in section 6.

(b) Second, you must find the class in which the used article you are pricing belongs. (Class I or Class II—See section 7.)

(c) You then find your ceiling price which is either 3/4 or 1/2 of the price of the new article, depending on the class in which the used article you are pricing belongs.

Sec. 6. How to find the price of the new article. You find the price of the new article by using these rules in the order in which they appear:

(a) Rule 1. Find the retail selling price of the same article, new, for sale in your own stock.

(b) Rule 2. If you do not have the same article, new, in stock, find the retail selling price of a similar article, new, in your own stock. A used article is "similar" to a new article if the used article has the same uses and when new would give fairly equivalent service. In addition, the used article, when new, must have sold for approximately the same price as the similar new article now sells for.

(c) Rule 3. If you do not have a similar article, new, in stock, find the retail selling price of the same article, new, in the same shopping area. (The shopping area is the area in which persons in your community shop for new goods of the kind you are pricing.)

(d) Rule 4. If the same article, new, is not for sale in the same shopping area, find the retail selling price of a similar article, new, for sale in the same shopping area. A used article is "similar" to a new article if the used article has the same use and when new would give fairly equivalent service. In addition, the used article, when new, must have sold for approximately the same price as the similar new article now sells for.

(e) Rule 5. If the same or similar article is not being sold in your community, find the retail selling price when this article was last sold in your community.

(f) Rule 6. If you cannot find the retail selling price under any of these rules above, apply to the appropriate Office of

SALESBOARDS

Popular Staple Numbers Manufactured By a Reliable Company.
JACKPOT CHARLEY, 25c—Profit \$52.00
30 Hole Step-Up, 1000 Holes—Thick.

LUCKY COLORS

RED - WHITE - BLUE
1800 Holes, 5c. Def-Profit \$26.00.
Extra Thick.

JAR OF JACK

2028 Holes, 10c. Def-Profit \$51.00.
Thick.

CHARLEY-BOY

1000 Holes, 25c. Def-Profit, \$50.00.
Thick.

Write for Lowest Prices, Stating Quantities You Need.

DIVERSO PRODUCTS COMPANY

617 NORTH SECOND STREET
MILWAUKEE (3) WISCONSIN

EXPERIENCED ARCADE MECHANIC WANTED

Must have tools and testing equipment. Steady job at excellent salary to right party. Braggarts and fast talkers need not apply. We want you to work on equipment and not try to tell us how to run the business.

S. J. WAUGH, THE PENNY ARCADE
MINERAL WELLS, TEXAS

REAL BUYS TUBES

38.....\$1.00	2A3 ...\$2.00
41......90	6L6G... 1.95
43..... 1.10	5U4G... 1.50
76......90	25Z5... 1.00
77......90	2051... 2.50
80......75	6F6G... .90

Photo Cells #CE23D.\$2.50

Kecney Submarine\$190.00
Chicago Coin Hockey 190.00
Evans Tommy Gun 155.00
Bally Rapid Fire 210.00
Mills Punching Bag (new bag & bladder) 150.00

Bally '41 Derby\$375.00

BRAND NEW, IN ORIGINAL CASES

Vest Pocket 5c BL. & Gold metered\$ 79.50
Glitter Gold Q. T.'s 5c\$129.50

Mills Owls, 1 or 5 Ball Free Play, new, in original cases\$99.50

50 Mills, Jennings and Pace old slots, some with single JP. and some without any JP. \$20.00 each. (All in working order)

EASTERN SALES CO.

FRED IVERSON and JOHN BILOTTA

1824 E. Main Street,

ROCHESTER 9, N. Y.

Culver 5298.

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.

CALL NOVELTY CO.

FOR SALE

Three Bally Roll-Em Dice Consoles

\$100.00 Each

CLAUDE CLARK

Fluker, La.

HIGHEST CASH PRICES

paid for MILLS SLOTS serials above 400,000. Write and describe fully.

TOM SMALLWOOD IDAHO FALLS, IDAHO

WE WILL BUY

Seeburg Rex, Royale, Gem, Regal, Crown, Concert Grand, Vogue, Classic and any late models. Also late model Pin Games. Send list, stating condition and price wanted.

THOMPSON MUSIC CO.

1623 Rankin Ave., N. S., Pittsburgh 12, Pa.

OLIVE'S SPECIALS FOR THIS WEEK

5 BALL FREE PLAY GAMES

A.B.C. Bowler	\$30.00
All-American	22.50
Big Chief	25.00
Big Parade	95.00
Blondie	20.00
Bofaway	45.00
Brite Spot	15.00
Broadcast	27.50
Crossline	22.50
Dude Ranch	18.00
Five-Ten-Twenty	115.00
Fox Hunt	20.00
Hi Hat	37.50
Home Run, 1940	20.00
Jeep	115.00
Midway	115.00
Pan American	32.50
Play Ball	25.00
Roller Derby	18.00
Show Boat	30.00
Snappy	47.50
Sparky	27.50
Spot Parade	27.50
Spot Pool	42.50
Stratoliner	37.50
Topline	79.50
Venus	60.00
Wild Fire	27.50
Yanks	79.50

1 BALL FREE PLAY GAMES

Big Prize	\$50.00
One-Two-Three, 1940	85.00
One-Two-Three, 1939	25.00
Record Time	150.00
Sport Special	140.00
Victorious 1943	167.50

CONSOLES

Bally Club Bell	\$200.00
Jumbo Parade, F.P.	75.00

SLOT MACHINES

Mills Wolf Head, 2-4 Payout, 5¢, 5-391678	\$50.00
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SPECIAL

We have a large supply of Panoram Projection Bulbs, 25-hour guarantee, \$3.05 Ea. Terms: 1/3 Deposit, Balance C. O. D.

OLIVE NOVELTY CO.
2625 LUCAS AVE. ST. LOUIS, MO.
(Phone: Franklin 8620)

Price Administration District Office for information on how to determine your price.

Remember, if you can find the price of the new article in Rule 1 you cannot use Rules 2, 3, 4, 5 or 6. If you can use Rule 2 you cannot use Rules 3, 4, 5 or 6. If you can use Rule 3 you cannot use Rules 4, 5 or 6. If you can use Rule 4 you cannot use Rules 5 or 6.

How To Classify

Sec. 7. How to determine the class of a used article—(a) Class I. An article is a Class I article if:

- (1) No part is missing which is necessary to make the article fully useful.
- (2) The article is in good working condition, can be used by the consumer for the purpose intended without further repair, and the article is clean and its appearance is good.

(b) Class II. An article is a Class II article if it is not in Class I.

Sec. 8. How to find the ceiling price for each class. The ceiling price for the used article must be no more than:

Class I. 3/4 (75 per cent) of new.
Class II. 1/2 (50 per cent) of new.

Example for Class I: If the selling price of a new article is \$40 you determine the ceiling price of the used article by multiplying \$40 by 3 and dividing the result by 4; 3 times \$40 is \$120; \$120 divided by 4 is \$30; \$30 is the ceiling price for the Class I used article.

Example for Class II: The selling price of the new article is \$30. To determine the ceiling price of the used article you divide the \$30 by 2; \$30 divided by 2 is \$15. This is the ceiling price for the Class II used article.

No sales, attempts to sell or offers to sell shall be made at prices higher than the ceiling price. Of course, sales may be made at lower than ceiling prices.

Sec. 9. Fixing of dollars-and-cents ceiling prices for certain articles by Regional or other offices of the Office of Price Administration. Any Regional Office of the Office of Price Administration or such other offices as may be authorized by the appropriate Regional Office, may by order fix dollars-and-cents ceiling prices for the sales of any articles covered by this regulation in any area or locality within its jurisdiction. Any order fixing maximum prices issued under the authority of this provision will supersede the provisions of this regulation with respect to sales subject to such order.

Sec. 10. Adjustment of prices under certain circumstances. Any regional office of the Office of Price Administration or such other offices as may be authorized by the proper regional office may grant permission to any person subject to this regulation to charge a higher price for the sale of any rebuilt or reconditioned article than is permitted by this regulation if it is found that:

- (a) The article is essential and is one of which there is a serious shortage.
- (b) There has been expended (in the course of rebuilding, reconditioning or renovating the used article) a substantial amount for labor and materials.
- (c) Considering the substantial amount expended for labor and materials, the establishment of a price by the Class I formula would result in a price so low that he could not reasonably be expected to continue to recondition or rebuild the article.

For further information consult with your nearest district office of the Office of Price Administration.

Until such permission is granted the ceiling price is the price fixed by this regulation.

Service Charges

Sec. 11. Credit, delivery and other charges. (a) Any additional charge for

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 Discs and Reels and are factory rebuilt. Guaranteed brand new.

REBUILTS, SLIGHTLY USED AND FLOOR SAMPLES

ORIGINAL CHROME, 5¢, Like New	\$375.00	CALLE CONSOLE, 10¢	\$95.00
ORIGINAL BROWN FRONT, Rebuilt Like New, 5¢	250.00	COLUMBIA BELL, GA	52.50
MILLS MELON, 5¢, #425020 to 435000	225.00	MILLS CHROME, 10¢, #448118 to #468132	355.00
MILLS CHERRY, 5¢, #419887 to #457267	225.00	MILLS BLUE FRONT, 10¢, #44200	200.00
MILLS BLUE FRONT, 5¢, #378100 to 452997	225.00	MILLS MELON, 25¢, #430597	350.00
MILLS WAR EAGLE, 5¢, Reg. 2-4 Payout, #362581	99.50	MILLS BLUE FRONT, 25¢, #380857, Like New	325.00
MILLS LION HEAD, 5¢, #369701	150.00	MILLS 25¢ GOOSENECK, #219841	200.00
MILLS 5¢ FUTURITY, #381556	125.00	MILLS GOLD CHROME, 50¢, Like New	750.00
MILLS 5¢ FRONT VENDER	89.50	PAGE CONSOLE, 5¢, #RF43147M	150.00
WATLING ROLATOP, 5¢, Baseball Reels, #87983-88713	50.00	PAGE CONSOLE, 10¢, #RF48688M	160.00
JENNINGS CENTURY, 5¢, #110733	39.50	PAGE CONSOLE, 25¢, #RF48689M	225.00
WATLING TWIN JP, 1¢, #L63891	30.00	PAGE CONSOLE, 5 & 25¢ Comb.	275.00
		COLUMBIA BELL, Ch. Sep.	75.00
		WAR EAGLE, 5¢, 3-5 P.O., Like New	185.00
		COPPER CHROMES, 5¢, Like New	400.00
		BALLY LONG ACRE	500.00

ONE-BALL

'41 DERBY, F.P.	\$450.00	FORTUNE, Cash, Like New	\$350.00
BLUE GRASS, F.P.	185.00	CONTEST, F.P., Floor Sample	149.50
CLUB TROPHY, F.P.	450.00	PREAKNESS, Cash	20.00
KENTUCKY, Cash	450.00	SPINNING REEL, Cash	80.00
SANTA ANITA, Cash	250.00	MILLS 1-2-3, Cash	65.00

SPECIALS

SUPER TRACK TIME, #7200 Up	\$325.00	GALLOPING DOMINO, 25¢, Dark Cab., Factory Rebuilt	\$250.00
PASTIME	225.00	BANG TAIL	150.00
KENTUCKY CLUB	150.00	LUCKY LUCRE, 5-5-5-25-25¢ Play	350.00
SUPER BELL, 5¢	225.00	MILLS JUMBO PARADE, FP, 5¢	99.50
SUPER BELL MINT VENDER, 5¢	235.00	BALLY HIGH HAND	135.00
SUPER BELL TWIN, 5-5¢	850.00	JUMBO PARADE, Free Play, 5¢, Convertible Mint Vender, Brand New	179.50
KEENEY FOUR WAY SUPER BELL, 4-5¢ Play	650.00	SUPER BELL 5¢ Mint Vender, Brand New	299.50
GALLOPING DOMINO, Cash, Dark Cab., J.P., Factory Rebuilt	225.00	SUPER BELL, 5¢ Play, Brand New	299.50
GALLOPING DOMINO, Ch. Sep., Dark Cab., Factory Rebuilt	235.00	SUPER BELL, 25¢ 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, Floor Sample	169.50
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 31, 1943, and Subject To Prior Sale and Change in Price Without Notice.

MOSELEY VENDING MACHINE EX., INC.
80 Broad St., Richmond, Va. Phone—Day, 3-4511, 3-4512. Night, 5-5328

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 Machines 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 "S"
(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 \$60.00 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.

DID YOU SAY SLOTS?

Machines Completely Reconditioned

Mills 1¢ Blue Fronts, 3-5 Pay	\$50.00
Mills 5¢ Blue Fronts, 3-5 Pay	125.00
Mills 10¢ Blue Fronts, 3-5 Pay	150.00
Mills Chrome Tickettes	5.00
Mills 5¢ Q.T.	85.00
Mills Blue-Gold Vest Pocket	50.00
Paco Comets, 1¢, 3-5 Pay	45.00
Paco 5¢ All Star Comets, 3-5 Pay	85.00

SPECIAL

ONE 25¢ Paco DeLuxe, Sluggproof, Brand New, Never Used \$850.00

All Prices in Full With Order. Money Order or Certified Check.

MANCHESTER VENDING CO.
BOX 767, MANCHESTER, CONN.

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.

C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO.

IDEAS WANTED

Well-known coin machine manufacturer of established reputation solicits ideas for new amusement coin-operated machines for post-war manufacturing and marketing. Excellent opportunity for post-war profits. All replies and ideas submitted held in strict confidence. Preference will be given those who are in a position to submit a working model.

BOX 559

The Billboard, 155 No. Clark St., Chicago 1, Ill.

2664 Ticket Slot Symbol Deal

LIMITED QUANTITY FOR IMMEDIATE DELIVERY

Take In	\$133.20
Pay Out	93.00
Actual Profit	\$40.00
Sample Deal	\$3.50
Lots of 100 or more	\$3.00

Muncie Novelty Co.
Mfg. Only Tip Books, Jar Deals
2704 So. Walnut, Muncie, Ind.

BINGO TICKETS

IMMEDIATE DELIVERIES—WHILE THEY LAST

80¢ PER SET OF 1000 TICKETS (Minimum Order 50 Sets)
50¢ PER SET OF 1000 TICKETS (In Lots of 128 or More)

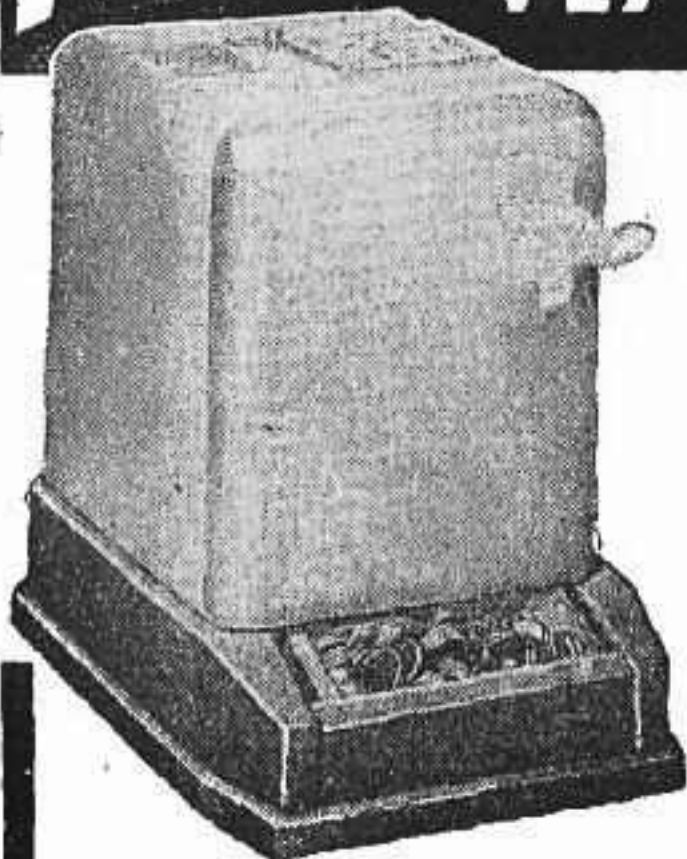
Tickets are Unsealed and Loose but are punched and creased, with gummed slips enclosed for easy sealing. Come packed 4 Sets in Box, 128 Sets to Case.

Universal's Original Dangling Ducat, 1000 refills on Sticks, \$1.50 each (in lots of 50). Gay Games Lucky Bingsos, 1200 tickets with jackpot boards. Deal taken in \$60.00, 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. 3146 OLIVE ST. ST. LOUIS, MO.

NOW! A JACKPOT FOR YOUR VEST POCKET BELL



Something New Must Be Added To Help You Pay That \$100.00 Tax on a Vest Pocket. And THIS JACKPOT Attachment Will Double . . . Triple . . . Quadruple Your Vest Pocket Receipts.

- Simple
- Positive
- Foolproof
- Mechanically Perfect
- Finish, Blue and Gold
- Dumps Automatically
- Heavy Shatterproof Glass
- Hand Loaded
- Extra Heavy Cabinet
- Registers All Jackpots Paid

All Samples
\$19.50

Can be attached to any Vest Pocket Bell in 20 minutes. Will pay for itself the first month.

Veeder Counter \$2.50 Extra
\$10.00 Certified Deposit With Order, Balance C. O. D.
By Parcel Post or Express

VALLEY SPECIALTY CO., INC.

Builders of Winners for Operators for 18 Years

1061 JOSEPH AVENUE,

ROCHESTER 5, N. Y.

credit, packing, delivery or anything else which is not quoted and billed separately is considered part of the selling price. (b) You may make a charge for the extension of credit or delivery or packing only if: (1) during March, 1942, you made a separate charge for any of those services, (2) the amount which you charge the buyer is not greater than the charge you made during March, 1942. If the charge is for credit the rate of charge cannot exceed the rate charged during March, 1942, on the same unpaid balance for the same period of time on sales of used goods, and (3) you quote and bill these extra charges separately.

If you were not engaged in the business of selling used goods in March, 1942, then your charge for credit delivery or packing may not exceed the charge made by your closest competitor selling used goods who makes a separate charge for credit, delivery or packing.

You cannot require the customer to take any of these services.

Sec. 12. *Evasion, licensing and enforcement*—(a) *Evasion*. You must not evade any of the provisions of this regulation by any scheme or device, or by any practice which has the effect of getting a higher than selling price. Specifically, you cannot offer to sell used goods covered by this regulation only on condition that the customer agree to pay for reconditioning, repairing or rebuilding to be performed by you before or after he buys the merchandise or only on condition that the customer buy goods which he does not wish to buy. If the customer buys an article from you, and asks you to rebuild it or recondition it, the total amount which you receive on account of the sale of the goods and on account of the reconditioning or rebuilding cannot exceed the selling price of the goods if you offered the goods for sale as Class I goods.

You may not use the published list price as the price of the new article under section 6 if that published list price was generally not observed by sellers of new goods. Section 6 requires you to find the actual selling price of the new article.

(b) *Registration and licensing*. The registration and licensing provisions of

WHILE THEY LAST!

Bally Long Shot, Like New	\$345.00
Cherry Bell, 3-10	255.00
A. B. T. Challenger	27.50
Rotary Merchandise	228.50
Keeney Submarine	189.50
Brand New Electric Shockers (in 5-Foot Cabinets)	59.50
World Series	99.50
Texas League, De Luxe	49.50
View-a-Scopes	29.50
Skill Jumps	52.50
Vitalizer	79.50
Radio Rifles	69.50
1 Shoot the Chutes	129.50
Jennings Lo-Boy Scale	69.50
2 Exh. Card Machines	35.00
Square Bells	99.50
Hi-Score Rock-a-Ball, 7 Ft. (Uncrated)	79.50

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)

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)

Keep **PUNCHING** For **VICTORY**

WAR BONDS and STAMPS 10% EVERY PAYDAY!

GLOBE PRINTING CO., INC.
1023 Race St., Phila., Pa.
DID YOU CASH IN ON Switch-Top!

READY FOR LOCATION!

MUSIC	ARCADE EQUIPMENT
2 Seeburg Regals, each	1 Keeney Submarine
3 Mills Throne, each	5 Ten Strike, Hi-Dial, each
1 Mills Empress	1 Ten Pin, Hi-Dial
3 Wurlitzer 616, Grill Front, each	1 Tom Mix
2 Wurlitzer 61, Counter, each	2 Gottlieb Skeo-Ball-Ette, each
4 Seeburg Playboys, each	1 Pennant
1 Mills 5c Roman Head (Factory Re-conditioned)	1 DeLuxe Western Baseball
	1 Scientific Baseball (like new)
	1 Scientific Basketball (like new)

1/3 DEPOSIT WITH ORDER—BALANCE C. O. D.

WANT!—MILLS 5c VEST POCKETS, GREEN AND B. & G.

NEW YORK SUPPLY CO. 585 TENTH AVE. NEW YORK, N. Y.

LOAD UP FOR THE COMING SHORTAGE

RED, WHITE & BLUE \$450 Gross !!! \$39 Doz.

YOUR CHOICE

1990's Original JAR-O-DO, \$27.50 profit, or 2160's takes in \$108, pays out \$72—\$36 Prof. Box of 5,000 Staples (standard), \$1.50.

\$1.75 — BINGOS — \$1.75 Each

1280 Dangling Dockets for Stand or Jar, \$24 profit, in lots of 100 \$24.00 Per Doz.

1200 Universal Original JAR-O-DO, complete on stick—\$20.00 profit—\$2.25 each in lots of 50, or 30.00 Per Doz.

120 Individual Tips or Baseballs and Seal Card, \$30.00 Per Gross.

SENSATIONAL BOARD BARGAINS

2400 Hole 5c E. Z. PICKEN, \$4.25.

1000 Hole 25c JACK POT CHARLIE, Thick 30 Hole J.P., \$2.25.

1000 Hole 1c Cigarette Board, Choice 26 to 40 Pack Payout, \$100 per 100.

\$18 Per Doz. — YOUR CHOICE — \$18 Per Doz.

480 Hole 5c—\$12 Def. Profit, Thick

480 Hole 10c—\$20 Def. Profit, Thick

480 Hole 25c—\$40 Def. Profit, Thick

EXCEPTIONALLY LARGE VARIETY SUPERIOR, GARDNER, CONTAINER, HARLICH AND EXCEL BOARDS. Asst. of 12 different boards, 5c, 1200 hole, step-up jack pot, average \$32 profit each. Complete Set—\$60.00.

25% Deposit With All Orders—Balance C. O. D.

PARADISE SALES CO. 1523 1/2 FARWELL AVE. CHICAGO, ILL.

FOR SALE

Wurlitzer Colonial E	\$445.00
Wurlitzer 616 roll-away with 5 new Buckley boxes never unpacked, 60 ft. new 30 wire cable	128.00
7 Wurlitzer wall boxes, model 100, good as new, each	12.50
Seeburg Cadet E. S. R. C.	295.00
Seeburg 8800 E. S. R. C.	485.00
Seeburg Envoy E. S. R. C.	325.00
Seeburg Classic R. C.	285.00
Rockola 39 Deluxe	175.00
10 DuGrenier 9 and 11-column cigarette venders	write

1/3 deposit, balance C. O. D.

F. O. B. Altus, Oklahoma

KENNETH WESTON

WESTON HOTEL, ALTUS, OKLA. Phone 916

5 PANORAMS

Coin-Operated Moving Picture Machine. Late models.

\$295.00 EACH

For Quick Sale.

H. BOEDEKER & SONS

113 N. Lancaster Dallas, Texas

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.

WILL PAY CASH

For late Wurlitzer and Seeburg Phonographs, Pin Games and Guns. Give quantity and best price wanted in first letter.

AMERICAN COIN MACHINE CO.

557 Clinton Ave., N. ROCHESTER, N. Y.

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	179.50
Mills 10¢ Blue Fronts	199.50
Mills 25¢ Blue Front	284.50
Mills 1¢ Blue Q.T.	52.50
Mills 5¢ Q.T.	69.50
Mills 50¢ Club Bell	650.00
Mills 5¢ Vest Pocket, B.&G.	54.50
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
Walling 5¢ Rol-a-Top	89.50
Walling 10¢ Rol-a-Top	99.50
Walling 25¢ Rol-a-Top	149.50
Groot, Columbia, can be used in 1¢, 5¢, 10¢, 25¢ Play, including all parts to make changes	69.50

PHONOGRAPHS

Mills Throne of Music	\$189.50
Seeburg Symphonola 8800	475.00

CONSOLES

Mills Jumbo Parade (Cash)	\$ 99.50
Mills Jumbo Parade (F.P.)	99.50
Mills 4 Belle	675.00
Kooney Triple Entry	169.50
Bally Club Bells	249.50
Bally High Hand	149.50
Bally Royal Flush	69.50
Bally Royal Draw	89.50
Baker's Pacer, Daily Double	275.00

TERMS: 1/3 Deposit, Balance C. O. D.
SICKING, INC.
 1401 CENTRAL PKY., CINCINNATI, O.
 827 E. BROADWAY, LOUISVILLE, KY.

§§ 1499.15 and 1499.16 of the General Maximum Price Regulation apply to every person subject to this regulation, selling the goods covered by this regulation at retail.

(c) *Enforcement.* On and after September 1, 1943, you are subject to the criminal penalties, civil enforcement actions, license suspension proceedings and suits for treble damages provided for by the Emergency Price Control Act of 1942, as amended, if you violate any provision of this regulation.

Posting Prices

Sec. 13. *Posting ceiling price notice.* If you are a retailer you must post a sign no smaller than 11 by 17 inches in size in a place that is permanently and clearly visible to all customers for used goods. Your nearest Office of Price Administration Office can help you get this sign. This sign must read substantially as follows except that you may omit from it any articles not sold in your store.

CEILING PRICES ON USED, RECONDITIONED OR REBUILT ARTICLES

(Name of your establishment)

Our ceiling prices for the used, reconditioned, rebuilt and renovated articles listed below have been fixed under Maximum Price Regulation No. issued by the Office of Price Administration.

The regulation sets up ceiling prices for the following articles:
 Coin-operated vending machines.

Ceiling Prices

The used goods covered by the regulation must be classified as Class I or Class II, according to quality.

This store is not allowed to charge more for these used goods than the ceiling prices described below under the two classes.

Class I: This group includes all used articles which meet the conditions shown below.

Ceiling prices for articles in Class I must not be priced higher than 75 per cent of the present retail selling price of the same or a similar article.

Used articles may be included in Class I only if they meet these conditions:

1. No part is missing which is necessary to make the article fully useful.
2. The article is in good working condition, can be used by the consumer for the purpose intended without further repair, and the article is clean and its appearance is good.

Class II: This group includes all

**RED--WHITE--BLUE
JAR-O-DO**

OR

COOKIE JAR ORIGINALS

CAN SHIP AT ONCE

\$42.00

A dozen unstapled.

1990's Singles or 2050's Packs of Fives; for Stapled Tickets Per Package Add 75c. Samples sent on request.

**DO YOU NEED
STANDARD STAPLES?**

We Have Them. Write for Prices.
 1/3 Deposit With All Orders, Balance C. O. D.

F. R. W. B. SPECIALTIES

P. O. BOX 72
 MANITOWOC, WISCONSIN

FOR SALE

10 Mills Blue Front Dimes, Each	\$180.00
1 Pace Comet Blue Front	90.00
2 Comets, Each	75.00
1 Evans 1939 Bangtail, Slant Heads	150.00
1 Evans '39 Dominos	150.00
2 Nickel, 1 Dime Caille, Late, Each	50.00
3 Late Columbia Cherry Reels, Front Pay, Convertible, Each	90.00
3 Nickel Rebuilt Dewey, Each	125.00
2 A. C. 7 Jack Bells, Nickel, Each	75.00
Slot Stands	15.00
An A-1 Lot of Machines Ready To Operate.	
POST OFFICE BOX 568, CRANDON, WIS.	



YOUR CONSCIENCE...
 what will it tell you
 after the war is over?

Did you do your part...Did you buy all the War Bonds you could when the others were giving their lives? Did you do everything possible? Gentlemen...it's your conscience you have to live with for the rest of your life!

When the Story can be Told...you'll be proud of Chicago Coin and the important part it is playing in producing secret, vital war goods

Chicago Coin
MACHINE COMPANY

1725 WEST DIVERSEY BOULEVARD - CHICAGO, ILLINOIS

FOR THE DURATION * * * A 100% WAR PLANT

TICKETS—TICKETS

2160 RED-WHITE-BLUE JAR DEALS

5 Different Labels Including 10c Per Sale.

Price \$42.00 Per Dozen Sets—\$475.00 Per Gross

120 Tip Combinations, 120 Baseball Combinations, with Accumulative Jack Pot or Regular Tip Cards.

Operators and jobbers, write or wire for special prices. Immediate shipments.

DARB DISTRIBUTORS

629 RUTLEDGE STREET
 FACTORY OUTLET
 SPRINGFIELD, ILLINOIS

**RED, WHITE AND BLUE
TICKET DEALS**

2040 RWB TICKET DEAL

SPECIAL OFFER

DOZEN LOTS \$36.00 IN DOZEN LOTS ONLY

CROSS LOTS \$400.00 IN GROSS 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.

There is no substitute for Quality
 Quality Products Will Last for the Duration
D. GOTTLIEB & CO.
 CHICAGO

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

FOR SALE

Jumbo Parades, Cash Payouts, Latest Mod.	Each \$135.00
10¢ Mills Lion Head Slot, Clean	40.00
Jennings Bob Tail, Cash Payout, Clean	115.00
Bally High Hand, Like New, Conv.	140.00
Bally Sun-Ray Console, brand New, F. P.	175.00
Jungle Camp Console, Free Play, Like New	50.00
Jennings Fast Time Console, Like New, F.P.	50.00
Palooka, Six Slots, Payout, One Ball	40.00
Seeburg Envoy, R.O.S., Like New	325.00
Seeburg Wall-o-Matics, Latest Remote Control	30.00
Seeburg Remote Speak Organs, Brand New	50.00
Wurlitzer 616-A Light-Up Fronts, Very Clean	75.00
Mills Green Vest Pockets, 1¢	20.00

One-Third Deposit All Orders, Balance C.O.D.
L. H. HOOKER NOVELTY CO.
 Arnolds Park, Iowa

RECORDS MADE EASY

with our standard stock Collection Books and Forms. Books specially printed with your own copy. Write for suggestions, samples and prices to

**CHARLES FLEISHMANN
BALTIMORE SALESBOOK CO.**

120 West 42nd Street NEW YORK CITY 18

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

MONEY CARDS AND MERCHANDISE CARDS

EXTRA

New 800-Hole 25c Jack Pot Charlie Bookboard. Has 8 pages plus 100% protected jack-pot page plus knock out cover design. Maximum profit.

SEND \$1.00 FOR PREPAID SAMPLE and be first in your territory with this new sensational bookboard.

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

articles which do not meet the requirements of Class I.

Ceiling prices of articles in Class II must not be priced higher than 33 1/2 per cent of the present retail selling price of the same or a similar article.

ARTICLES SELLING AT \$2 OR MORE MUST HAVE PRICE TAGS

SALES SLIPS WILL BE GIVEN TO ANY CUSTOMER UPON REQUEST

Sec. 14. *Tagging.* If you are a retailer you must tag or label every article covered by this regulation with the actual selling price in plain dollars-and-cents figures, except that if the selling price is less than \$2 a tag is not required. In addition to the selling price, the tag must show the class (Class I or Class II). This tag or label must not be removed except by the person to whom you sell the article. The price written on the tag or label must be the one set by this regulation or a lower price. Any goods priced and tagged under the provisions of this regulation, before the effective date, are covered by this regulation.

Sales Receipts

Sec. 15. *Sales slips or receipts.* If you have customarily given a customer a sales slip, receipt or similar evidence of purchase you shall continue to do so. Upon request, regardless of previous custom, you shall give a receipt showing the date, your name and address, a list of the articles bought and the prices paid, kind and amount of any additional charges, and the name and address of the customer.

Sec. 16. *Petitions for amendment.* You may seek a change in this Maximum Price Regulation No. 429 or any exception to its terms by filing a petition for amendment in accordance with the rules outlined in Revised Procedural Regulation No. 1 issued by the Office of Price Administration.

Sec. 17. *Geographical coverage of this regulation.* The provisions of this regulation apply to the 48 States, the District of Columbia and the territories and possessions of the United States. It becomes effective in the territories and possessions 45 days after its effective date in continental United States.

Effective Date

The regulation shall become effective September 1, 1943.

Note: The reporting and record-keeping requirements of this Regulation have been approved by the Bureau of the Budget, in accordance with the Federal Reports Act of 1942.

Issued this 15th day of July, 1943.
PRENTISS M. MROWN,
Administrator.

MARKEPP VALUES

SLOTS	
50c Mills Extraordinary, 419000, A-1	\$525.00
50c Walling Rotatop, 90,000, like new	375.00
50c Jennings Gooseneck, no j. p.	89.50
25c Mills Club Bells, over 400,000	499.50
25c Mills Brown Fronts, 450,000, drillproof	275.00
5c MILLS ORIGINAL CHROME, 3-5 P.O.	249.50
5c MILLS BLUE FRONT, O.H., 400,000	149.50
5c JENNINGS SILVER CHIEF, 179,500	179.50
10c JENNINGS SILVER CHIEF, 189,500	189.50
5c BLUE AND GOLD V. P.	44.50
5c GREEN VEST POCKET	29.50
1 Single Safe, Single Door	22.50
1 Double Safe, Single Door	39.50
10 Mills Safe Stands	15.00
ARCADE EQUIPMENT	
Chicoin ALL STAR HOCKEYS	\$209.50
Genco PLAYBALL, Late	159.50
Genco PLAYBALL, Early	135.00
EX-RAY POKERS	89.50
TOM MIX RIFLES	59.50
BATTING PRACTICE	104.50
ANTI-AIRCRAFT GUN, Light Cab.	69.50
TEN PINS, High Dial	69.50
TEN PINS, Low Dial	49.50
KICKER & CATCHER	17.50
CAILLE LOWBOY SCALE	49.50
PAGE LOWBOY SCALE	49.50
PHONOGRAPHS	
Seeburg ENVOY, ESRC	\$329.50
Seeburg CONCERT MASTER, ESRC	319.50
Seeburg 3-Wire 5-10-25 Baromatic	42.50
Seeburg Wireless 5-10-25 Baromatic	47.50
Wurlitzer 61 with Base	84.50
Half Deposit With Order—Balance C. O. D.	

THE MARKEPP CO.

3808 Carnegie Ave. CLEVELAND, OHIO
(Henderson 1043)

DOMESTIC

NOVELTY COMPANY

3340 M Street, N. W., Washington, D. C.
Phone: Kensington 381-N

FREE PLAY GAMES

"Buy Them While the Supply Lasts"

All American	\$32.50	Play Ball	\$29.50
Argentine	59.50	Polo	29.50
A.B.C. Bowler	39.50	Pylon	22.50
Big Chief	27.50	Roxy	17.50
Big Show	32.50	Sporty	19.50
Belle Hop	59.50	Strat-O-Liner	32.50
Cadillac	22.50	Seven Up	39.50
Captain Kidd	69.50	Spot-a-Card	62.50
Defense	109.50	Summer Time	27.50
Fox Hunt	32.50	Sports Parade	39.50
Flicker	27.50	Sluggo Genco	42.50
Glamour	19.50	Sea Hawk	42.50
Gun Club	49.50	South Paw	44.50
Horoscope	69.50	Snappy, 1942	49.50
Hi Hat	42.50	Sky Ray	37.50
Heme Run, '42	69.50	Show Boat	57.50
Knock Out	99.50	Spot Pool	64.50
Lucky	19.50	Target Skill	39.50
Legionnaire	69.50	Ten Spot	42.50
Majors, 1941	37.50	Texas Mustang	79.50
Merry-Go-Round	22.50	Trailways	34.50
Metre	34.50	Twin Six	54.50
Power House	19.50	Ump	29.50
		Zig Zag	59.50
		VICTORY	89.50

CONSOLES:
Bully High Hand (F.P.) or cash pay out \$119.50
Silver Moon (F.P.) or cash pay out 89.50
Above Machines in Excellent Mechanical Condition. Just Like New. Ready for Location.
1/3 Deposit With Order, Balance C. O. D.
Kindly select second choice in case of sell outs.

HERE SUPER VALUES

16 Record Wurlitzer, Remote Control, & Wall Box, In Remodeled Cab.	\$ 65.00
Rex with Remote Control and Wall Box	100.00
Twin 16 Record Wurlitzer with Wall Box and Remote Control, In Remodeled Cabinet	200.00
Wurlitzer 24 Record in Cabinets for Remote	75.00
Remote Control Units and Wall Box for the Above	25.00
Unred-Pack Cigarette Machines, Slug Proof, 4, 5 & 6 Columns	15.00
1/3 Down, Balance C. O. D.	

STANDARD PHONOGRAPH CO.

2944 W. 28th St. BROOKLYN, N. Y.

Fine QUALITY RADIO TUBES Priced RIGHT

Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net
OZ4	\$1.65	6A8...	\$1.35	6N7GT	1.65	7B5..	\$1.35	37..	\$.90
1B5/25S	1.35	6B5..	2.00	6Q7..	1.35	7B6..	1.35	38...	1.15
1H4C.	1.05	6B8..	2.00	6Q7G.	.90	7F7..	1.65	41...	.90
1H5G.	1.35	6B8G.	1.35	6R7C.	1.15	12SK7GT		42...	.90
2A3.	2.00	6C5G.	1.05	6S7C write		12SQ7GT		43...	1.10
1Q5GT	1.65	6C6..	1.05	6SF5GT		24A..	.90	45...	.85
2051 write		6D6..	1.00	6S7GT	1.00	25L6GT		47...	1.15
2A4C write		6F5G.	1.15	6S7GT 1.15		25Z5.	1.10	56...	.85
5U4G.	1.05	6F6G.	.95	6S7GT 1.15		26...	.75	57...	.95
5V4G.	1.65	6F8G.	1.35	6SK7.	1.05	27...	.70	58...	.95
5W4G	1.05	6H6GT	1.15	6SQ7G7		30...	1.05	59...	.95
5Y3G..	.75	6J5..	.95	6SR7.	1.05	31...	1.05	60...	.90
5Y4G	.80	6J7..	1.35	6V6G.	1.35	32...	1.35	61...	1.65
5Z3..	1.15	6K7G.	1.15	6V6GT	1.15	33...	1.05	62...	.75
6A4..	1.65	6K8GT	1.35	6X5GT	1.05	35Z5GT		63...	1.35
6A6..	1.65	6L6G.	2.00	6Z4/84					
6A7..	1.00	CL7..	1.65						

18-Inch Lumiline Bulbs for Wurlitzers and Seeburgs.
Each\$1.15

No. 55 Bulbs for Wallboxes. Box of 10..... .95

1/3 Deposit With Order

RUNYON SALES CO.

123 Runyon St. (Big. 3-6685) Newark, N. J.



JENNINGS

Symbol of Service

CONTACT US ON ANY COIN MACHINE SUBJECT
37 Years' Experience

O. D. JENNINGS & CO., 4309 W. Lake Street, Chicago, Illinois.

RECONDITIONED

25 Everready 4 Col. Merchandise Vendors	\$4.50
35 3 Col. Snacks, Late Mod., Slugproof	7.50
5 5c Columbus Vendors	3.50
10 1c-5c Stuart-McGuire Vendors	4.50
5 2 Column Burels	5.00
3 3 Column Burels	6.50
2 Double Column Outdoor Advance	6.50
2 4 Column Rotaters	4.50
7 Brand New Empire Vendors, Each	10.00
1/3 Deposit, Balance C. O. D.	
Write for Complete List of Counter Games and Double Value Phono.	

I. L. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 DE KALB AVE. B'KLYN, N.Y.

MECHANIC

TOP SALARY

Must be good All-Round Man. Capable of handling Shop Work and Service Calls. State experience and references in first letter.

Sportland Amusement Co.

1820 Leeland Houston 3, Texas

TWIN PORTS QUALITY SPECIALS
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					

MILLS Q. T.'s		BROWN FRONTS		VEST POCKETS	
Ref. Gold Glitter		Club Handle—Knee Action		Ref. Gold Glitter	
1¢ EARLY MODEL	\$35.00	5¢ LIKE NEW	\$225.00	1¢	\$37.50
1¢ LATE MODEL	45.00	10¢ LIKE NEW	250.00	5¢	50.00
5¢ LATE MODEL	85.00	25¢ LIKE NEW	275.00	5¢ with Jack Pot	52.50

SPECIAL REBUILT MILLS CLUB CONSOLES
CANNOT BE TOLD FROM NEW

5c	\$325.00	10c	\$350.00	25c	\$400.00
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MILLS—BUYS

5¢ FUTURITY, 3-5 PAYOUT	\$125.00	5¢ WAR EAGLE, Ref. Blue or Brown	Crackle, 3-5 Payout	\$125.00
10¢ FUTURITY, 3-5 PAYOUT	150.00	10¢ WAR EAGLE, Ref. Blue or Brown,	2-4 Payout	75.00
5¢ CHERRY BELLS, ORIG. 3-10	P. O.	5¢ ROMAN HD. REF. BLUE	CRACKLE	125.00
5¢ MELON BELL, LIKE NEW	175.00	5¢ CHERRY BELL, KNEE ACTION,	Club Handle, Latest #481237	250.00
10¢ CLUB CONSOLE, #415942	300.00	5¢ ORIG. CHROME 1 CHERRY,	2-5 P. O.	300.00
50¢ BLUE FRONT, DRILL PROOF	CLUB HANDLE	10¢ ORIG. CHROME 1 CHERRY,	2-5 P. O.	325.00
25¢ DICE MACHINE, AUT. PAYOUT	75.00			
5¢ LIONHEAD or Skyscrapers, D.J.	50.00			

SPECIAL REFINISHED GOLD GLITTER WAR EAGLES
BLUE FRONT MECHANISMS, CLUB HANDLES

5c 3-5 PAYOUT, 20 STOP	\$129.50
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JENNINGS CHIEFS

5¢ Century, D.J., 2-4 \$45.00	5¢ Silver Chiefs	\$179.50	5-10-25¢ TRIPLEX	\$119.50
10¢ Century, D.J., 3-5 75.00	5¢ Master Silver	179.50	5¢ SKY CHIEF	159.50
25¢ Century, D.J., 2-4 75.00	5¢ Silver S.P.	179.50	5¢ REDSKIN CHIEF	139.50
5¢ Cigarola	10¢ Club Console	149.50	1¢ 4 Star Chiefs	49.50

REFINISHED GOLD GLITTER FOUR-STAR CHIEFS

5c	\$129.50	10c	\$149.50	25c	\$199.50
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GROETCHEN

COLUMBIA	1¢ COMET, 3-5	\$35.00	ROUND DBLE, JACK POT	5¢ 3-5 PAYOUT	\$45.00
CRACKLE, D.J.	5¢ COMET, 3-5	57.50	10¢ 3-5 PAYOUT	50.00	
CHROME, D.J.	5¢ DELUXE, S.P.	99.50	25¢ 2-4 S. J.	50.00	
CRACKLE, G.A.	25¢ ROCKET, SPSJ	165.00			

WATLING ROLATOPS, 3-5 PAYOUT

5c	\$65.00	10c	\$75.00	25c	\$135.00
5c	\$125.00	CLUB CONSOLES—LIKE NEW		10c	\$150.00

ALL STAR BLUE FRONT COMETS, 3-5 PAYOUT

5c	\$65.00	10c	\$75.00	25c	\$145.00
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CONSOLES—PAYTABLES—MISCELLANEOUS

BUCKLEY	TURF KING, A-1	\$500.00	MILLS DOUBLE	STAND	\$ 45.00
SEVEN BELLS	JOCKEY CLUB	500.00	MILLS SINGLE SAFE	STAND	40.00
RIVIERA	KENTUCKY	395.00	JENN. TOTALIZER	100.00	
FLASHING IVORIES,	LONG SHOT	375.00	JENN. GOODLUCK	39.50	
Slant Hd., #9884, 225.00	SANTA ANITA	285.00	JUMBO PARADE	139.50	
TRACK ODDS DAILY	BALLY HI HAND	125.00	SARATOGA AUTO-	MATIC PAYOUT	85.00
DOUBLE, #11053, 375.00	ROYAL DRAW	100.00			

1/3 Deposit, Balance C. O. D. Write, Wire, Telephone.

TWIN PORTS SALES CO., 723 E. Superior St., DULUTH, MINN.

4 GREAT GAMES

STILL GOING STRONG
After a solid year of play!

MIDWAY
 CONVERTED FROM
ZOMBIE

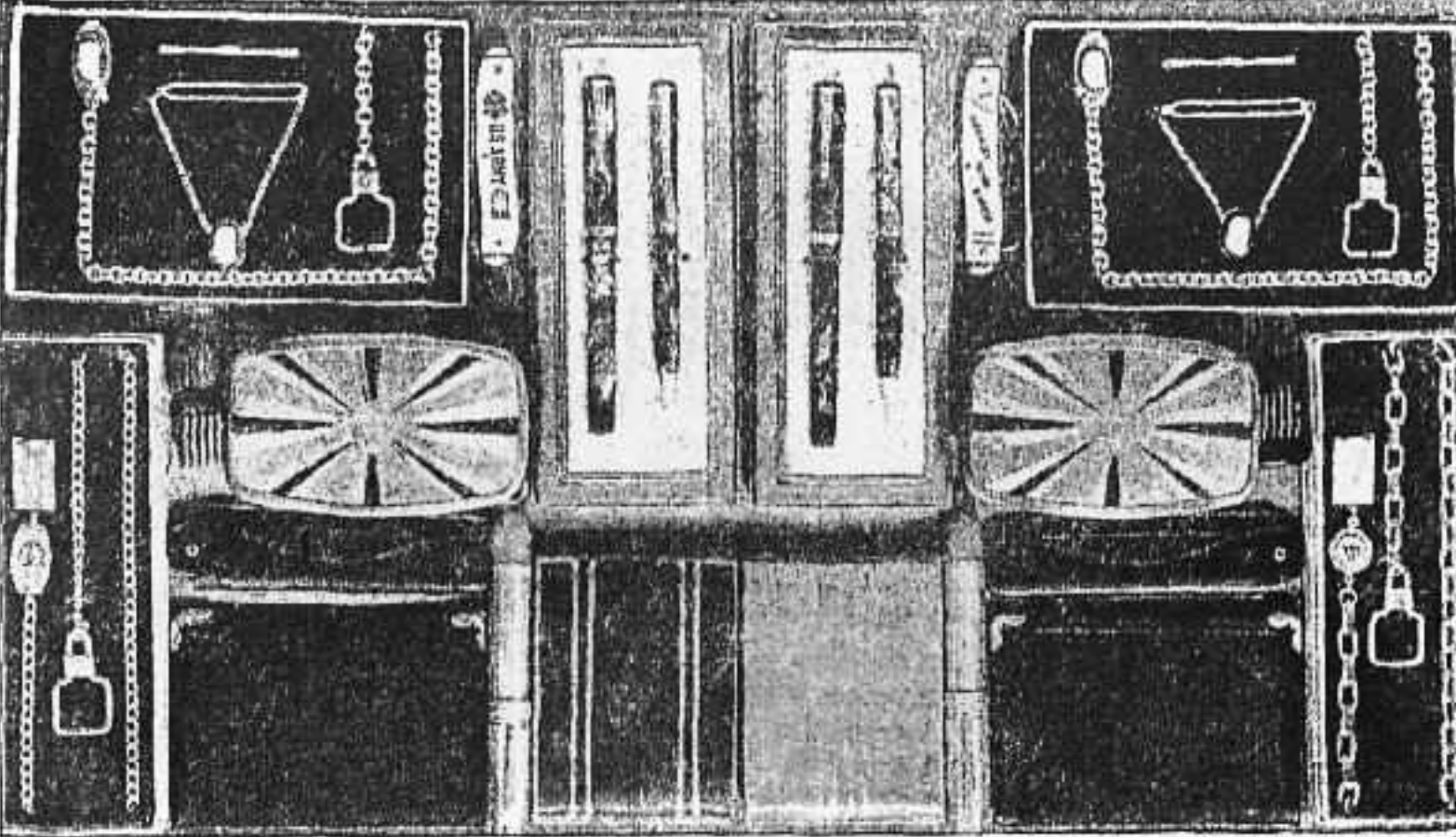
ARIZONA
 CONVERTED FROM
SUN BEAM

GRAND CANYON
 CONVERTED FROM
DOUBLE PLAY

SANTA FE
 CONVERTED FROM
WEST WIND

These games have enjoyed continuous play. In fact, their performance has broken all records. And there's a reason for such outstanding performance. It's because United hasn't tried to see how many games they can convert, but rather how well they can do each individual job. Owners of Zombies, Sun Beams, Double Plays and West Winds who do not wish to have them converted are urged to send us quantities of each on hand, their condition and prices asked.

United **MANUFACTURING COMPANY**
 6123 N. WESTERN AVENUE CHICAGO



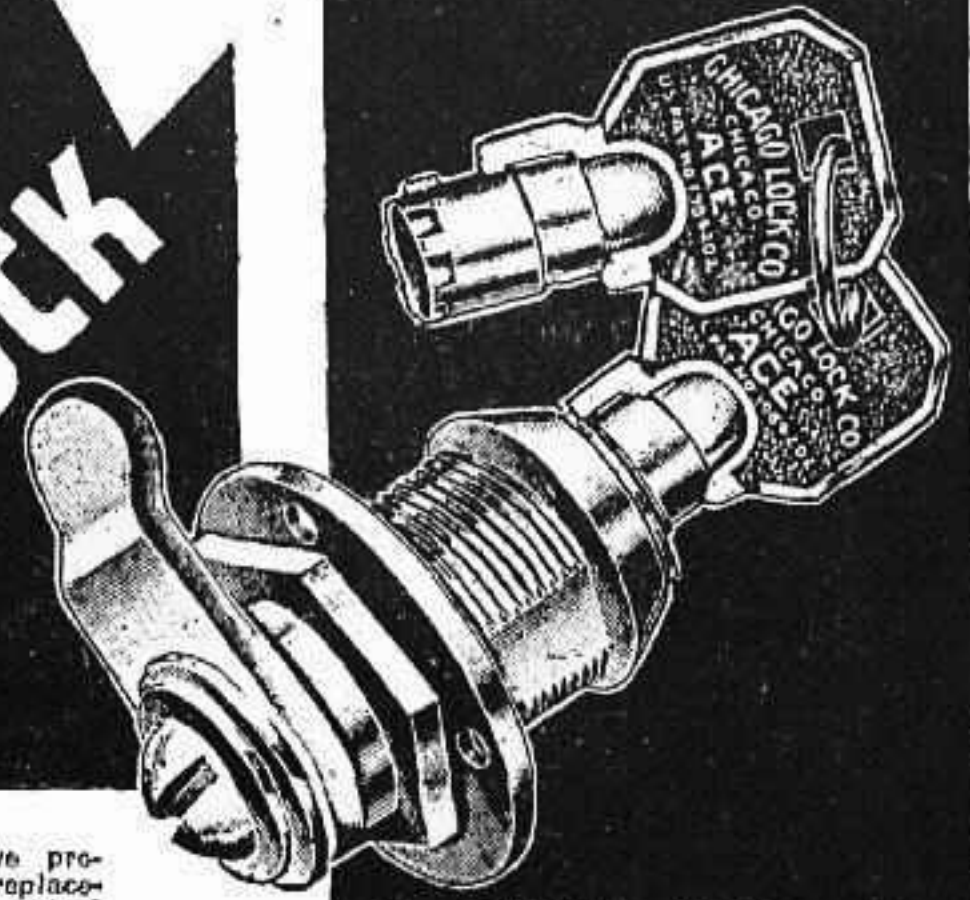
LUXURY DEAL—Mounted on Display Board

Consists of: 2 Cameo Keychain Sets; 2 Fountain Pen Sets; 2 Military Brush and Comb Sets; 2 Military Key Chains; 2 Metal Cigarette Cases; 2 Combs; 2 Knives; 2 Identification Folders; 2 Pen Lites.

DEAL COMPLETE WITH 1000-HOLE 5c BOARD	\$17.95
400—5c Dollar Game (Definite) \$1.10. Lots of 500 or More	\$ 1.00
1200—5c Bingo Board (Definite), \$20.00 Profit	2.95
50—Charlie Board Jr., 5c & 10c & 25c Each (Definite)—SPECIAL	1.50
Baseball & Tip Tickets—120 Numbers—5 in 1 Envelope and Seal Card, Per Gross	25.00
120 Individual Tickets and Seal Card, Per Gross	35.00

25% Deposit—Balance C. O. D.
MID WEST NOVELTY COMPANY, 6409 N. BELL AVE., CHICAGO, ILLINOIS

YOUR PROFITS
ARE SAFE
 WITH AN
ACE LOCK



ACE LOCKS provide Powerful Positive protection, both on new machines and for replacement purposes. Order ACE LOCKS today! Made entirely of Steel and Brass. No Die Cast Metal used. Center Post Case Hardened to Prevent Drilling. Keyed alike or in various Key changes.

We are the sole manufacturers of the ACE LOCK, the entire lock being completely constructed in our factory.

CHICAGO LOCK CO. 2024 N. RACINE - CHICAGO

SALESBOARDS

ALL ORDERS SHIPPED SAME DAY RECEIVED

400 HOLES LUCKY BUCKS, SPEC. THICK, 5c, DEFINITE PROFIT \$7.00	\$.85
850 HOLES TICKER TAPE, A. SPEC. THICK JUMBO HOLES, 5c, AVERAGE PROFIT \$24.63 PROT.	2.75
1000 HOLES GET YOUR PIECE, Spec. Thick, 5c, AVERAGE PROFIT \$29.45 PROT.	3.10
1200 HOLES TEN BIG FINS, THIN JUMBO HOLES, 5c, AVERAGE PROFIT \$35.20	2.50
1200 HOLES VICTORY BELL, SPEC. THICK "C." 5c, AVERAGE PROFIT \$38.57 PROT.	3.60
1800 HOLES LULU, SPEC. THICK, 5c, DEFINITE PROFIT \$24.75	3.25
1000 HOLES J.P. CHARLEY, SPEC. THICK, 25c, 30-HOLE JACKPOT, AVERAGE PROFIT \$52.00 PROT.	2.50
1200 HOLES HAPPY CHARLEY, 25c, SPEC. THICK, AVERAGE PROFIT \$77.00 PROT.	3.00
1000 HOLES CIGARETTE BOARDS 10 OR 20 SEC. ANY PAYOUT FROM 26 PKG. TO 40 PKG.	1.00
LARGE STOCK PLAIN, TIP AND JACKPOT BOARDS. WRITE FOR PRICE LIST, STATING YOUR REQUIREMENTS. 25% DEPOSIT WITH ALL ORDERS—BALANCE C. O. D.	

MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA

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.

BUY BOMBS WITH BONDS! UNIVERSAL LEADS



UNIVERSALLY KNOWN THE WORLD OVER

'The Greatest of Them All' The ORIGINAL JAR-O-DO!

The Originators of the World Famous Original RED-WHITE-BLUE THE MOST POPULAR RELIABLE TICKET IN THE LAND

THE UNIVERSAL COMPANY as a whole wishes to express its utmost regret to our many friends and customers—the delays and slow service accorded—due to the present conflict—and our inability to secure employment of the necessary personnel needed to continue the high quality service we accorded in the past.

ATTENTION-SPECIAL NOTICE!-ATTENTION

The Universal Mfg. Company's Original JAR-O-DO Brand Tickets are printed on either orange or brown Kraft Paper only!!! All original JAR-O-DO Tickets have a mixed numbered back—MACHINE FOLDED AND MACHINE BANDED — NEVER SEWED WITH THREAD!!

"THE INDUSTRY'S FASTEST GROWING FACTORY"

UNIVERSAL MANUFACTURING CO. 405 E. 8th Street Kansas City, Mo. "WE MANUFACTURE ONLY"

SPECIALS

ALL MACHINES LISTED BELOW ABSOLUTELY GUARANTEED

Table listing various machines and their prices, including Revamps (New), Score Card, U-Need-a-Pak, and Consoles.

MEYERS COIN MACHINE COMPANY

232 WATER STREET BARABOO, WISCONSIN

GAMES 100% PERFECT READY FOR LOCATION

Table listing various games and their prices, including Argentine, High Dive, Sluggers, and others.

60 48" Deluxe Scales, make offer, with lots of parts. 1/3 cash with order, balance Sight Draft. Att. to B. of L.

E. F. LYON

2656 ELM AVE. PH. 41833 LONG BEACH 6, CALIF.

SPECIAL—5c-10c-25c BLUE FRONT, 433,000 SERIES, the set \$645.00

SPECIAL—NEW SUPREME GUN, \$330.00

Table listing arcade equipment, guns, and miscellaneous items with prices.

GRAND CANYON, \$175.00--NEW 5-10-20, \$159.50--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

Table listing slots, one balls, consoles, and pin games with prices.

WANTED TO BUY—GUNS AND ALL TYPES OF ARCADE EQUIPMENT. EXHIBIT SUNBEAMS, WEST WINDS AND DOUBLE PLAY.

EMPIRE COIN MACHINE EXCHANGE 2812 W. North Avenue, Chicago 47, Ill. Phone: Humboldt 6288

This lot of clean slots will not last long at these prices. Suggest your wiring order and deposit for any you need now or may want for use in the near future.

Table listing various slot machines and their prices, including Mills Blue Front, Jennings Silver Chief, and others.

NEW ENGLAND EXHIBIT CO.

1295 WASHINGTON ST. TEL: DEV. 8381 BOSTON, MASS.

SLOTS

Table listing slot machines like 4 Mills 5c Orange Q.T., 2 Mills 5c Blue, etc.

MUSIC

Table listing music machines like 5 Mills Empress, 2 Seeburg Regals.

PIN TABLES

Table listing pin tables like 2 Bandwagon, 2 Bowlaway.

3 Commodore, 3 Double Feature, etc.

Table listing various slot machines with prices.

CONSOLES

Table listing console machines like 1 Paces Races, Black Cabinet, etc.

Terms: 1/3 Cash, Balance C. O. D. or Sight Draft.

CHARLES POLGAAR

860 FLORAL AVENUE, ELIZABETH, N. J.

SMACK THE JAPS

Pin Game Conversions for GOLD STAR, KNOCK-OUT, STRATO-LINER, SEVEN-UP and TEN SPOT. Here is a tried and proven Money Maker with a NEW and FASCINATING SCORING PRINCIPLE.

VICTORY GAMES 2144 SOUTHPORT AVE. CHICAGO, ILLINOIS

LEADER SALES CO.

131 N. 5th Street, Reading, Pennsylvania

Your Total Cost \$9.50 Per Set

Cash with Order, F. O. B. Chicago, Ill. Includes an entirely NEW SCORE GLASS and NEW GIANT SIZE ILLUMINATED J A P BUMPER CAPS.

GET IT WHILE WE'VE GOT IT!

- ARCADE EQUIPMENT**
- SCIENTIFIC BATTING PRACTICE \$ 99.50
 - THREE WAY GOTTLIEB GRIPPERS (Refinished Like New) 22.50
 - CHICAGO COIN HOCKEY, Good Condition 209.50
 - MUTOSCOPE SKY FIGHTER 339.50
 - BALLY SKY BATTLE 275.00
 - EVANS TEN STRIKE (High Dial) 59.50
 - ROCK-OLA TEN PINS, Free Play... 69.50
- USED PHONOGRAPHS & PHONO. EQUIPMENT**
- ROCK-OLA COUNTER MODELS, (Excellent Shape) \$ 99.50
 - ROCK-OLA COUNTER MODELS, with Stands, Excellent Shape 109.50
 - ROCK-OLA DELUXE 199.50
 - ROCK-OLA SUPER WALNUT (Excellent Shape) 275.00
 - WURLITZER COUNTER MODEL, No. 41 99.50
 - WURLITZER COUNTER MODEL, No. 61 79.50

- CONSOLES**
- BALLY HIGH HANDS \$139.50
 - PACES SARATOGA (with Skill Feature and Chrome Rails, Good as New) 149.50
 - MILLS JUMBO COMBINATION, Good as New 154.50
 - BALLY BIG TOP 99.50
 - BALLY ROLL 'EM 179.50
- FIVE-BALL PIN GAMES**
- GOTTLIEB 5-10-20 (Original Cases) \$169.50 (Send for List of Other 5-Ball Games)

**10 WIRE CABLE
15 CENTS PER FT.
LIMITED QUANTITY**

**SPECIAL
5c BALL GUM DEAL**

1 COLUMBUS MACHINE
1 SET NUMBERED GUM 1 to 1200 **\$19.50**

Deal Takes In\$60.00
Pays Out 30.00
Profit\$30.00
ADDITIONAL SETS OF GUM\$7.50

ONE-THIRD DEPOSIT REQUIRED WITH ORDERS, BALANCE C. O. D.

B. D. LAZAR COMPANY

1635 FIFTH AVENUE (Phone: GRant 7818) PITTSBURGH, PA.

FALL SPECIAL

ALL MERCHANDISE SUBJECT TO PRIOR SALE. MENTION FIRST, SECOND AND THIRD CHOICE. ALL KINDS SLOTS. WRITE US YOUR WANTS. PRICED TO SELL.

- | | |
|---------------------------|--|
| Anabel\$15.00 | Trailways\$25.00 |
| 2 ABC Bowlers, each 37.50 | 2 Triumphs 12.50 |
| Broadcast 39.50 | Wild-Fire 30.00 |
| Bombardier 75.00 | Zombie 32.50 |
| Belle Hop 35.00 | 2 5-in-1, F. P. 25.00 |
| 2 Cross Line, each 25.00 | 1-2-3 40.00 |
| Dixie 25.00 | |
| Dude Ranch 20.00 | ONE BALL |
| Fleet 20.00 | Gold Medal A. P. \$ 47.50 |
| Four Diamonds 40.00 | Arlington A. P. 25.00 |
| Flicker 27.50 | Race King, rebuilt, in original crate 265.00 |
| 2 Four Roses 32.50 | 1 Hey-Dey |
| Glamour 15.00 | CONSOLES & MISC. |
| Horoscope 32.50 | 25c Mills Golf Ball \$245.00 |
| Limelight 17.50 | Jennings Cigarolla 80.00 |
| Miami Beach 35.00 | New Jumbo Parades AP 175.00 |
| 3 Monickers, each 70.00 | High Hands, Com. FPAP 94.50 |
| Mystic 20.00 | Spinning Reels, AP 125.00 |
| New Champ 35.00 | Rio 12.50 |
| 3 Pan-American 30.00 | 2 Rios for parts, each 7.50 |
| Paradise 20.00 | 1 Western Race Meet, 7 coin Slant Head 150.00 |
| Play Mate 15.00 | 1 1941 Bang Tails 250.00 |
| Rotation 15.00 | COUNTER GAMES |
| Speedway 27.50 | New Mercurys & Libertys, Used Imps \$1.50 |
| Score Champ 22.50 | 100 other Counter Games—ready to go, each 2.50 |
| Spot-a-Card 57.50 | 75 Wire Bumper Pins, each 7.50 |
| Sky Ray 32.50 | |
| Snappy 35.00 | |
| Silver Skates 30.00 | |
| Sea Hawk 35.00 | |

HOWARD SALES COMPANY

1206 Farnam Street, Omaha 2, Nebraska. Harney 3100.

MINIATURE-MOVING PICTURE MACHINES

THE BEST MONEY MAKERS IN PENNY ARCADES

Operate on 16mm. films. Subjects can be adjusted one to three-minute runs. The earning power of miniature picture machines is so great that the majority of arcades in Los Angeles use from 10 to 30 machines each.

Price Sample Machine, \$375.00

Including Four Subjects on a Special Reel. (See Illustration of Machine and Projector.) Lots of Five, \$350.00 Each.

F. O. B. Hollywood, Calif. Price includes 4 subjects with each sample machine.

Film Refills — \$5 Per Subject. \$75 Deposit With Order. Balance C. O. D.

ART WILSON STUDIOS

1514 Cross Roads of the World Hollywood 28, Calif.

ED HEATH'S SPECIALS

Make me an offer. All Merchandise in fair to extra good condition.

- | | |
|--|--|
| 5 Buckley Track Odds, D.D. and Jackpot, latest serials, slightly used, original crates, just like new. | 1 Bally Big Top, Animal Reels, F.P. console. |
| 1 Wurlitzer 750-E, real clean. | 1 Jennings Fast Time, F.P. console. |
| 1 Keeney Fortune, Cash & Free Play, one ball multiple, clean. | 1 Baker Target Skill, F.P. pinball table. |
| 1 Keeney Winning Ticket, payout, one-ball multiple. | 1 Kicker & Catcher, 1 Pikes Peak and 3 Gottlieb Triple Gridders. |
| 8 Seeburg Jailbird (Jap conversions). | 1 Pace Comet, 5¢ play, 3-5 pay, D.J.P. |
| | 1 Seeburg Hi Tone, 8800 E.S. |
| | 4 Wurlitzer 610's, light up griffes. |

Send 50% deposit. Ready to ship via Railway Express or freight at once.

NORWOOD MUSIC CO.

P. O. BOX 51 Res. Phone: 3202—Bus. Phone: 2914. NORWOOD, GA.

WE DO NOT HOARD MERCHANDISE FOR HIGHER PRICES

Our Ads Are Sincere
We Have on Hand What We Advertise

ONE BALL FREE PLAY AND AUTOMATICS

- | | | |
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| Bally Blue Grass ..\$179.50 | Gold Cup\$ 49.50 | Sport Page, PO ...\$ 55.00 |
| Bally '41 Derby .. 375.00 | Fortune 350.00 | Sport Event, FP ... 175.00 |
| Bally Club Trophy. 375.00 | Santa Anita, Cash. 245.00 | Fleetwood, PO ... 32.50 |
| Bally Record Time. 174.50 | Derby King, P.O. ... 69.50 | Owl, FP 74.50 |
| Bally Sport Special. 149.50 | Flying Champ, PO . 155.00 | Contest 149.50 |

ARCADE EQUIPMENT

- | | | |
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| Kirk's Guessing Scales\$122.50 | Muto. Ace Bomber \$395.00 | Chester-Pollard Golf, Excellent Shape \$105.00 |
| Bally Alley 34.50 | Radio Rifle, 2 Rolls of Film Gratis .. 79.50 | Chester Pollard Football Game, Very Good Condition . 109.50 |
| Bally Bull-Jap Conversion 99.50 | Warner Voice Recorder to Clear . 345.00 | |
| Buckley Deluxe Digger 100.00 | Western Baseball: '39 105.00 | |
| Evans Ten Strike .. 54.50 | '40 145.00 | |
| Exhibit Bowling .. 79.50 | Buckley Treasure Island 69.50 | |
| Genco Play Ball, Late Type 215.00 | | |
| Groetchen Mountain Climber 179.50 | | |
| Keeney Anti-Aircraft, Repainted, Recond. 79.50 | | |
| Muto. Sky Fighters, Only 10 in Stock 395.00 | | |

EXHIBIT ROTARY MERCHANDISER, Competitive Prices Up to \$250.00. OUR PRICE \$174.50.

CONSOLES

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| Keeney's 5c Super Bell, Ea.\$249.50 | 1 25c War Eagle ..\$179.50 | Bally High Hand ..\$130.00 |
| 2 Mills Blue Front, Late Ser., 25c, Ea. 225.00 | 4 Nickel Roman Heads, Ea. 129.50 | Jungle Camp, Automatic and FP ... 119.50 |
| 5 Nickel Blue Front, Ea. 175.00 | 4 Mills Square Bells, Ea. 69.50 | TO CLEAR |
| 1 10c Blue Front .. 185.00 | 15 American Eagle, Token PO, Ea. ... 15.00 | 4 ROLLETTO JUNIORS \$75.00 Ea. |
| 1 10c Cherry Bell . 255.00 | 10 Jumbo Parade, FP, Ea. 79.50 | 1 GALLOPING DOMINO \$300.00 for all |
| 1 5c Q.T. Glitter Gold 149.50 | Bally Club Bell, Very Clean 250.00 | |
| 2 5c Q.T. Blue, Ea. 99.50 | | |

FIVE-BALL FREE PLAYS

As advertised in former Billboards, we carry the largest stock of Five Ball Free Plays on the West Coast. Have 5 to 10 of each in stock.

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| Air Circus\$109.50 | Entry\$29.50 | Play Ball\$39.50 |
| ABC Bowler 44.50 | Four Aces 119.50 | Rotation 19.50 |
| Argentine 47.50 | Flicker 34.50 | Salute, a Good Game 27.50 |
| Armada 19.50 | Formation 24.50 | Spot-a-Card 69.50 |
| Anabel 19.50 | Four Roses 39.50 | Silver Spray 39.50 |
| Attention 29.50 | Gun Club 59.50 | Seven Up 39.50 |
| Band Wagon 29.50 | Glamour 24.50 | Snappy 52.50 |
| Big Chief 32.50 | Hi Hat 47.50 | Sports Parade 42.50 |
| Big Parade 99.50 | Home Run '42, New 119.50 | Strat-o-Liner 39.50 |
| Big Time 34.50 | Horoscope 39.50 | Ten Spot 42.50 |
| Brite Spot 19.50 | Jungle 54.50 | Trailway 42.50 |
| Border Town 29.50 | Knockout 109.50 | Victory 89.50 |
| Bosco 62.50 | Leader 34.50 | Velvet 39.50 |
| Broadcast 37.50 | Monicker 79.50 | Wild Fire 37.50 |
| Capt. Kidd 57.50 | Metro 29.50 | Yanks 84.50 |
| Dixie 27.50 | Pan American, in Nice Shape, Some Revamped 42.50 | Zig Zag 42.50 |
| Drum Major 19.50 | | |
| Duplex 44.50 | | |

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NO DEAL COMPLETE UNLESS YOU'RE SATISFIED

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- Late Slots, 25¢, 50¢ & \$1.00
- Late Bally One-Ball Machines
- Mills 3 & 4 Way Super Bells
- Eastman Direct Positive Paper
- Late Phonos
- Photomatic Frames
- Amusement Machines
- Roller-Skating Equipment

FOR SALE

- 1 Mills Throne\$180.00
- 1 Imperial 20-Record Hidden Unit Packard Adapter ... 125.00
- 2 Rockola Luxury Light-Up. 225.00
- 2 Rockola Toneller Speakers, New 49.50
- 2 Rockola 1808 Organ Speakers, New 55.00
- 2 Rockola 1807 Moderne Speakers, New 57.50
- 1 Seeburg Royal with Packard Adapter 185.00
- 1 Seeburg Gem Electric Selector and Adapter 210.00
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- 8 Seeburg Selecto Matic 30 Wire Boxes 20.00
- 2 Wurlitzer 310 30 Wire Wall Boxes 10.00
- 10 Model 100 Wurlitzer 30 Wire Wall Boxes, New ... 35.00
- 1 Packard 500 Speaker ... 45.00
- 1 Packard 400 Speaker ... 29.50
- 2 Popular Adapters for Twin Rockola, New\$ 55.00
- 4 Cedar Adapters for Wurlitzer 500A, New 50.00
- 18 Keeney Wall Boxes 6.00
- 1 Keeney Adapter for Rockola 35.00
- 50 Phonotones, Late Models, New 20.00
- 400 Ft. Used 30 Wire Cable (Write)
- COUNTER GAMES**
- 2 Columbia Cig. Reels, New \$90.00
- 1 Columbia Fruit Reels, F.S. 75.00
- 1 Marvel 12.00
- 1 Baker Pick-a-Pack 5.00
- 4 Ace Venders 3.50
- 1 Lucky Smoke 12.00
- 2 Cub Venders 4.00
- 1 Evans I O U 7.00
- 800 OTHER MACHINES NOT LISTED.

LET US KNOW WHAT YOU WANT AND WE WILL SUPPLY YOU.

THE STEWART NOVELTY COMPANY

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RUSH! WANTED FOR CASH

100 Jennings Cigarollas Combination Model (amusement play and vending model). Please state serials, condition and best cash price. Air mail or wire for quick action.

BOX D-107

CARE THE BILLBOARD

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ARCADE MACHINES AND SUPPLIES

All Machines Are Factory Rebuilt and Most Are Attractively Repainted
Large Variety of Every Type of Arcade Machines Still in Stock—
Going Fast. Any Part for Any Pin Game or Penny Arcade Machine.

Exhibit Postal Card Vendor (New), Streamlined Light Up, Floor Size, Each	\$ 45.00	Exhibit Love Meters (New), Streamlined 1942 Models, 3 to Set. Per Set	132.50
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Chicken Sam Converted to Battle Royal	125.00	Chicken Sam Converted to Jap	185.00
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Supreme (To Tokyo) Gun	330.00	Keeney Air Raider	225.00
Blue Blazer	75.00	ABT Late Model Pistol Machine	22.50
Exhibit Aviation Hi-Striker	140.00	Exhibit Bicycle Trainer	115.00
Exhibit K.O. Puncher	150.00	Exhibit Striking Clock Grip	125.00
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Exhibit Foot Ease Vitalizer	75.00	VI-Ader Foot Vitalizer, All Metal, now	95.00
Light House Grip	125.00	Super Grip, New	55.00
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Mills Punching Bag	150.00	Mutoscope Punching Bag	250.00
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A.B.T. Target Skill	\$15.00	Kicker & Catcher	\$15.00	Skillarette	\$15.00
Cross Cross or Bingo	9.00	Kill the Jap	25.00	Skillarette, New	25.00
Electric Shocker, New	29.50	Kill the Jap, New	32.50	Snacks—3 Columns	12.50
Electric Shocker, Used	12.50	Pikes Peak	12.50	Splitfire	12.50
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Holly Grip	12.50	Poison the Rat, New	25.00	Totalizer	25.00
Home Run	15.00	Poison the Rat, Used	17.50	U. S. Stamp Mach.	25.00
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A. B. T. Oola Chutes	\$2.95	7 Wire Cable Feet	25¢	Rubber Rings, Dozen	25¢

MOVING PICTURE MACHINES, THE BACKBONE OF THE PENNY ARCADE

Mutoscopes, Complete with Reels and Signs	\$ 45.00
Drop Pictures, Cables, etc. (Stereoscopic), with Views	40.00
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40 Different Exhibit Cards, Also Grandmother Love Letters, Palm Reader, Mystic Pen Cards. Any Card for Any Machine at Factory Prices. F. O. B. New York. Money Order or Certified Check. 1/3 Deposit, Balance C. O. D. FREE—Complete Machine or Supplies Price List.

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* The Arcade King
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6 REASONS WHY YOU SHOULD SEND US YOUR BLUE GRASS DARK HORSE SPORT SPECIAL 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
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6. LUXURIOUS NEW CABINET DESIGN

HUNDREDS ON LOCATIONS! EARNING TOP MONEY!

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ALL GAMES CLEAN AND IN GOOD CONDITION

Line Up	\$28.00	Sport Parade	\$30.00	Roxy	\$20.00	Lucky	\$15.00
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Sea Hawk	33.00	Clover	70.00	Stars	37.00	Now, Conv., FP	
Majors	43.00	Dixie	20.00	Silver Spray	40.00	or Cash	\$215.00
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Snappy	45.00	Mascot	20.00	Ten Spot	40.00	Slots, Single Jack	
High Hat	45.00	Polo	20.00	Zombie	30.00	Pot, 5¢ & 25¢	
						Plays	40.00

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P. O. BOX 305 DILLON, S. C.

THIS ONE BEATS 'EM ALL SENSATIONAL MERCHANDISE DEAL

3 beautifully boxed, guaranteed Electric Razors, mounted on 1200 hole sure-shot cut-out board, last punch each section free. Numbers 100, 200 and 300 win, plus e.g. payouts. Takes in \$50—your cost \$13.00 per deal or \$150 per dozen deals.

25% Deposit With All Orders—Balance C. O. D.

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SCOOP WHILE THEY LAST LOOK AT THESE SERIAL NUMBERS

- 5c BLUE FRONTS, OVER 440000, KNEE ACTION, CLUB HANDLES... \$199.00
- 10c BLUE FRONTS, OVER 440000, KNEE ACTION, CLUB HANDLES... 225.00
- 25c BLUE FRONTS, OVER 440,000, KNEE ACTION, CLUB HANDLES... 275.00

ALL DRILL PROOF CABINETS

- 7 BRAND NEW 5c GLITTER GOLD Q. T. \$159.50
- 4 BRAND NEW 5c BONUS BELLS 400.00
- 2 BRAND NEW 10c BONUS BELLS 450.00
- 3 BRAND NEW 25c BONUS BELLS 500.00

NEW BROWN FRONTS, MYSTERY BONUS, GOLD CHROMES SEND FOR PRICE LIST

- 1 50c REBUILT MILLS ROYAL PURPLE, LIKE NEW \$450.00
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NEW AND USED SAFES—SINGLE AND DOUBLE—MILLS AND REVOLVAROUND

All Types Rebuilt Slots—Send for Complete List

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MONARCH Is the Name—Remember It for Every Game!

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Bally Blue Grass	190.00	Exhibit Congo	45.00	Bally Dark Horse	180.00
Bally Club Trophy	875.00	Bally Derby, '41	380.00	Western 7 Flashers	99.50
United Grand Canyon	\$175.00	Exhibit 2nd Front	\$150.00	FREE PLAY GAMES	
United Arizona	175.00	Gottlieb Liberty	175.00	United Santa Fe	\$175.00
Exhibit Jeep	145.00	Gottlieb 5 & 10	165.00	United Midway	175.00
Bally Turf King	\$550.00	Bally Jockey Club	\$550.00	Exhibit Action	145.00
Bally Sport Page	55.00	Bally Blue Ribbon	85.00	Keeney Fortune	\$395.00
Bally Hawthorne	65.00	Bally Thistle-down	95.00	Mills Spinning Reels	125.00
Jennings Silver Moon, 5c	\$115.00	Jennings Silver Moon, 25c	\$150.00	Mills 1-2-3	50.00
Jennings Silver Moon, 10c	150.00	Jennings Bobtails, 5c	99.50	Watling Big Game	65.00
		Jennings Bobtails, 10c	150.00	Bally Big Top	95.00
				Jennings Fast Time	50.00
Chrome Vest Pocket, 5c	\$77.50	Blue Front, 10c play	\$220.00	Mills Four Bells, 3-5c & 1-25c Chutes	\$950.00
Chrome Vest Pocket, 5c metered	79.50	Gold Chrome, 10c play	395.00	Keeney 4-Way Bell, 3-5c & 1-25c Chutes	975.00
Blue & Gold Vest Pocket, 5c	65.50	Original Chrome, 10c	395.00	Watling '41 Big Game	140.00
Blue & Gold Vest Pocket, 5c metered	67.50	War Eagle, 5c, 3-5	135.00	Pace '40 Reels	125.00
Glitter Gold Q. T., 5c	135.00	Futurity, 5c	135.00	Jenn. Liberty Bell	30.00
New 1c Glitter Gold Q. T.	85.00	Blue Q. T., 5c	85.00	Exhibit Tanforan	35.00
Club Bell Console, 25c play	525.00	Blue Q. T., 10c	110.00	Keeney Triple Entry	160.00
Blue Front, 5c play	195.00	War Eagle, 10c, 2-4 pay	95.00	Mills Jumbo, Brown	95.00
1942 Victory 4 Star Chief, 5c	\$320.00	4 Star Chief, 5c	\$145.00	Mills Jumbo, Parade, Combination Free Play & Payout, latest models	\$185.00
1942 Victory 4 Star Chief, 10c	340.00	4 Star Chief, 10c	155.00	Bally Hi-Hand Card Console, Combination Free Play & Payout, Factory Rebuilt	150.00
1942 Victory 4 Star Chief, 25c	365.00	Silver Chief, 5c	195.00		
One Star Chief, 5c	95.00	Gold Chief, 5c	175.00		
One Star Chief, 10c	95.00				
Mills Three Bells	\$995.00	Mills 4 Bells, now type Coin Head	\$945.00		
Mills Jumbo Parade, new	185.00	Keeney 4-Way Bell, Baker Pacer, Factory rebuilt	795.00		
Mills Jumbo, latest	125.00	Baker Pacer, DDJP	350.00		
Evans '41 Dominos, JP	395.00	Paces Races, black	110.00		
Evans '41 Bangtalls, Jackpot Model	450.00	Bally Ray's Track	125.00		
Evans '41 Royal Lucre	395.00	Bally Bells, 5c & 25c	95.00		
Evans '41 Dominoes	335.00	Keeney '38 Track-time	125.00		
Groetchen Sugar King	35.00	Bally Roll-Em	195.00		
Bally Royal Draw	95.00				

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.



SALESBOARDS

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.
- 400 Hole Fins and Bucks, 25c Jumbo Thick. Take-in is \$100.00. Definite payout \$70.00. Definite profit \$30.00. Price \$1.65 each.
- 500 Hole Charley Board, 25c. Take-in is \$125.00. Definite payout \$85.00. Definite profit \$40.00. Price \$1.28 each.
- 1000 Hole Charley Board, 25c. Take-in is \$250.00. Definite payout \$200.00. Definite profit \$50.00. Price \$1.65 each.
 - Same, Thick, \$1.95 each.
 - Same, Jumbo Thick, \$2.45 each.
- 1000 Hole J.P. Charley, 25c. 30 hole J.P. Take-in is \$250.00. Average payout \$200.00. Average profit \$50.00. Price \$1.79 each.
 - Same in Better Grade, Style D, \$2.06 each.
 - Same, Thick, \$2.39 each.
 - Same, Jumbo Thick, \$2.76 each.

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.

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OPERATORS, ATTENTION!

COMPARE

There is a **BIG DIFFERENCE**

between work by

FACTORY REPRESENTATIVES

and

Service Men's Work

Write Us NOW

for information regarding the refurbishing and rebuilding of your old—

BALLY 1-BALL FREE PLAY

- ★ BLUE GRASS
- ★ DARK HORSE
- ★ SPORT SPECIAL
- ★ SPORT EVENT

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Chicago, Ill.

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- A. B. C. BOWLER \$32.50
- ARGENTINE 27.50
- BELLE HOP 30.00
- BIG PARADE 75.00
- BOSCO 50.00
- GUN CLUB 40.00
- HOROSCOPE 27.50
- MIAMI BEACH 25.00
- OWL 50.00
- SPOT-O-CARD 47.00
- SPOT POOL 52.00
- STAR ATTRACTION 52.00
- TEN SPOT 30.00
- TEXAS MUSTANG 57.50
- TOPIC 78.00

SLOTS

- Mills 5¢ War Eagle, Gold Chromed ... \$150.00
- Mills 10¢ Blue Front 150.00
- Mills 10¢ Brown Front 175.00
- Mills 10¢ Original Chrome 205.00

CONSOLES

- Keeney 1939 Track Time \$ 95.00

ONE BALL FREE PLAY GAMES

- Bally Club Trophy \$375.00
- Bally Dark Horse 150.00
- '41 Derby 375.00
- Longacre 585.00
- Pimlico 375.00
- Victorious 1943 199.50

COUNTER GAMES

- AMERICAN EAGLES \$ 5.00

Deposit Required With All Orders

WANTED TO BUY:

We are paying \$30.00 for Genco Sluggers and Seven Ups

WESTERHAUS AMUSEMENT CO.

3726 KESSEN AVE.

CHEVIOT, OHIO

BINGO JAR TICKETS AND SALES BOARDS

- Original 1200—Ticket Punch on Wire with Jack Pot Card, Each \$3.50 Per Doz. \$41.00
- 1240 Bingo with Card. \$3.75 Each Per Doz. 43.00
- 1260 Bingo with Card. \$4.00 Each Per Doz. 45.00
- 1000 Bingo without Cards. \$2.00 Each In Doz. Lots, Each 1.90
- 2160 Poker Ticket with Jar Label (5c profit \$27.50; 10c prof. \$51.00). Ea. \$6.00. Doz. 70.00
- 2052 Combination Ticket with Jac Pot Card & Label, 5c or 10c. Each \$5.00 Doz. 57.00
- 2280 Combination Ticket with Jac Pot Card & Label, 5c or 10c. Each \$5.50 Doz. 60.00
- 252 Combination Ticket with Jac Pot Card & Label, 5c or 10c. Each \$6.50 Doz. 72.00
- Try the Fastest Selling Board on the Market—1200 Hole Board with Jack Pot. Make a Profit \$25.00. Each \$3.75; Dozen \$42.00 100 Lots 275.00
- 1000 Hole Board without Jack Pot, Thick Board, Large Number. Sure Profit \$13.00. Each \$2.75; Dozen \$30.00 100 Lots 200.00

BINGO JACKPOT CARDS

- 60 Seals—Doz. \$6.25 100 Cards \$49.00
 - 50 Seals—Doz. 6.00 100 Cards 48.00
 - 70 Seals—Doz. 6.50 100 Cards 50.00
 - Plain 1000 Boards. Ea. 1.50. 100 Lots 125.00
- We carry a large line Plain, Premium and Money. Send us a list of boards you want and we will send you prices that will save you money.

WILL TRADE BINGO JACKPOT CARDS FOR TICKETS

- Will Give 3 Doz. Cards for 16 Set of 1200 Tickets.
- Will Give 3 Doz. Cards for 18 Set of 1000 Tickets.

- 1 Good Used 10c Mills Slot, 2-4 Payout, Good Shape \$60.00
- 1 Little Duke 1c Slot, in Good Shape 25.00

Send 25% With Order, Balance C. O. D.

HENRY WEISS

1307 N. ILL. STREET

BELLEVILLE, ILL.

ALL GAMES CAREFULLY CHECKED AND PACKED

- | | | |
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| Victory \$84.50 | Evans Ten Strike ... \$ 59.50 | Seeburg Baromatic 5-10-25 Wireless ... \$39.50 |
| Spot-A-Card 59.50 | Keeney Submarine ... 174.50 | Seeburg Wallomatics 24 button converted to 20 buttons 22.50 |
| Horoscopes 39.00 | Skeeballotta 89.50 | Wurlitzer 616 A 79.50 |
| Show Boat 39.00 | Rapid Fire 219.50 | |
| Wild Fire 32.50 | Rotor Tables 64.50 | |
| Snappy 39.00 | Used Records per 100 11.00 | |

All Our Games and Phonographs are carefully checked and packed. "Buy With Confidence."
NATIONAL NOVELTY COMPANY, 183 MERRICK ROAD, MERRICK, N. Y. (Freeport 8320.)

SPECIALS!

- 50c WATLING ROLATOP Write
- EXHIBIT ROTARY MERCHANDISER, Claw Type (Novelty Candy Vendor).... \$149.50
- KEENEY 4-WAY SUPER BELL, 4-5c \$775.00

BELLS

- Mills 5¢ Gold Q.T., Factory Rebuilt \$138.50
 - 5¢ Q.T. Blue, Factory Rebuilt 109.50
 - Mills 1¢ Q.T. 89.50
 - Mills 1¢ Smoker Bell. 89.50
 - Pace 1¢ Blue Comet. 88.50
 - Pace 10¢ Blue Comet. 119.50
 - Jenn. 5¢, 10¢ or 25¢ Goose-neck 59.50
 - Gretchen Columbia, Wide Cig. Reels, Concealed PO, Latest Mod. 89.50
- ALSO GENUINE FACTORY REBUILT MILLS BELLS. Write for Prices!

CONSOLES

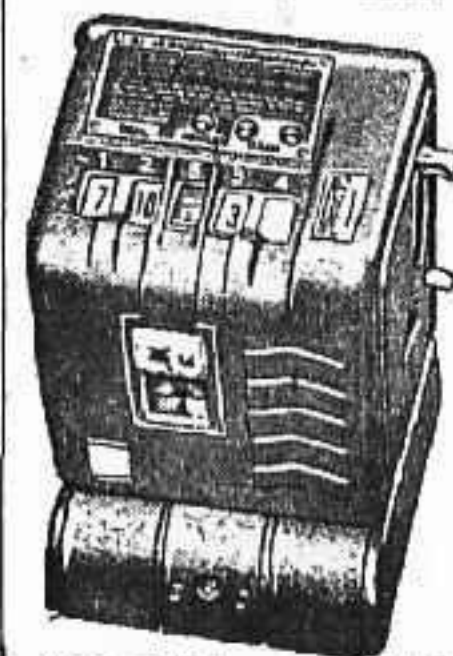
- Watl. Big Game, P.O. \$139.50
- Jenn. Fast Time, P.O. 99.50
- Jenn. Golfarola, Latest Model, Like New 139.50
- Jenn. Cigarola, Model V 79.50
- Jenn. Cigarola XXV 169.50
- Mills Jumbo, P.O. 114.50
- New Jumbo, F.P. 149.50
- Mills Square Bell 89.50
- Jenn. Liberty Bell 49.50
- Fiat Top 59.50
- Bally Royal Draw, P.O. 89.50
- Bally Club Bells 225.00
- Keeney Triplo Entry 149.50
- Pace Reels, 5¢, P.O., Chrome Railing 132.50
- Pace Saratoga, Oomb, F.P. & P.O., Chrome Rail 189.50
- Super Bell 239.50

1-BALL GAMES

- '41 Derby, F.P. ... \$375.00
- Mills Spinning Reels, P.O. 125.00

FINAL CLOSEOUT!

- Your Choice of Reels: 1c CUB, Cig. } \$7.75
- 5c CUB, Fri. } Each
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- Chi Coin Hockey \$229.50
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- Evans Ten Strike, L.S. 59.50
- Kicker & Catcher 19.50
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- Jackpot Glasses 1.25
- Gears for Exh. Bicycle. 10.00
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Club Bells Mills 4 Bells Sugar King	Jumbo Parades Jenn. Totalizers Ray's Track	Cherry Bells Melon Bells Blue Fronts	Pace Comet Jenn. Chiefs War Eagles
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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.

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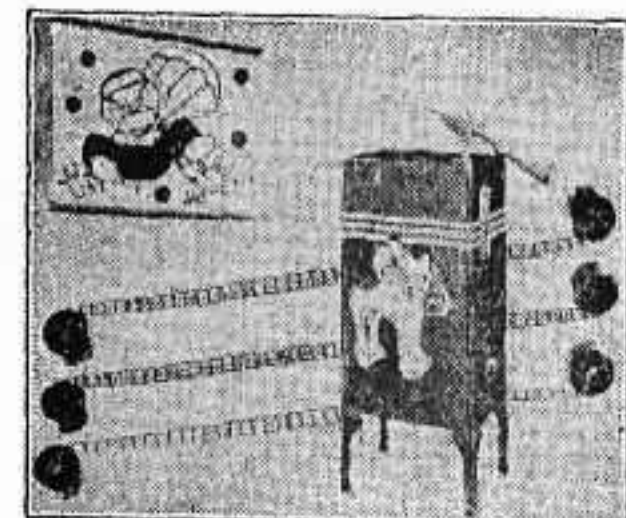
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" 700 TOP CORNERS..... 9.35	" 750 TOP CENTER PLASTICS
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" 700 UPPER BACK SIDES	
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" 800 LOWER SIDES..... 15.00	
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We mold the following UNBREAKABLE replacement plastics and now have them available for:

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" 750 BOTTOM CORNERS.. 17.50	
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" 850 BOTTOM CORNERS.. 17.50	
ROCKOLA MODELS—STANDARD, MASTER, SUPER; TOP CORNERS (red or yellow)\$17.50 Ea.	

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40 Gauge Yellow Plastic (thickness of a new dime), 2c Per Sq. In.
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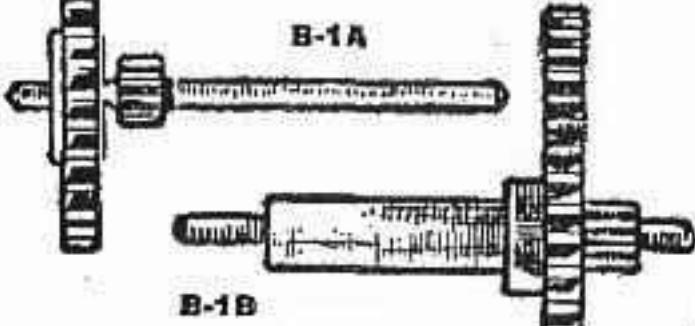
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Why destroy that game when you can buy parts and keep it on location... we carry parts and supplies for immediate delivery... WHAT DO YOU NEED???

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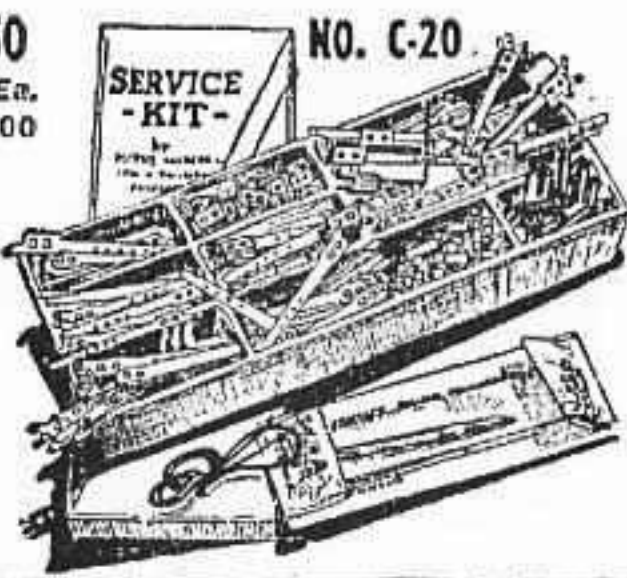
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B-1A Reduc. Gear—\$1.70 ea.
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\$7.50 Ea. over 500 parts

\$8.50 Ea. In Canada



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STOCK NUMBER	PARTS	PRICE	STOCK NUMBER	PARTS	PRICE
CHICAGO COIN PARTS					
CC-1	'L' shaped pawl for 1000 step-up	.15 ea.	T-29	Pull back spring for slide	\$.10 ea.
CC-2	Holding pawl for 100 & 1000 step-up	.15 ea.	T-31	'L' shaped stop	.10 ea.
CC-5	100 step-up arm	.75 ea.	T-32	Flat spring for detector slide	.10 ea.
CC-6	1000 step-up arm	.75 ea.	T-33	Converter 5c-1c retainers & rivets	.25 ea.
CC-7	Shoulder rivet for 100 step-up arm	.10 ea.	BALLY PARTS		
CC-8	Shoulder rivet for 1000 step-up arm	.10 ea.	B-10	Drum Spring	\$.15 ea.
CC-14	Gear wheel	1.50 ea.	B-15	Payout slide (specify game)	1.25 ea.
CC-16	Step-up coil with stop	.95 ea.	B-16	Payout Unit base plate	4.50 ea.
CC-17	100 and 1000 step-up coils	1.55 ea.	B-17	Payout Motor Brush	.25 ea.
ABT PARTS					
T-24	Detector slides	\$.30 ea.	B-18	Upper Payout slide spring	.15 ea.
T-26	Free play pawl with rivet	.14 ea.	B-19	Lower Payout slide spring	.15 ea.
T-27	Ratchet dog with shoulder rivet	.14 ea.	B-20	Intermediate slide (3 used)	.50 ea.
T-28	Ratchet dog springs	.10 ea.	B-52	Payout Drawer Knobs	.12 ea.
COMPLETE LINE OF BALLY COILS					
A-1	Small Live Rubber Rings	\$2.00 per 100	B-60	Armature Plate—Per 100	\$8.10 ea.
A-2	Large Live Rubber Rings	2.50 per 100	B-61	Ball Shooter & Lift Assembly complete	2.10 ea.
A-3	Ex. Lg. Live Rubber Rings	3.50 per 100	B-62	Plunger Rod	.75 ea.
A-6	Small Dead Rubber Rings	2.00 per 100	B-63	Housing for Plunger Rod	.60 ea.
A-7	Large Dead Rubber Rings	2.50 per 100	B-64	Ball Lift Rod & Housing	.65 ea.
A-8	Ex. Lg. Dead Rubber Rings	3.50 per 100	B-65	Ball Lift Housing Only	.35 ea.
MAZDA BULBS					
M-44	Bulbs	4.95 per 100	B-66	Ball Lift for Inside Cabinet	1.15 ea.
M-46	Bulbs	4.95 per 100	MISC. PARTS		
M-47	Bulbs	4.95 per 100	M-17	Wing Nuts	\$.125 per 100
M-50	Bulbs	5.50 per 100	M-7	Small Mechanical Counter (dozen lots only)	\$1.75
M-51	Bulbs	3.85 per 100	M-7A	Anti Split Leg Reinforcements	\$5.00 per 100
M-55	Bulbs	3.85 per 100	P-14A	Pins for Floating Rings	\$2.50 per 100
M-63	Bulbs	3.85 per 100	P-4	Triangle Perc. Reg.	7.50 per 100
M-1455	Bulbs	10.00 per 100	P-5	Island Perc. Reg.	7.50 per 100
M-1456	Bulbs	10.00 per 100	P-5A	Ex. Lg. Island Perc. Reg.	12.00 per 100
M-1457	Bulbs	15.00 per 100	P-6	Small Bullet Bumper	5.00 per 100
M-1458	Bulbs	15.00 per 100	C-26	Complete Tilt Set	\$.75 per set
M-1129	Bulbs	9.35 per 100	B-77	Bumpers	1.25 each
M-1130	Bulbs	11.00 per 100	Variators Springs .22 each		
M-31	Bulbs	\$2.50 ea.	Heavy Duty 28 Junction Rectifiers \$9.00		
M-34	Bulbs	1.00 ea.			
FUSES					
C-47	1-2-3 amp Glass Cartridge fuses	\$3.25 per 100			
C-48	5-6-7 1/2 amp Glass Cartridge fuses	2.25 per 100			
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Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net
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1B5/25S	1.35	6B5..	2.00	6Q7..	1.35	7B6..	1.35	38...	1.15
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1H5G.	1.35	6B8G.	1.35	6R7G.	1.15	12SK7GT	1.10	42...	.90
2A3..	2.00	6C5G.	1.05	6SC7.	1.35	12SQ7GT	1.10	43...	1.10
1Q5GT	1.65	6C6..	1.05	6SF5GT	1.00	24A..	.90	45...	.85
2051	2.60	6D6..	1.00	6SJ7GT	1.15	25L6GT	1.15	47...	1.15
5U4G.	1.05	6F5G.	1.15	6SK7.	1.05	25Z5.	1.10	56...	.85
5V4G.	1.65	6F6G.	.95	6SQ7G7	1.15	26...	.75	57...	.95
5W4G	1.05	6F8G.	1.35	6SR7.	1.05	27...	.70	58...	.95
5Y3G..	.75	6J7..	1.35	6V6G.	1.35	30...	1.05	75...	.90
5Y4G.	.80	6J7C.	1.15	6V6GT	1.15	31...	1.05	76...	.95
5Z3..	1.15	6K7G.	1.15	6X5GT	1.05	32...	1.35	77...	.95
6A4..	1.65	6K8GT	1.35	6Z4/84	1.10	35Z5GT	.85	78...	.90
6A6..	1.65	6L6G.	2.00					79...	1.65
6A7..	1.00	6L7..	1.65					80...	.75
								83...	1.35

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.

Chicago Novelty Company, Inc.

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1 Mills Four Bells, factory rebuilt in new cabinet, 4/5¢	\$750.00	2 Mills Bonus Bells, 10¢, #458904-471043	\$300.00
1 Mills Four Bells, Serial #2342, 4/5¢	650.00	2 Mills Original Brown Fronts, 6¢, #462558-465309	250.00
3 Keoney 2-Way Super Bells, 1/5¢ & 1/25¢, like new	425.00	50 Mills Blue Fronts, 5¢, new wrinkle finish and mechanically perfect	175.00
20 Jumbo Parades, brand new, in original crates, comb. cash and free play, with Mint Vendors	225.00	10 Mills Blue Fronts, 10¢, new wrinkle finish and mech. perfect	200.00
10 Mills Jumbo Parades, latest model, cash pay	125.00	10 Mills Blue Fronts, 25¢, new wrinkle finish and mech. perfect	250.00
8 Jumbo Parades, brown cabinet, cash pay	85.00	1 Mills Brown Front, brand new, in original crate, 25¢ play, Ser. #479557	500.00
10 Evans Galloping Dominos, light cabinet, '41 JP model	375.00	1 Mills Brown Front, 10¢ play, #480807, brand new	475.00
3 Evans Bangtails, '41 model, jackpot	400.00	1 Mills Gold Chrome, New, 10¢, 2-5¢ pay, #479735	475.00
2 Evans Lucky Lucers, 5/5¢	250.00	1 Mills Gold Chrome, Floor Sample, #479818, 2-5¢ pay	440.00
20 Jennings Silver Moon Totalizers, FP Mills Three Bells	175.00	2 Mills Original Emerald Hand Leads, 5¢, 3-5¢ pay, Ser. #476583-476816	400.00
Buckley Track Odds, Brand New in Original Crates, Daily Double	Write	1 Jennings Silver Moon Chief, new, in original crate, 5¢, #150608	350.00
ONE BALL GAMES			
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1 Bally Victory	45.00	1 Jennings Silver Chief, 10¢, Ser. #135544	250.00
1 Bally Grand National, very clean	90.00	2 Mills Blue Fronts, factory rebuilt, single JP, 5¢, Ser. #432935-433603	225.00
2 Keoney Fortunes, comb. cash & F.P.	350.00	10 Mills Front Vendors, brand new, brown wrinkle finish, ser. above 433000, equipped with Milco escalators, one visible jackpot	275.00
1 Keoney Skylark, comb. cash & F.P.	295.00	25 Mills Blue & Gold Vest Pockets	55.00
1 Bally Pimlico, Like New	475.00	2 Mills Chrome Vest Pockets, like new	60.00
SLOTS			
1 Paces All Star Comet, factory rebuilt, 50¢ play	\$400.00	2 Mills Gold Chrome, 1¢ Q.T.'s	65.00
8 Jennings Chiefs, 50¢, refinished & mech. perfect	375.00	6 Mills 1¢ Q.T.'s, late model	45.00
1 Watling Rol-a-Top, 50¢, refinished & mech. perfect	225.00	25 Brand New Mills Genuine Jumbo Parade Cabinets	\$25.00
1 Mills Bonus Bell, 5¢, Ser. #468130	275.00	100,000 Brand New Milco Checks, 5¢, @ Per 1000	\$15.00
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- FREE PLAY FEATURE

THIS REVAMPED VERSION OF STONER'S TURF CHAMP WITH ITS NEW PLAY-EXCITING FEATURES IS A WINNER. ACTUAL LOCATION TESTS HAVE PROVED IT THE MOST OUTSTANDING GAME AVAILABLE. CABINETS HAVE A BRAND-NEW APPEARANCE! MECHANISMS THOROUGHLY OVERHAULED, IMPROVED AND REBUILT. VICTORIOUS 1943 IS ABSOLUTELY CHEATPROOF. ALL MACHINES ARE IN PERFECT OPERATING CONDITION.

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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.

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15 Buckley Chrome Illuminated Wall Boxes, nickel play, like new; Big Tops, Walling Big Games, Play Ball, Show Boat, Miami Beach, Jumbo Parade, High Hand, A.B.C. Bowler, Score-a-Line, High Hat, six Eureka's with Skill Control, Light-a-Cord, Ten Spot, two Gottlieb Champs, Wildfire, Horoscope, Ump, Play Ball, Star Attraction, Polo, Speedball, Rotation, Target Skill, Dude Ranch, Gottlieb Track Odds (pay out), 22 Jennings Cigarolas, One-Cent Marvels, American Eagles, two Twin Twelve Wurlitzers in steel cabinets with adapters, one Twenty-Four Wurlitzer with adapter, two Columbia Bells, Also Mills and Jennings Slot Machines.

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CONSOLES	PHONOGRAPHS	SLOTS
<p>MILLS THREE BELLS (Late) WRITE</p> <p>NEW EVANS GALLOPING DOMINOS, Jack-Pop. WRITE</p> <p>NEW BAKER'S PACER DAILY DOUBLE. WRITE</p> <p>MILLS FOUR BELLS, New Style Head. WRITE</p> <p>KEENEY SUPER BELLS, 2-Way. WRITE</p> <p>EVANS LUCKY LUCRE, 3 5c, 2 25c. \$425.00</p> <p>BAKER'S PACER DAILY DOUBLE. 325.00</p> <p>EVANS LUCKY LUCRE, 5-5c. 249.50</p> <p>KEENEY SUPER BELLS. 249.50</p> <p>BALLY CLUB BELLS. 225.00</p> <p>MILLS JUMBOS (Late Combination), P.O., F.P. 195.00</p> <p>MILLS JUMBOS (Late, Like New), P.O. 149.50</p> <p>MILLS JUMBOS (Refinished), P.O. 99.50</p> <p>MILLS JUMBOS (Refinished), F.P. 89.50</p> <p>BALLY ROLL 'EM (Refinished). 189.50</p> <p>BALLY HI HAND (Refinished). 129.50</p> <p>PACE REELS JR. (Late Rail Model), P.O. 149.50</p> <p>PACE SARATOGA SR. (Late Rail Model), P.O. 149.50</p> <p>NEW MILLS FOUR BELL CABINETS. 49.50</p> <p>JENNINGS FAST TIME, P.O. 89.50</p> <p>PACE RACES (Black Cabinets). 69.50</p> <p>KEENEY 1938 TRACK TIME. 69.50</p> <p>MILLS GOLF BALL VENDER. 149.50</p>	<p>5 WURLITZER MODEL 850 WRITE</p> <p>2 WURLITZER MODEL VICTORY '43 WRITE</p> <p>4 WURLITZER MODEL 750E WRITE</p> <p>2 WURLITZER MODEL 800 WRITE</p> <p>1 WURLITZER MODEL 700 WRITE</p> <p>7 WURLITZER MODEL 500 WRITE</p> <p>18 WURLITZER 616, III. (New Rock-o-Lite) WRITE</p> <p>6 SEEBURG 8900, E.S., R.C. WRITE</p> <p>3 SEEBURG 8800, E.S., R.C. WRITE</p> <p>2 SEEBURG COLONEL, E.S., P.C. WRITE</p> <p>4 SEEBURG COLONELS WRITE</p> <p>2 SEEBURG COMMANDERS WRITE</p> <p>5 SEEBURG CLASSIC (New Rock-o-Lite) WRITE</p> <p>2 SEEBURG MAYFAIR (New Rock-o-Lite) WRITE</p> <p>12 SEEBURG REGAL (New Rock-o-Lite) WRITE</p> <p>6 ROCK-OLA PLAYMASTERS WRITE</p> <p>2 ROCK-OLA COMMANDO WRITE</p> <p>1 ROCK-OLA PREMIER WRITE</p> <p>1 ROCK-OLA GLAMOUR (New) WRITE</p> <p>2 ROCK-OLA SUPERS (New Rock-o-Lite) WRITE</p> <p>8 ROCK-OLA STANDARD (New Rock-o-Lite) WRITE</p> <p>2 ROCK-OLA DELUXE (New Rock-o-Lite) WRITE</p> <p>3 ROCK-OLA IMPERIAL (20) WRITE</p>	<p>MILLS GOLD CHROME, 5c Rebuilt. WRITE</p> <p>MILLS GOLD CHROME, 10c Rebuilt. WRITE</p> <p>MILLS GOLD CHROME, 25c Rebuilt. WRITE</p> <p>MILLS CHERRY BELLS, 5c. WRITE</p> <p>— • MILLS BLUE FRONTS • —</p> <p>ALL REBUILT AND REFINISHED</p> <p>MILLS BLUE FRONTS, 5c. \$165.00</p> <p>MILLS BLUE FRONTS, 10c. 195.00</p> <p>MILLS BLUE FRONTS, 25c. 245.00</p> <p>MILLS BLUE FRONT, 50c. 495.00</p> <p>JENNINGS SILVER CHIEFS, 5c. 179.50</p> <p>JENNINGS REDSKIN CHIEFS, 5c. 149.50</p> <p>— • JENNINGS 4-STAR CHIEFS • —</p> <p>ALL REBUILT AND REFINISHED</p> <p>JENNINGS CHIEFS, 5c. \$129.50</p> <p>JENNINGS CHIEFS, 10c. 139.50</p> <p>JENNINGS CHIEFS, 25c. 169.50</p> <p>JENNINGS CHIEFS, 50c. 395.00</p> <p>MILLS Q.T. GLITTER GOLD, 5c. 119.50</p> <p>MILLS Q.T. GOLD CHROME, 5c. 99.50</p> <p>MILLS Q.T. BLUE (Rebuilds), 5c. 89.50</p> <p>MILLS V. P. BLUE-GOLD (Rebuilds). 59.50</p> <p>MILLS V. P. CHROME (Rebuilds). 69.50</p>

—ONE BALL FREE PLAY GAMES—

BALLY THOROBRED	\$575.00	KEENEY FORTUNES	\$375.00
BALLY LONGACRE	575.00	KEENEY SKYLARK	225.00
BALLY PIMLICO	445.00	BALLY BLUE GRASS	185.00
BALLY '41 DERBY	375.00	BALLY RECORD TIME	175.00
BALLY CLUB TROPHY	345.00	BALLY SPORT SPECIAL	145.00

—WALL BOXES AND SPEAKERS—

New Seeburg Bar-o-Matic, 5-10-25c	Write	Rock-Ola Tone-a-Lier (New)	Write
Packard Pla-Mor Boxes	\$32.50	Rock-Ola Moderne	\$59.50
Seeburg Wall-o-Matic	29.50	Kloor-Tone (III.) Speakers	24.50
Buckley 1942 Illuminated Boxes	19.50	Used 30-Wire Cable	25c Foot
Keeneey Boxes	7.50	New Shielded 2-Wire Cable	12c Foot

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EVERY MACHINE LISTED COMPLETELY REFINISHED AND RECONDITIONED—GUARANTEED IN PERFECT WORKING CONDITION—READY FOR LOCATION

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Evans Super Bomber	395.00	Mutoscope Sky Fighter	395.00	Aircraft Test Pilot	249.50	Bally Defender	325.00
Bally Sky Battle	295.00	Mutoscope Drivemobile	350.00	Evans Play Ball (Like New)	249.50	Evans Tommy Guns	189.50
Bally Rapid Fire	225.00	Keeneey Air Raider	249.50	Mutoscope Punch-a-Bag (Late)	295.50	Seeburg Shoot-the-Chutes, Refin.	
Genco Play Ball (Late)	225.00	Exhibit Knock Out Puncher	179.50	Mutoscope Punching Bag	175.00	New Marbette	179.50
Chicago Coin Hockey	225.00	National O.K. Fighter	189.50	Exhibit Chinning Machine	249.50	Bally Defender	325.00
Keeneey Submarine	225.00	New Axis-Rats Chicken Sam—Re-		Bally Bull with New Jap	119.50	Exhibit Set of Wagon Wheels	149.50
Bally Torpedo	225.00	finished New Marbette	179.50	Light House Grip	119.50	Scientific Skee Jump	129.50
Gatter Ball Grip	119.50	Groetchen Mountain Climber	169.50	Scientific Batting Practice	129.50	Western Giant Gripper	49.50
Caillie Push or Hug	119.50	Exhibit Star Striker	119.50	Batter Up—Play Ball	89.50	Exhibit Love Meter	139.50
Caillie Push or Grip	119.50	Exhibit Vitalizer, Factory Rebuilds.	89.50	Hoot Mon Golf	79.50	Mutoscope Career Pilot	225.00
Western DeLuxe Baseball	119.50	Keeneey's Anti-Aircraft, All Refin-		Exhibit Hiball	119.50	Exhibit Cock-Eyed Circus (Set)	149.50
Exhibit Striking Clock	119.50	ished Red, White and Blue	79.50	Keeneey Texas Leaguer	39.50	Bally Alley	49.50
Mutoscope Ace Bomber	395.00	Rosenfield Electric Shocker	19.50	Groetchen Zooms (Like New)	19.50	Mutoscope Lift-o-Graph	225.00
Mutoscope Thigh-o-Graph	189.50	Kicker and Catcher	19.50	Groetchen Pikes Peak	19.50	Groetchen Skill Jump with Stand	79.50
Casino Golf	69.50	Exhibit Card Venders	39.50	Mills Flip Skill	49.50	Keep 'Em Punching	129.50
Bally Racer, Refinished	89.50	Exhibit Skill Punching Bag	249.50	Hollywood View-o-Scope	29.50	Gottlieb Skee-Ball-Ette	69.50
Electric Shocker, Floor Size	79.50	Love Tellers, Refinished	189.50				

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SPECIAL Reconditioned CIGARETTE MACHINES \$89.50
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Refinished and Reconditioned
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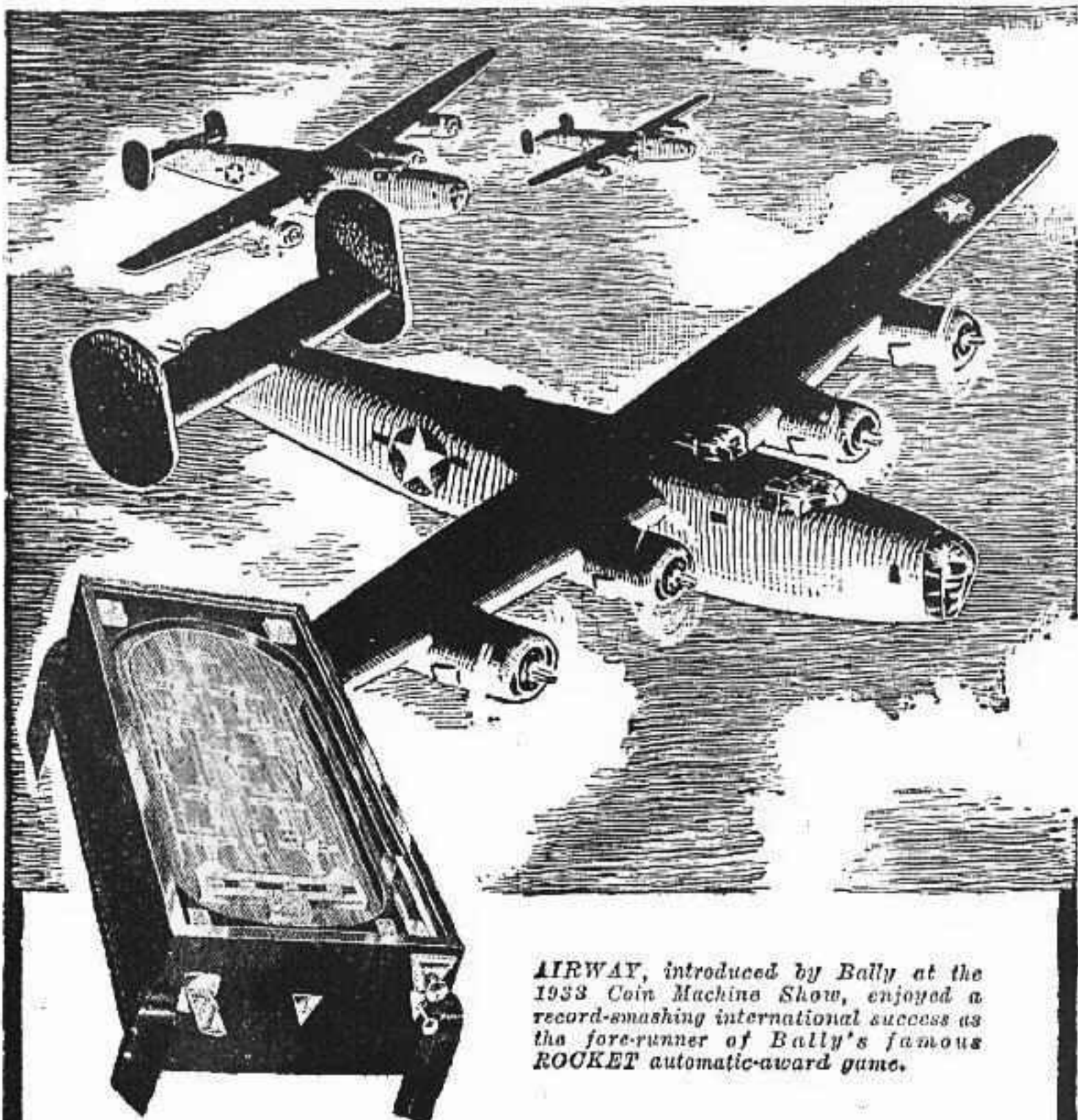
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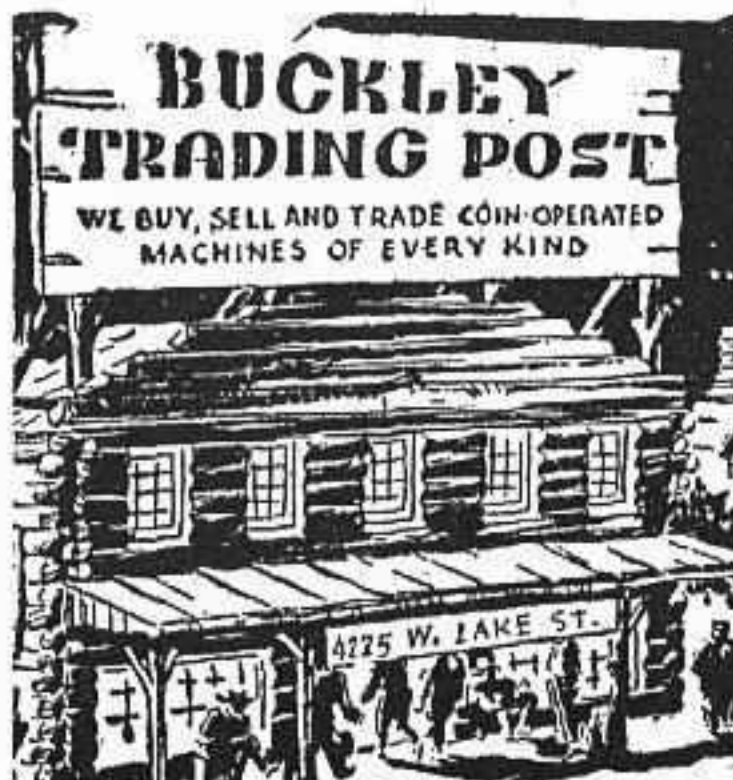
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Operators and distributors who want early information on Bally's post-war equipment . . . games that will bring back the boom days of Ballyhoo and Bumper . . . vending machines that will open vast new opportunities . . . are urged to place their name on a special mailing list now being compiled for Bally's Post-War Flash No. 1.



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BUCKLEY DIGGERS

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| Chi-Coin Hokey 225.00 | Scientific Batting Practice 115.00 |
| Mountain Climber 189.50 | Poker & Joker 110.00 |
| Supreme Tokyo Gun 330.00 | Pokerette 139.50 |
| Chicken Sam 104.50 | Rockola World Series 99.50 |
| Chicken Sam—Jap & Hitler Conversions 158.50 | Western Base Ball 115.00 |
| Seeburg Rayolite Gun 99.50 | Talkie Horoscope (Rockola) 275.00 |
| Bally Rapid Fire 195.00 | Pikes Peak 17.50 |
| Bally Shoot the Bull 105.00 | Muto. Sky Fighter 350.00 |
| Shoot the Chutes 125.00 | Evans Ten Strike (Hi-Dial) 75.00 |
| Keeney Submarine 190.00 | |

SLOT MACHINES

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|--|---|
| MILLS | MILLS |
| 5¢ Blue Fronts, Refin. & Recon. \$180.00 | 10¢ Futurity, Recon. & Refin. \$140.00 |
| 10¢ Blue Fronts, Refin. & Recon. 205.00 | 5¢ Front Vender, Refin. & Recon. 55.00 |
| 25¢ Blue Fronts, Refin. & Recon. 230.00 | 25¢ Front Vender, Refin. & Recon. 90.00 |
| 5¢ Extraordinary J.P. Bells, Recon. 170.00 | 5¢ Melon Bell, Refin. & Recon. 175.00 |
| 10¢ Extraordinary J.P. Bells, Recon. 195.00 | 10¢ Melon Bell, Refin. & Recon. 200.00 |
| 25¢ Extraordinary J.P. Bells, Recon. 220.00 | 25¢ Melon Bell, Refin. & Recon. 225.00 |
| 5¢ Roman Heads, 3-5 P.O., Recon. & Refin. 165.00 | 5¢ Bonus Bell 225.00 |
| 10¢ Roman Heads, 3-5 P.O., Recon. & Refin. 190.00 | 5¢ Hand Load, Black 195.00 |
| 25¢ Roman Heads, 3-5 P.O., Recon. & Refin. 215.00 | 10¢ Hand Load, Black 220.00 |
| 50¢ Roman Heads, 3-5 P.O., Recon. & Refin. 400.00 | 25¢ Hand Load, Black 240.00 |
| 5¢ War Eagle, 3-5, Refin. & Recon. 150.00 | 25¢ Emerald Hand Load 475.00 |
| 5¢ Futurity, Recon. & Refin. 125.00 | 5¢ Original Chrome 310.00 |
| JENNINGS | 25¢ Original Chrome, 1 O.P.O. 450.00 |
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| 5¢ 4-Star Chiefs 170.00 | 10¢ Brown Front 225.00 |
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| Waiting—Pace—Callie—Write for Prices. | MILLS VEST POCKET BELLS |
| MILLS Q. T. | 1¢ Blue & Gold \$ 45.00 |
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| | 5¢ Silver & Blue 50.00 |

CONSOLES

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| Mills 3 Bells Write | New Pace Saratoga Jr. \$250.00 |
| Mills 4 Bells \$735.00 | New Pace Reels Sr., Conv. 290.00 |
| Keeney 1940 Track Time 115.00 | New Pace Reels Jr. 250.00 |
| Keeney 1941 Skill Time 110.00 | New Pace Reels Sr. 260.50 |
| Keeney Kentucky Club 80.00 | 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 |
| New Pace Saratoga Sr. 260.00 | Mills Jumbo, Combination 175.00 |
| | Stanco Bell, Single 125.00 |

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- | | | |
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| Bally Hawthorne, PO \$ 79.50 | Race King, Rev. \$225.00 | Victory, FP \$105.00 |
| Bally Blue Grass, FP 205.00 | Challenger, Rev. 215.00 | Westerhaus Victorious 1943 Turf Champ 199.50 |
| Bally Gold Cup, FP . 49.50 | Mills 1-2-3, CPO 65.00 | |

PHONOGRAPHS

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| 750 450.00 | P12 34.50 | ROCKOLA |
| 750E 475.00 | SEEBURG | Commandos Write |
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| 700 375.00 | mote Control \$460.00 | Deluxe 39 210.00 |
| 600 190.00 | High Tone, Regular 435.00 | Masters, Walnut or |
| 600 Keyboard 200.00 | Colonel, E.S. 345.00 | Marble 225.00 |
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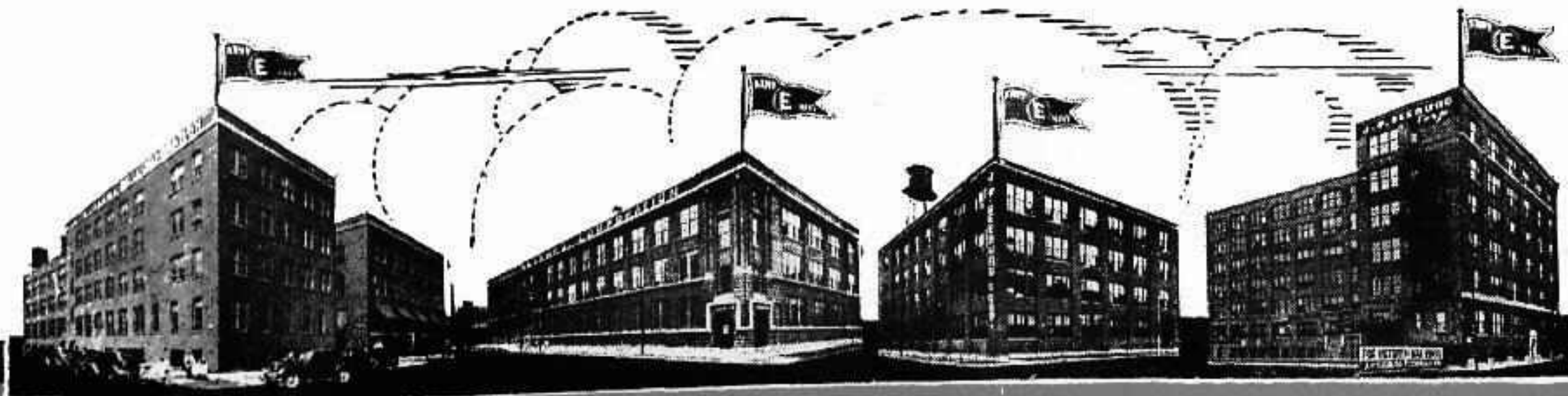
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